1954 NARTB CONVENTION ISSUE

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23RD YEAR

THE NEWSWEEKLY OF RADIO AND TV

MINNEAPOLIS  ST. PAUL

RADIO  Clear Channel 830 K.C.
TELEVISION 100,000 Watts Channel 4
There's local programming know-how and effective showmanship at WTVR that caters to the desires and needs of its coverage area. Plus over 2 million dollars of program talent weekly as offered by the nation's four great networks...an extra ingredient when you buy WTVR. Now operating at maximum power (100,000 watts), from a new transmitting antenna soaring 1,049 feet, you get state-wide coverage that entertains and sells Virginians. Buy WTVR, the station Virginians are sold on.

1. "TV Hoedown" (musical)
2. "Grove Avenue Baptist Church" (religious)
3. "Sportlight" (sports)
4. "Virginia Today" (local news and weather)
5. "Menus in Miniature" (woman's home demonstration)
6. "The Story Book Lady" (children's)
7. "Your Esso TV News Reporter" (news)

WTVR

A Service of Havens & Martin, Inc.
RICHMOND, VIRGINIA • PHONE 5-8611

NATIONALLY REPRESENTED BY BLAIR TV, INC.
ALL
WBC
STATIONS
WIN
NATIONAL
SAFETY
COUNCIL
AWARDS

To
KEX—Portland, Oregon
WOWO—Ft. Wayne
WBZ-TV—Boston
WPTZ—Philadelphia
... the Public Interest Award for 1953 in recognition of exceptional service to safety.

To
KDKA—Pittsburgh
KYW—Philadelphia
WBZ, WBZA, WBZ-TV
—Boston
... awards for exceptional service to safety on the farm in 1952-53.

Station logs show 217 programs and 12,140 announcements—a total of 271 hours—devoted to the promotion of safety during 1953—evidence of how importantly community service figures in WBC programming.

WESTINGHOUSE BROADCASTING CO., INC.
WBZ-WBZA • WBZ-TV—Boston; KYW • WPTZ (TV)—Philadelphia;
KDKA—Pittsburgh; WOWO—Ft. Wayne • KEX—Portland, Oregon
NATIONAL REPRESENTATIVES: Free & Peters, Inc.
KRLD-CBS delivers the largest combined audience in the Twin Dallas-Fort Worth Market of any radio station or frequency.

"The Make Sense Buy"

Pulse, February-March, 1954

Exclusive outlet for CBS Network Radio programs for both Dallas and Fort Worth

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION ...THE BRANHAM CO., Exclusive Representative

John W. Runyon, Chairman of the Board ........................................ Clyde W. Rembert, President
OFFER OF $4,800,000 for his Erie radio and television properties (WIKK-WICU [TV]), plus WHOO-AM-FM Orlando, Fla., has been rejected by Edward Lamb, publisher-broadcaster-industrialist-lawyer. It's understood he turned down bid from former West Coast publisher-broadcaster because he intends to "clear my name" in FCC renewal proceedings before considering any proposals.

AROUSED OVER "one-way street" aspects of Senate Potter subcommittee hearings on plight of uhf, established vhf broadcasters are talking up formation of voluntary group to present to Senate committee story of vicissitudes of their medium before vhf turned economic corner. They're incensed, too, over radical proposal of Com. Hemnock that uhf's be cut down in power, antenna height and that there be general freeze on all new vhf operations (story page 117).

TENOR of Senate Potter subcommittee hearings expected to be a significant activity at NARTB convention in Chicago this week. With one-week break before Potter hearings, Senate Resolution 3, Television Board may act to ensure NARTB representation at hearings. Association's executive staff previously had vetoed participation on ground that association represents both uhf and vhf stations and could not take partisan position. But Vice President Thad Brown, who sat in on hearings, is now prepared to urgently recommend participation.

WEEKLY report on FCC chairmanship mystery: Nothing across. But FCC chairmanship is not only one left dangling. President Eisenhower allowed term of Chairman Gordon R. Clapp of Tennessee Valley Authority to expire last Tuesday and stated simply at White House news conference Wednesday that he's still looking for right man for chairmanship. Also, hear and there are two posts on Federal Reserve Board.

WHILE ROLE of Richard P. Doherty, former NARTB vice president, in formation of Television Advertising Bureau is advisory, it is no secret that several NARTB TV Board members and executive staffers eye his post-NARTB activities with concern. Instead of pro forma consulting practice, they contend he is delving into creation of private "employe-employers-economic relations bureau" competitive with functions being performed by NARTB's departments.

REPUBLICANS will bank heavily on simulcasts in their media plans for fall congressional campaign. Republican National subcommittee, especially set up for purpose, expects to have plans by late September. Idea is to coordinate National Committee's spending along with GOP Senatorial and Congressional Campaign Committee funds. BDNO is GOP agency.

INSIDERS report that advertising agency people are not so "eager" to take on political parties as accounts. Difficulties are too many, they say.

ADD TO list of station groups, both formal and informal, to bold forth during NARTB convention this week, "Quality Stations of America," comprising number of top stations in key markets, both clear and regional. Group considering cooperative programming and selling project which might reach point of formalizing what has been make-shift plan during past year or so. Coordinating group, scheduled to hold its first session in Chicago yesterday (Sunday), is headed by John H. DeWitt, president of WSM Nashville, which has cradled much of top "folk music" talent in nation.

PROCTOR & GAMBLE, Cincinnati, reportedly is appointing Benton & Bowles, New York, to handle advertising for its newest product, a yet-unnamed toothpaste. Media plans, it's understood, will include radio-television tests followed by expanded campaigns.

TELEPROMPTER, boon of orators at national political conventions in 1952, will make suspicious debut at NARTB convention. It will be used by key speakers at all events. New type TelePrompTer lecterns with synchronized left and right panels will be used.

LINCOLN-MERCURY Div of Ford Motor Co., for Lincoln and Mercury cars, is preparing availability for a six-week spot announcement campaign to break about June 6 on more than 500 stations. Agency, Kenyon & Eckhardt, New York, is awaiting client approval for go-ahead this week.

LEVER BROS., notified by CBS-TV that its Big Town must vacate Thursday night 9:30-10 p.m. time in schedule realignment to make room for new Chrysler buy (see story page 54), is not concerned about finding new time segment. Reason: Company has first option to buy alternate week of People Are Free, Sundays at 7-7:30 p.m., on 115 NBC-TV stations. Toni Co. will sponsor other week of People. Lever always has been partial to Art Linkletter, m.c., on People, and may pick up that option, meanwhile holding Big Town film series in abeyance until ideal time presents itself.
Aware of its responsibilities to the communities it serves, for the past five years WGAL-TV has presented a series of inter-religious telecasts every Sunday night at six o'clock, "Sanctuary Time."

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

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

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

Represented by

MEEKER TV, Inc.

New York  Chicago  Los Angeles  San Francisco

Mr. Channel 8
REGISTRATION RUSH

LAST-MINUTE rush of management and engineering registrations for NARTB Chicago convention brought total over 1,500 mark late Friday, according to C. E. Arney Jr., secretary-treasurer. Mr. Arney reported complete sell-out with 1,516 tickets sold.

Zenith Counter-Claim
Denied in RCA, GE Patent Suit

Zenith’s 1946 patent suit against RCA, GE and others, moved step closer to trial with ruling Friday by Judge Leahey of U. S. District Court in Wilmingtom, denying Zenith counter-claim in effect seeking dismissal of proceeding. Judge Leahey said: “Regard for longstanding elements of patent properties and their application to the basic clauses of the cross-licensing agreements, coupled with re-alignment of several misconceptions, punctures Zenith’s argument.” He added that Zenith claim of co-ownership “is finally proved bogus” based on admitted fact and analysis of the agreements.

UHF’ERS ASK SUBSIDY, VHF DIRECTIONALS; FRIEDA CRIES

(See early story page 117)

WINDUP witnesses in third and final day of first phase of uhf hearings before Senate Potter subcommittee Friday asked committee to make plans for eventual move of all to uhf; provide for directional antennas designed to limit existing vhf stations to single market coverage; restrict color to uhf and encourage Small Business Administration to relax regulations to advance loans on uhf properties to help them over hump.

Despite pleas for “immediate” relief lost more uhf stations fold, Chairman Potter (R-Mich.) of subcommittee indicated in closing hearings that there would be no definite action until all testimony was in. Hearings resume June 3. Reports have become widespread that committee might ask FCC to hold up on new authorizations pending decision.

Meanwhile, NARTB President Harold Fel- lows telegraphed Sen. Potter to express hope that no action would be taken until all testimony is in. Several other entities not previously scheduled to appear reportedly took similar action.

Friday’s nine-hour session—hit with emotional explosion by Comr. Frieda B. Hennock charging Congress must share blame for uhf problem for pressuring FCC into quick vhf grants—was highlighted by specific recommend- ations of Uhf Tv Industry Coordinating Committee, expressed by counsel Benedict F. Cottone. They were to:

1. (1) Suspend all new grants or modifications; (2) suspend all grants made during past 30 days; (3) freeze all requests for interim opera- tion under special temporary authorizations; (4) keep these suspensions in effect until committee rules; (5) make ultimate solution is to proceed with transition period during which vhf stations can amortize plant costs and permit turnover of receivers; (6) provide temporary transition period during which vhf stations can amortize plant costs and permit turnover of receivers in bands of public.

For first time in three-day hearing, sugges- tions were made that government subsidize uhf stations through Small Business Adminis- tration loans. These were made by Philip Merryman, WICC-TV Bridgeport, Conn. (ch. 43), and S. H. Patterson, KSAN-TV San Fran- cisco (ch. 32), both uhf operators. Mr. Merryman, who suggested tv direction- als, will resume his testimony June 3.

Comr. Hennock’s tearful outburst followed persistent questioning of FCC Chairman Rosel Hyde by Sen. Edwin C. Johnson (D-Colo.) on issue of "serious monopoly" in vhf and moving all tv to uhf to cure it. Comr. Hennock charged Congress as well as FCC is responsible because Commission offered uhf in good faith and "for 3½ or alimony nobody ever said anything was wrong with uhf." In rising tumble of words and tears, she continued:

If you want me to tell you the truth, when you Senators call this Commission to tell us how to operate and “give us television in our community, and give it to us tomorrow,” and is the most unethical manner known to man ..., I am ready to cry and give up and if you want to know the rest of my statement I will give it to you before I am through with this hearing.

Questioned later by reporters, Comr. Hen- nock said “I intend to beat this monopoly or resign.” Asked about what monopoly, she answered, “the monopoly of the two big networks, CBS and NBC.” She said she would do this “by making the uhf stations a success. All the stations could go to the uhf channel."

Comr. Hyde rebuffed Sen. Johnson’s vhf monopoly charge and explained wide ownership spread and FCC ownership rules. He held vhf is needed as uhf alone couldn’t provide national competitive system. He was supported by Comrs. E. Sterling, E. M. Webster and Robert E. Lee.

Other witnesses included: William A. Roberts, counsel for Uhf Tv Assn. (see page 130); Lou Poller, ch. 26 WCAN-TV Milwaukee (page 127); Jack Garrison, ch. 14 KACY-TV (Ft. Worth) Texas; Dr. Richard Venable, ch. 50 WIFE (TV) Dayton, also suspended; Robert J. Campbell, Dayton Education Foundation; Don Burton and William Craig, ch. 49 WBLC-TV Muncie, Ind. (page 130); Harry E. Daniel, New York Society of Engineers, who proposed mile- high towers; Darke Tarr and Ap, WTVT (TV) Bloomington, Ind. (page 137); Vincent L. Lutz, Assn. of VHF Service Clubs, St. Louis, who related public interest in uhf sets there; Larry N. Israel, 16 WENS (TV) Pittsburgh; J. P. Beacom, ch. 22 WJZ (TV) Baltimore, Pa.; S. W. Townsend, ch. 45 WKST-TV New Castle, Pa.; Mortimer W. Leewi, ch. 17 WTVT (TV) St. Petersburg.

Mr. Woodward, supporting chief recommenda- tions of Comr. Hennock, called for immediate directionalsization of every vhf fre- quency to allow them to do "business"; said any station should be forced to restrain net- works from works from services more than one hundred percent of its revenue and urge new forbidding network ownership of stations. He asked for probe of Dayton, Ohio, uhf station’s or programming records to support views.

Mr. Garrison said KACY’s failure was fault of poor planning, asserted unless com- mittee was prepared to probe out in St. Louis area with combined $3 million in losses and putting public in hole $25 million in losses on uhf conversion.

at deadline

Wolferton Demands Networks Testify on Bryson Measure

DEMAND that networks testify regarding Bryson bill to prohibit advertising of alcoholic beverages on radio and tv and other media in interstate commerce was made Friday by Rep. Charles A. Wolferton (R-N. J.), chairman of House Commerce Committee holding hearings on suggested legislation (see early story page 132).

Raking stations as “monopolies,” Rep. Wol- verton grilled Ralph W. Hardy, NARTB vice president in charge of government relations, for two hours on practices of radio and tv stations regarding beer and liquor advertising and programming.

Mr. Hardy, who expressed NARTB’s opposi- tion to bill on ground it discriminated against broadcasting industry, was charged by Rep. Dwight L. Rogers (D-Fla.), with collecting infor- mation regarding beer commercials on air.

He also was ordered to investigate Dr. Sam Morris’ alleged denial of air time by stations and networks. Dr. Morris, temperance leader, was refused time to present temper- ance viewpoint of uhf. He claimed deliberate “boy-cott” of anti-liquor forces by radio-tv broad- casters.

Broadcasters were warned by Rep. Joseph P. O’Hara (R-Minn.) that unless they cleaned house, government would have to step in.

• BUSINESS BRIEFLY

SPEIDEL PICKUP • Speidel watch bands, presented alternate-weeks show of "Name That Tune" (Mondays, 8-8:30 p.m. on NBC-TV), which will be ousted next season for Sid Caesar show, understood contemplating pickup of its first option on Caesar show along with other advertisers. Source said network was considering that Carter Products is considering substituting Place the Face with Name That Tune next sea- son, Thursdays, 10:30-11 p.m. on CBS-TV. SSCA?, N. Y., is agency for Speidel and Carter.

'STRIKE IT RICH' CONTINUES • Colgate Palmolive Co., Jersey City, to continue Strike It Rich show on CBS-TV programming, Herman Townsen, Colgate agency.

FORD CONSIDERS 'SPECTACULAR' • Ford Motor Co., Detroit, for institutional advertising, through Kenyon & Eckhardt, N. Y., understood contemplating sponsorship of one of NBC-TV’s every-fourth-week “spectaculars”.

PITCH FOR P&G • Several agencies, including Kenyon & Eckhardt, N. Y., have been pitching for some of Procter & Gamble’s advertising business during past 10 days.

May 24, 1954
The Fishin's GOOD...

and the big ones are biting
when you cast your line on Detroit's Channel 2
in the rich Midwest market.
Use results as your guide, and you'll buy
the full-power station . . . 100,000 watts, 1,057 foot tower

WJBK-TV, DETROIT

Catch 'em while they're watching
top CBS, Dumont and local programs
and reel off your own success story
to match the hundreds in our files.
**UHF WBETY (TV) Deleted; KOY-TV Phoenix Dropped**

DELETION of ch. 21 WBETY (TV) Beckley, W. Va., ordered by FCC Friday for lack of prosecution by grantee, Appalachian TV Corp. Commission also announced deletion of ch. 10 KOY-TV Phoenix, Ariz., smaller-time bidder for $290,000 by KOOL-TV there, now full-time (B&T, May 10). Post thaw deletions total 80 (13 vhf, 67 uhf).

**Transferred Filed**

TRANSFER of bids filed with FCC Friday: General Teletelvision $2.5 million acquisition of WHHG AM-TV Memphis from Harding College (B&T, March 8) and contingent lease of KRGB San Diego by General Teletelvisio to Manager Marion Harris for $27,500 per year, with option to buy in 1960; Booth Radio & TV Stations Inc. $116,000 per year, plus $2,500 per quarter, for rights to KGBU Ch. 10, and $150,000 purchase of WTYMA Charleston, S.C., by Charles E. Smith and associates in WTRBO Cumberland, Md. (B&T, April 12).

**KETX (TV) Bankruptcy Suit Dropped**

INVOLUNTARY bankruptcy suit for $11,000 by three local creditors against ch. 10 KETX (TV) Tyler, Tex., dismissed Friday by U. S. District Court. Former competitors would foreclose on suit, upon another local suit, pursuant to agreement. Joint ownership "in air with "economy operation" (B&T, May 3). KETX has filed cross suit against GE.

**Toni Co. Announces New Shows**

TONI CO. Friday announced summer lineup of new radio-TV shows, bringing overall total to 12 radio and 11 tv programs.

Breakthrough into cosmetic market with new Viv lipstick, to be supported by $5 million ad campaign. Product will be promoted by participations in new lineup of programs includes: network radio, People Are Funny, One Man's Family, Stella Dallas and Young Widder Brown, all on NBC; Helen Trent, Peter Potter's Jukebox Jury, Tennessee Ernie, on CBS, and participations in Chalkboard of Sports, network tv network additions: Bob Crosby Show, Garry Moore Show, Jack Paar Show, all on CBS-TV; People Are Funny, College of Musical Knowledge, Dollar a Second, all on NBC-TV, and participations in Chalkboard of Sports on NBC-TV.

**RCA Offers New TV Package**

RCA Recorded Program Services' entry into field of tv distribution of feature films, offering 18 full-length productions, is being announced during NATIR convention. Special package rate is being offered covering all 18 films, some of which have not been seen on tv or in theatres before. Group is called "Empire Film Package," and includes "Amazing Adventure" with Cary Grant, "Wings of the Morning" with Henry Fonda, and "Broken Barrier," never before seen in U. S.

**Hearings Resume Today**

ARMY-McCARTHY hearings, which resume today (Mon.), will be carried on 51 stations over ABC-TV and 10 stations over DuMont Television Network, it was reported Friday. ABC-TV researchers estimated that three out of every four U. S. television viewers will view hearings over ABC-TV in 47 markets in which they are carried. In Pittsburgh, WENS (TV) (ch. 16) reported to ABC-TV Friday it had sold that network's coverage of the hearings to a local sponsor.

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**MILWAUKEE MERGER**

INITIAL decision proposing grant of ch. 12 at Milwaukee to Milwaukee Area Telecasting Corp. issued by FCC Examiner Herbert Sharrman Friday following merger proposal earlier in week in which former owners would get part interest in tv venture: WFOX and WEMP, 30% each; Kolero Telecasting Corp., 10%. Milwaukee Area would retain 30%. WFOX is to be sold. Earlier in week FCC refused last-minute bid by Lou Poller's ch. 25 WCAN-TV there for switch to ch. 12 with proposal looking toward eventual dual operation on both chs. 12 and 25 pending public choice of best choice.

**ASCAP Considers Nominal Fee To Small Market UHF Outlets**

PROPOSAL of Walter Reade Jr., president, WRIV (TV) (ch. 58) Asbury Park, N. J., that ASCAP waive its normal contract requirements for small uhf tv stations and accept token payments instead of license control in common with other contract requirements for station payments. Result: Muzak plans to offer franchise to small town tv stations of music they want to play and will license for contract royalty. ASCAP will set up new service of its television music service.

**Raibourn Sees Speed Up In Development of Color**

"COLOR SETS will come down in price much faster" than anticipated in industry, Paul Raibourn, vice president and director of Paramount Pictures Corp., said Friday. Addressing luncheon of Chicago Television Council, Mr. Raibourn suggested uhf problem might best be solved by color and pay-as-you-see tv, but he said he hoped "no one will get the idea that color will be a cure-all to all the industry's ills." Mr. Raibourn cited recent Palm Springs test of International Telemeter Corp., of which he is chairman.

**NBC Signs WGR Buffalo**

SIGNING of WGR Buffalo (550 kc, 5 kw) as affiliate of NBC, effective June 1, was announced by network Friday. In NBC lineup, station replaces WBNF Buffalo, which is moving to CBS Radio. WGR ownership changed hands May 1 when Niagara Frontier Amusement Corp. (now WGR Corp.) acquired control. Same owners, headed by President George F. Good Year, own WGR-TV, new ch. 2 outlet in Buf falo and also affiliated with NBC (B&T, April 19).

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**People**

**Robert Hoffman**, Chicago sales manager of Television Programs of America since September and previously with NBC and United Television Corp., promoted to midwestern division manager of TPA with headquarters in Chicago.


**Dave Grimm**, previously sales manager for Newark branch of Shaw-Walker, office equipment firm, to sales staff of New York office of Robert Meeker Assoc., station representatives.

**Richard R. Morgan**, former executive producer of Allied Motion Pictures, Theatre Operators of Western Pennsylvania, joins ABC Film Syndication as assistant to George T. Shupert, president, in general business affairs.

**Robert A. Fox**, chief engineer, WGR Cleveland, has resigned effective June 1 and is moving to Florida. A veteran of 30 years in radio and electronics, he has not announced further plans.

**Philip Morris Net Gain**

**Philip Morris & Co.** released annual report Friday showing consolidated net income after taxes for fiscal year ended March 31 amounted to $12,421,638 and consolidated net sales to $294,902,434, as compared with net income last year, before acquisition of Benson & Hedges, of $11,345,200 and sales of $314,894,718. Pacing company's advertising effort, report said, was I Love Lucy program on CBS-TV. Philip Morris also carried Public Defender on CBS-TV; My Little Margie on CBS Radio, Story of Ruby Valentine and selected radio spot advertising, in addition to schedule of newspaper and magazine advertising for estimated total 3,208,000,000 Philip Morris advertising messages to nation last year.

**Muzak Develops New Tape**

**NEW MAGNETIC tape and special mechanism to play it have been developed by Muzak Corp., whose officials say tape is capable of transmitting four programs simultaneously and will run for eight hours unattended; that machine can pre-select desired types of music, and permits "watermarking" of Muzak programs as guard against piracy. Result: Muzak plans to offer franchise to new magnetic tape operation Aug. 1; and whereas communities of less than 200,000 formerly were considered too small for profitable Muzak operations, company now feels it can go into cities of 25,000 to 50,000 as well, and plans to offer franchise to local broadcasters.

**Consider Hour for Skeleton**

CBS-TV understood to be considering extending Red Skelton Show, now Tuesdays at 8:30-9 p.m., to full hour; 8 to 9 p.m. for first to three advertisers. Present show in 8-8:30 period, Gene Autry, sponsored by Wrigley Co., might move to Saturday, 7-7:30 p.m.

**WGKv Officers**

**NEW OFFICERS of WGKv Charleston, W. Va., include Lawrence H. Rogers, president and general manager; William D. Burke, vice president and treasurer; Leroy E. Kippatrick, vice president and secretary; Charles N. High will be station and commercial manager. Operating personnel under the new management will be largely unchanged.

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**BROADCASTING • TELECASTING**

May 24, 1954 • Page 9
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
Sol Taishoff, Editor and Publisher

EDITORIAL
Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Lawrence Christopher, Technical Editor; David Berlyn, Harold Hopkins, Don West, Assistant Editors; Patricia Kielty, Special Issues; Staff: Ray Ahearn, Jonah Ollitz, Louis Rosenman; Editorial Assistants: Kathryn Ann Fisher, Elsie Moore, Peter Pence, Joan Schehan, Harriet Sinrod; Gladys L. Hall, Secretary to the Publisher.

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Duane McKenna, Art and Layout.

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

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

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


SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook ($34 issue): $9.00. TELECASTING Yearbook ($34 issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage.

ADDRESS CHANGE: Please send requests to Circulation Dept., Broadcasting • Telecasting, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: BROADCASTING® - The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932. Broadcast Reporter was in 1933 and Telecast® in 1953.
WMBR Radio in Jacksonville is first in 252 out of 360 quarter-hours ... from 6:00 am to 12:00 midnight Monday through Friday!*

Represented by CBS Radio Spot Sales

Four times better than the next station ... 2½ times better than all 7 competitors combined!

*Source: Pulse; Feb.-Mar., 1954
Any way you look at it...

- Excellent color fidelity. Special Masking Amplifier plus overall quality of system results in superlative reproduction.

- Continuous film movement. No intermittent action. Optical immobilizer eliminates claws and shutter.

- Sensitivity of system faithfully reproduces all tonal gradations through gamma-corrected amplifier.

- Film may be run forward or backward. Stopped at any point. Speed may be varied.

- No shading adjustments necessary. Picture free from edge flare and shading. Completely automatic from remote panel.

- Entirely new standard of operating economy for both color and monochrome operation.

DU MONT
YOU’RE YEARS AHEAD with the
DU MONT COLOR MULTI-SCANNER

Here is the one system that puts you years ahead... whether for monochrome or color. The Du Mont Color Multi-Scanner permits you to be ready for the day you start color broadcasting, and at the same time provides a means of monochrome-film, slide and opaque pickup surpassing all other systems in quality of performance, operating economies and dependability. Yes, sir... anyway you look at it... you’re years ahead with the Du Mont Color Multi-Scanner — the only continuous-motion scanner now IN PRODUCTION!

...FOR COLOR

Permits the average television station to prepare for color now, without the large investment required in specialized color equipment. The cost of the system may be amortized over both current monochrome broadcasting operations and future color operations.

The Color Multi-Scanner eliminates registration and other technical problems inherent in triple pick-up tube camera designs. The single scanning tube along with the unparalleled sensitivity of the Du Mont Multiplier Phototube results in a color signal source far surpassing that of other systems.

...FOR MONOCHROME

The Color Multi-Scanner can go right to work on monochrome transmission. Utilization of the same equipment provides fine quality black and white reproduction. At the flick of a switch—your choice of color or monochrome—it’s as simple as that!

The Color Multi-Scanner is basically the same as the famous Monochrome Multi-Scanner with the exception of a light-splitting mirror system and additional unitized channel amplifiers. All operational advantages and economies have been retained.

...AND OTHER DU MONT COLOR EQUIPMENT

Incorporated in the Du Mont Color Multi-Scanner and available as a separate unit for improving other color signal sources, the Du Mont Color Masking Amplifier adds new realism to color signals. It permits compensation for dye and filter deficiencies and adds new qualities to any color setup.

Get details on the complete line of Du Mont color transmitting accessories. As always... in color or monochrome... it’s Du Mont to be first with the finest!
SUMMER TIME
is
SELLING TIME
in coastal california
MORE PEOPLE
* MORE MONEY
* MORE SALES

KEY-T covers California's largest single station market with programming from all 4 major networks

CBS * NBC
ABC * DuMONT

Low cost per thousand
Large unduplicated audience
Best over-all programming in America

THE KEY TO COASTAL CALIFORNIA
KEY-T channel 3

Video power 50,100 watts
Audio power 25,000 watts
Antenna 4,211 Ft. above sea level

Represented nationally by
GEORGE P. HOLLINGBERY CO.

KEY-T

Page 14 • May 24, 1954

OPEN MIKE

Two-Headed Tv

EDITOR:

This is the set for watching your competition.
Frank Station
President
CBS Inc., New York

Something for Nothing

EDITOR:

Another voice twitters in the wilderness—and asks the help of Broadcasting & Telecasting.

Lately the use of "new" or "Special Press" releases has grown beyond the point of being just an itching nuisance. The disturbing thing is the numbers of well founded companies resorting to this sort of tactic in trying to get something for nothing.

I personally appreciate the articles which B&T have run dealing with this problem. Would it not be in order to continue to try and combat the acceptance of such material by broadcasters? Viewing the volume of stuff received each week leads me to believe that a goodly number of stations are giving away their product. Without saying, this is at least detrimental to the industry.

Again—my thanks for the efforts already shown by B&T on this subject; and my plea for continued opposition.

Stephen P. Cole
General Manager
WHITE Minster, Mich.

KPFA Story Retold

EDITOR:

I note in a recent issue of your magazine [B&T, May 10] a report for which you evidently received no earlier correction. It is a report you carry under the head "24 on Advisory Board Resign From KPFA (FM)."

Dean Frank Freeman has erred in stating that the 24 persons were (1) advisory members (2) two-thirds of the advisory board or (3) that the 24 persons constituted the main source of funds for the station.

Of the 24 who "resigned," nine were members of a defunct group called the Advisory Council. Of the remaining 15 resignees, one was a member of no group connected with KPFA. One man disassociated himself from the group after the first announcement including his name. The remaining 13 were members of a 42-person letterhead used for prestige purposes several years ago. The nine advisory members who resigned were members of a 26-person Advisory Council and so hardly make up two-thirds.

As to the claim that 24 persons "constituted the main source of funds for the station,"... many of the group of 24... have never contributed or subscribed.

Roy C. Kepler
KPFA (FM)
Berkeley, Calif.

Missing City

EDITOR:

On page 121 of the May 10 issue you show a special listing of BMI program clinics. You list an "unnamed city" in Idaho as the meeting place for the BMI clinic. The meeting date is June 16.

The BMI clinic in Idaho will be held at the Bannock Hotel, Pocatello, Idaho. Will you please make this change?

Henry H. Fletcher
General Manager
KSEI-AM-FM Pocatello, Idaho

Compliment on Bryson Stand

EDITOR:

I wish to compliment you on your valiant and fiery opposition to the Bryson bill. The only people, as a general rule, who favor liquor advertising restrictions and/or total prohibition are those hell-fire-and-brimstone characters who are members of the ever-needling "reformer" segment of society.

Radio and television are broad-minded industries, thank God! They cannot, with a clear conscience, lie down and let the "reformers," led by politicians who are seizing the opportunity to attract votes, trample on them. Radio and tv should assert, to these radicals, their determination not to act as forced and willing exponents of freakish and unstable drives.

The right to drink is a right which has come down through the ages with mankind.

Dale P. Bell
Dodge City, Kan.

Pictures Can Lie

EDITOR:

On page 110 of your issue of May 17 you have an error in the photographs of Mr. Neuhauser and Mr. Katz. The names are correctly located, but the photographs should be interchanged.

I am not sure what can be done about it at this point, but you may have some ideas on how to correct the error.

Ben Adler
Adler Communications Labs
New Rochelle, N. Y.

[EDITOR'S NOTE: Herewith the correct pictures of Louis Katz, head of the development staff of Adler Communication Labs, and Robert G. Neuhauser, engineer in charge of pickup tube design, RCA.]
"NO OTHER TOWER, ANYWHERE!"

WDAY-TV is the only TV station in Fargo, North Dakota's TOP market.

In fact, in all the fabulous Red River Valley, WDAY-TV is the only television station. (The nearest on-the-air station is more than 200 miles away — the nearest grant for a station-to-be is more than 50 miles away!)

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated With NBC • CBS • ABC • Dumont
FREE & PETERS, INC., Exclusive National Representatives
1 Sponsor or 7 Participating Sponsors...

you’ll sell this NEW

“Penthouse Party”

starring NELSON EDDY as host

with Gale Sherwood and a Star-Studded Guest List

Eddie Fisher
Gloria DeHaven
George Wright
Concert Hall String Quartet
Joseph Fucks
(concert violinist)
The Knickerbocker Four
Earl Wild
June Christy
Frank Froba & His
Honky Tonk Three
HERE'S AN EASY-TO-SELL THESAURUS VARIETY SHOW THAT WILL MAKE MONEY AND BUILD AUDIENCES FOR YOU

“Penthouse Party,” starring your host NELSON EDDY, is a great showcase for sponsors’ products.

In millions of homes all over the nation, NELSON EDDY means top entertainment for every member of the family. With big-name stars such as Eddie Fisher, Gloria DeHaven, June Valli, Hank Snow, concert violinist Joseph Fuchs and Johnny Desmond appearing as guests, “Penthouse Party” will give top commercial impact for any product or service.

NELSON EDDY, the host and star of the show, started a whole new film musical tradition with 19 fabulously successful movies...sold millions of phonograph records...today he’s breaking attendance records in night clubs from coast to coast...some of the biggest names in American business sponsored his network shows. And now, with all of this popularity and prestige, NELSON EDDY joins the money-making roster of sure-selling Thesaurus big-name stars.

That’s why, whether you go after one sponsor or seven, you’ll find this informal variety show will practically sell itself.

“Penthouse Party's” network quality production is complete with NELSON EDDY voice tracks, introducing all his big-name guest stars; opening and closing themes, lead-ins, pre-broadcast and on-the-air audience promotion announcements.

SELL ANY OF THESE THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY!

Phil Spitalny’s “Hour of Charm”  “Hank Snow and his Rainbow Ranch Boys”
“Date in Hollywood”  “The Sammy Kaye Show”
(Eddie Fisher and Gloria DeHaven)  “The Fuzzy Martin Show”
“Music Hall Varieties” (Joe “Music By Roth”
E. Howard and Beatrice Kay)  “The Wayne King Serenade”
“The Melachrino Musicals”  “Quickie-Quiz”
“Baseball Today”  Patient, phone today: DEPT. B-5

And many more—complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disc.

Written, wire, phone today: DEPT. B-5
in the morning!

in the afternoon!

in the evening!

IN

Winston-Salem

NORTH CAROLINA

... the hub of a rich, fast-growing 15 county market in the industrial heart of the...

State in the South

Whatever your product or service—you will sell more of it faster to more people when you use the...

STATION

NBC

AFFILIATE

600 KC-5 KW

AM-FM

WSIS

Represented by

HEADLEY-REED CO.

ATOMIC ATTACK
Network: ABC-TV
Time: Tues., 5:30-6:30 p.m. EDT
Sections: Motorola TV Hour
Producer: Herbert Brodlin
Director: Ralph Nelson
Set Design: Fred Slover
Technical Director: George Weber
Assistant to Producer: Philip Barry Jr.
Production Assistant: Edith Hamlin
Composer-Conductor: Ralph Norman
Lighting: Enrico Poinzaneli
Audio Engineer: William Blumel
Cast: Phyllis Thaxter, Robert Keith, Walter Matthau, Audrey Christie, Patsy Bruder, Patty McCormick, Bill Kemp, Daniel Reed, Elizabeth Ross, Jennie Gary
Sponsor: Motorola Inc.
Agency: Ruthrauff & Ryan
Production Cost: Approximately $33,000

IF ANYONE who has over tried to imagine what would happen if our nation was subjected to an atomic bombing—and who hasn't?—was watching ABC-TV at 9:30-10:30 last Tuesday evening, he must have had a fine time seeing how closely his ideas matched those of the creators of "Atomic Attack," hour TV drama by David Davidson, suggested by Judith Merril's novel "Shadow on the Hearth." The production was seen on Motorola TV Hour.

The telecast opened with the Mitchell family of four at breakfast in their suburban home.

At this point, melodrama took over: The women went into extended hysterics; the science teacher, a pacifist, who was hiding from the authorities in the Mitchell cellar, used a shotgun to protect the household from looters who tried to break in, which launched a spate of high-flying philosophy about man's consciousness and his responsibility to himself and to his neighbors; the younger daughter ran outside to rescue her pet horse, a stuffed toy which was saturated with radiation, and at the end of the drama, ten days after the bombing, her mother and sister were starting the long course of treatments which might succeed in restoring her health.

Despite, or perhaps because of the melodramatic coating, the telecast got over, clearly and emphatically, the basic elements of the proper behavior following an atomic attack. If these instructions are remembered and if any who have been stimulated to join his local Civil Defense setup, the program will be good proof of the commercial broadcasters' educational theory of teaching through entertainment. If not, at least the audience enjoyed an hour of thrilling drama, well produced and unusually well acted, with outstanding performances by Phyllis Thaxter in the starring role of Gladys Mitchell and by Patsy Bruder and Patty McCormick as her two daughters.

TRUTH OR CONSEQUENCES
Network: NBC-TV
Time: Tues. 10:10-11:00 p.m. EDT
M.C.-Host: Jack Bailey
Executive Producer: Ralph Edwards
Producer: Ed Bailey
Writers: Phil Davis, Mort Lach and Cal Howard
Sponsor: P. Lorillard Co. for Old Gold cigarettes
Agency: Lennen & Newell Inc.
Point of Origination: Hollywood

LAST Tuesday Truth or Consequences, radio's old comedy quiz-stunt show, made a belated transition to television on NBC-TV. Only its most unenlightened fans of yesteryear could claim that its arrival on the video scene was better late than never.

Of course, the Truth or Consequences premiere was quite a joyous occasion. To guide the weekly show through its frolicsome course is Jack Bailey, host-m.c. on Queen for a Day, who performs similar tasks on the new TV series.

Last week he saw to it that things were just as jolly as they had been on radio for years when Ralph Edwards, who is probably the jolliest of all entertainment hosts, was the shining light of the program. One of the personality switch, things on TV's Truth or Consequences are pretty much the same as they were on radio.

The format is identical. The jokes are also the same. The consequences, which the good-sport contestants must accept if they fail to tell the truth in response to the question asked of them, follow the same fantastic pattern established in radio. Last Tuesday, nobody went to the South Sea Islands to sell sun lamps but that's no indication that they might not do that some day.

Although Mr. Edwards is not in sight of the camera, his programming philosophy is evident for all to see. He is serving as executive producer of the new series which shows many a sign of the Edwards touch.

If there is one thing Mr. Edwards loves it's a happy home and a family reunion. And so last week one of the contestants was a dear little lady whose three sons were serving their country in separate parts of the world. They were at least until Mr. Edwards got wind of it. Then guess who TWA flew to Hollywood?
Here's the tube that gives WMCA FREEDOM FROM ARC-OVERS—LOWER HUM!

Federal's F-892-R with the Federal-developed and service-proved DOUBLE HELICAL FILAMENT

• Does away with bowing
• Greatly increases tube performance and life

"...a definite improvement in tube design," says WMCA

Federal's Double Helical Filament—in Federal's F-892-R—has achieved an outstanding record of dependability at WMCA—America's Leading Independent Station, and First on New York's Dial.

WMCA reports that these tubes "have given us complete freedom from arc-overs in maintaining continuously high modulation percentages. Also, in our proof of performance runs we have found that these tubes have about 2 Volume Units lower hum than tubes with regular filaments."

Federal's F-892-R—wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability—definitely eliminate bowing—one of the primary causes of filament-to-grid shorts!

Sturdier, longer lasting and more economical, Federal's double helical filament tubes are the key to a new era of performance quality and operating dependability for 5 and 10 KW transmitters. Write for full information today, address Dept. K-366.

"Federal always has made better tubes"

Federal Telephone and Radio Company

COMPONENTS DIVISION • 100 KINGSLAND ROAD, CLIFTON, N. J.

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
The PHILCO 16mm CineScanner provides the finest film reproduction in either color or monochrome. 35mm model also available.

Broadcasters... here is the finest equipment available for color and monochrome film reproduction. Continuous film motion and flying-spot scanning techniques produce high-definition pictures with superb light values. Whether you plan to use slide and film in monochrome; or a versatile combination of film and slides in both color and monochrome, the Philco CineScanner gives longer film life and utmost dependability... it's the only practical method for color! For complete information, write to Dept.B-T today:

Check These PHILCO Features
- Quiet, continuous film motion... no complicated intermittent mechanism to cause film wear and breakage.
- Cold light source... no film burning.
- Instantaneous run-up time with provisions for quick starts and stops... remote control available.
- Highest quality production in monochrome and color.
better TV film reproduction!

with the new PHILCO

**Cine Scanner**

Dual slide changer facing 54" light source unit; 84" equipment rack in background. This setup will handle monochrome (positive or negative) slides with rack space to spare.

Slide changer and single 16mm film combination for monochrome projection. The multiplexing mirror facilitates the use of only one light source for both of the film units.

A slide changer, dual 16mm film units, light source and three equipment racks complete the facilities for monochrome, and both positive and negative film... leaving extra rack space.

Dual 35mm and slide changer combination with three racks provides color and monochrome (positive and negative) film programs and either color or monochrome slide presentations.

See PHILCO'S Exhibit at NARTB!

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.
NEW!
greater-than-ever
COVERAGE
better-than-ever
RECEPTION

WMC'S
NEW
640 foot tower

The only half-wave...and
the most efficient radio
antenna in Memphis!

Produce 60% more efficiency over the typical quarter-
wave antennas operated by other stations in Memphis.
It is equivalent to 8,300 watts used on a typical quarter-
wave tower.

WMC MEMPHIS

National representatives, The Branham Company
WMC 300 KW simultaneously duplicating AM schedule
WMT First TV station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

on a Super Constellation to gladden the heart of
a mother and get Truth or Consequences
off to a benevolent start?

DOORWAY TO THE FUTURE

Network: ABC Radio
Time: Mon., 9:30-10 p.m. EDT
Producer-Director: Sherman H. Dryer
Writer: De Witt Cope
Commentator: Jackson Beck
Original: New York
Cooperating Producers: National Citizens' Committee for the Public Schools, Roy E. Larsen, President
Cast: Ralph Beel, Elaine Rost, Larry Robinson
Production Cost: $1,600

CHALLENGE facing the public schools in the nation today has been worked into a dra-
matic documentary titled Doorway to the Fut-
ture by ABC Radio in cooperation with Na-
tional Citizens' Committee for Public Schools.
The new half-hour series is heard on the net-
work every Monday evening. It is an effective
program dealing, as the May 17 broadcast indi-
cated, with timely issues in the modern educa-
tional picture that are or should be of para-
mount interest to Americans.
The overall purpose of the series is to ex-
plain the role of the public school system in
our communities and secondarily to point out
the influence a community may have on its
own school system depending on the thought-
fullness and intelligence of its citizens.
Last week's production dealt with an in-
tstructor, understandably intent on teaching his
students how to think, not what to think. He
came to blows with a badly informed PTA
which condemned him for using communist
literature in his classes before asking him why
he chose to follow this particular plan of
study. It was a well-written radio script which
pointed out clearly that the sound way to de-
velop judgment in students is to do it by
comparison. In this case, only comparison
between communism and democracy could
lead a student to recognize the falsity of the
communist line.
If the PTA was rather rapidly convinced that
the gentleman, whose political convictions were
under scrutiny, was on the right track after all, it must be attributed to the program's time
limitation. This was the only thing that seemed
a bit unreal. Otherwise the content and the
way in which it was presented was pertinent
and worthwhile.

BOOKS
THE RELAXED SELL, by Thomas Whitewistle,
Oxford-University Press, 114 5th Ave., New
York 11. 166 pp. $3.50.
RADIO SERIALS, tv commercials, kid shows,
ratings, singing; commercials, Elsie the Cow
and ball-point pens are the subjects of the
seven articles that comprise this book—articles
originally appearing in The New Yorker, The
Reporter and the New Republic. In the title
piece, the announcer of a tv commercial for
Lucky Strikes is quoted as saying: "I had five
pages of hard sell to do solo and I had three
drags to take. I wasn't easy about it. I took
it up with the production boys. 'Let's show
relaxation,' I said. 'Let's wait a few seconds
after I take a drag. Let me blow the smoke
cut.' The boys liked the idea. I blew the
smoke out slowly and it worked beautifully.
It was a relaxed sell." Robert Osborn has pro-
vided amusing illustrations for the book, whose
dust jacket, covered with sheep, proclaims it to
be "a book about the world of mass selling—
and you."

BROADCASTING • TELECASTING
IN BIRMINGHAM, ALABAMA

The Birmingham News Stations

WAPI | WABT
RADIO | TELEVISION

are pleased to announce
the appointment of

JOHN BLAIR
& COMPANY | BLAIR
INC.

as their Exclusive National Representatives
effective June 1, 1954
...read as they will (or can) most people still find it easier to listen.
Once upon a time, the world was a much smaller place. And whenever someone had something to say, all he did was speak up.

But soon people began to get out of earshot. And Communication became more and more difficult.

Till one day one man sat down on his stone, and chipped out something called writing. Then someone else passed along, decoded this sculpture, and reading came into the world. Lo! The primitive one-step process of talking and listening had been replaced with something more complex.

But it wasn't replaced after all. For read as they will (or can) most people still find it easier to listen. And people who want to get a message across still find it easier, and more effective, to talk.

Especially now that one medium of communication can carry a message to everyone: Radio. In 115 million places. The easiest, yet most forceful means of selling everybody that's ever been devised.

Radio is intimate, personal, persuasive. And when it's the voice of an old friend, people respect what they hear.

Radio is rhythm, music, sound effects—all the things that are fun to hear over and over. Things that are hard to forget.

Radio, in short, is sound. And being sound, radio moves one step at a time. As soon as the entertainment comes to a stop, the sales message immediately begins. The message is hard to miss. And since radio moves one group of words at a time, the sales points can't be skipped over.

Today, there's one place in radio where sound sells best, and that is CBS Radio. Presenting more of America's top programs... over more of the nation's best stations... CBS Radio is heard by bigger audiences than anywhere else in radio.

And offering the lowest cost for every sales message delivered, it's CBS Radio where more of the top national advertisers are heard. So many, with so much to say, that CBS Radio leads all other networks in billings for the fifth consecutive year.
WGR
BUFFALO'S FIRST STATION
Now NBC
IN
BUFFALO
Effective June 1, 1954

• Now more than ever - Buffalo's FIRST station is your FIRST buy!

To the outstanding NBC radio programs, WGR adds its own well-known, "salesmen of the air" —

- John Lascelles — The Morning "Musical Clock" Man
- Reggie and Bill Keaton — "Mr. and Mrs. Buffalo"
- Bob Glacy — In "Glacy's Basement" Late Show
- Bill Mazer — Sports As You Like Them
- Helen Neville — The Homemaker's Friend

PLUS complete news and special event coverage

— Mark it down now . . . —

JUNE 1
WGR-NBC basic in Buffalo

Contact Free and Peters — National Representatives
WGR Corporation, Buffalo, New York

SOON TV, too, on Channel 2
WGR-TV

EDWARD FRITZ

on all accounts

EVEN though he may never realize an ambition to write a song that will make the "Hit Parade," it appears certain that Ed Fritz will keep right on trying because of an incurable hobby—one for which he is admirably suited.

As radio-tv director at W. E. Long Co., Chicago, Mr. Fritz has combined a wealth of experience and talent as a musician, producer, writer, account executive and salesman. He has written and produced over 60 radio and tv jingles for the agency over the past four years, and dabbles in song-writing on the side.

A native of Chicago (born June 17, 1910), Edward Charles Fritz Jr.'s early education gave little inkling of his initial bread-and-butter pursuits. He attended William Penn Grammar School, Harrison High School (where he took general and commercial courses, majoring in mathematics), the American Conservatory of Music, Roosevelt College, and Northwestern U., where he received a bachelor's degree in composition.

After college, he became private secretary to an attorney and later to the president of the Greyhound Bus Co. Even then, he played with such early dance bands as Benny Goodman, Bud Freeman and others.

Mr. Fritz' musical leanings really came to the fore in 1943 during a 28-month service stint in the Navy, part of which he served on the U. S. S. Ticonderoga. Placed in charge of morale, he wrote "The Big T," a ship song that sold 12,000 copies, a Navy recruit marching song and "The Fighting Lady" for the movie of that name. He also produced shows for the ship.

Mr. Fritz prefaced his service tenure with employment as director-arranger for a number of orchestras and singing and instrumental groups. He then moved to WBBM Chicago as a staff musician, producer, writer and account executive before joining the Navy. In 1946 he joined WBBM-CBS Radio Sales and four years later moved to W. E. Long Co., an agency which services banking accounts in a $5 billion industry. (Among his credits: production of perhaps the first tv spot in 3-D and color.)

With David Hayes, Long's assistant radio-tv chief, Mr. Fritz recently collaborated on a musical satire of the advertising field ("Out There"), put on by DePaul U.

Mr. Fritz is single and enjoys golf, sailing and swimming as hobbies—and music, of course.

Page 26 • May 24, 1954
No matter how you say it...

Radio stations verdienen geld mit Hilfe "Ziv"-vorführungen

Les stations mététiores de la radiodiffusion guident de l'argent avec les programmes "Ziv".

Las estaciones de radio están hacienda dinero con los programas ZIV.

"RADIO STATIONS ARE MAKING MONEY WITH ZIV SHOWS!"
Sponsors jump at the chance to get Skelton!

**WCAU**, PHILADELPHIA, PA., SAYS:
"One of the prices of leadership is the ever present challenge to keep your programming vital, lively and fresh enough to stay on top. We have had very good success, rating wise, with Ziv shows, and we think that the Red Skelton Show will do a job for us right now."

**WXLW**, INDIANAPOLIS, IND., SAYS:
"Red Skelton Show sold as a spot carrier to: Sniders Studebaker Agency, Cassidy Home Insulation; Little Davids; Richard E. Daniels Insurance Agency; Pilgrim Laundry; Ozman Hotpoint Dealers; and Downtown Hotpoint Dealer. Could have sold the entire show to Hotpoint Dealers."

**WXYZ**, DETROIT, MICH., SAYS:
"Three half-hours of the Red Skelton Show sold to the Frankenmuth Brewery."

**WVLK**, LEXINGTON, KY., SAYS:
"Red Skelton Show sold in half-hour segments to: De Boor Laundry; Lownenthal Furriers; Mayflower Moving & Storage; Van Doran Hardware Co. (Appliances); Emmert Packing Company of Louisville (Sausage Makers) The Red Gold Canning Co. of Louisville also wanted in the show but arrived too late."

**WYXZ**, MIAMI, FLA., SAYS:
"Radio Station WMIE is very happy to schedule the Red Skelton program on a five time per week basis for Jack's Cookie Company."

**KPRC**, HOUSTON, TEXAS, SAYS:
"Three half-hours of the Red Skelton Show sold to the Lewis and Coker Super Markets."

**KSWO**, LAWTON, OKLA., SAYS:
"All 5 half-hours of the Red Skelton Show sold to: Popular Furniture Company; Appell's Jewelers; The City National Bank; Kennedy & Company; and Fred Harris Appliance. It took 12 minutes with each to sell."

**WHEC**, ROCHESTER, N. Y., SAYS:
"Rochester Gas & Electric Co. sponsoring Red Skelton 5 days per week, 52 weeks firm."

**WTAR**, NORFOLK, VA., SAYS:
"Red Skelton Show sold to cooperative sponsors: Certified TV Sales; Farm Bureau Mutual Insurance; Service Oil Co. (Mobilgas distributor). Happy to report that it took only 8 presentations to sell three-fourths of the program."

We're loaded with enthusiastic reports like these from more stations than carried Skelton on the network.
STATIONS, SPONSORS, AGENCIES all tell the same happy story... SKELTON SELLS LIKE MAD!

P.S. MR. ADVERTISER, MR. AGENCY MAN: Ask your local station for availabilities on the fastest-moving show on radio...

"THE RED SKELTON SHOW" 260 HALF-HOURS

ACT! Wire or phone for the facts on your market today!
COMPLETE SELL-OUTS
IN NO TIME AT ALL!

CKLW, DETROIT, MICH., SAYS:
"We are pleased to be known as one of the first stations to recognize the potential of HOUR OF STARS. We sold entire 5 half hours across the board to Wrigley's Super Market."

WSGN, BIRMINGHAM, ALA., SAYS:
"Names like Tony Martin, Ginger Rogers, Dick Powell, and Peggy Lee add to our listening audience and, last but not least, to our billing at the end of the month."

WAOV, VINCENNES, IND., SAYS:
"We sold HOUR OF STARS first week on air... 60 spots per week with 30-second breaks reserved for station promotion."

KGYW, VALLEJO, CAL., SAYS:
"Ziv's HOUR OF STARS a terrific success! Entire show was completely sold out before it went on the air."

WSAI CINCINNATI, OHIO
"HOUR OF STARS"... SOLD OUT!
75 SPOTS WEEKLY ON FIRST AUDITIONS TO THESE ALERT ADVERTISERS...
- ALBES SUPER MARKET
- JUMBO PEANUT BUTTER
- PEPSI-COLA
- HOTPOINT APPLIANCES (dealer)
- BAVARIAN BREWING CO.
- MR. MUSTARD
- WORTHMORE SOUP
- DORSEL'S FLOUR
All 8 Sponsors New to WSAI

KLMR LAMAR, COLORADO
"HOUR OF STARS"... SOLD OUT!
75 SPOTS WEEKLY TO THIS GREAT GROUP OF SPONSORS...
- FLORA REXALL STORE
- MILNE INSURANCE CO.
- LAMAR LIGHT & POWER CO.
- PERRY ELECTRIC
- POWER'S FIRESTONE STORE
- CUT RATE GROCERY & MARKET
- DON WESTFALL CREDIT BUREAU
- MAIN CAFE
- MORANS HARDWARE STORE

WDOV DOVER, DELAWARE
"HOUR OF STARS"... SOLD OUT!
75 SPOTS WEEKLY TO THIS GREAT GROUP OF ALERT SPONSORS...
- EMANUEL'S (ladies' ready to wear)
- DOVER HARDWARE
- PHILCO DEALER
- VOGUE SHOE SHOP
- DANNEMANS (Mill Remnants)
- NAP & SPENCE (Furniture)
- SANDERS JEWELER
- WESTERN AUTO STORE
- GENERAL ELECTRIC DEALERS
- HUBER BREAD

Hour of Stars Creates New Business!

Hour of Stars Brings New Profit!
how... The LOWEST Price... in History!

OUR OF STARS"

PULLING SPONSORS AND PROFITS FOR STATIONS IN OVER 300 MARKETS!

BE SURE YOUR MARKET, YOUR STATION IS IN THE MONEY!
WRITE, WIRE OR PHONE

NATIONAL ADVERTISERS LIKE THESE:

KRESE 5 & 10
GENERAL MILLS FLOUR
COLGATES VEL
MAXWELL HOUSE COFFEE
PERTUSSIN
FLETCHER'S CASTORIA
ZENITH TV
7-UP BOTTLING CO.
FORD DEALER
PONTIAC DEALER
DODGE DEALER
B-C HEADACHE POWDER
HOOVER APPLIANCE DISTRIBUTORS
BABBITT CLEANER
NATIONAL PREMIUM BEER
GENERAL ELECTRIC DEALERS

ARE BUYING PARTICIPATION IN "THE HOUR OF STARS" ON FINE STATIONS LIKE THESE:

WING, Dayton, Ohio
WSAZ, Huntington, W. Va.
KSD, St. Louis, Mo.
WFAA, Dallas-Ft. Worth
WKOY, Bluefield, W. Va.
WSPD, Toledo, Ohio
WHO0, Orlando, Fla.
WMC, Memphis, Tenn.
WSDC, Marine City, Mich.
KDKA, Pittsburgh, Pa.
WHEN President Eisenhower, out of the blue, named Robert E. Lee to the FCC last fall, a lot of folks in communications scurried for the low-down on the young man with the illustrious Confederate name who hailed from Chicago.

To their amazement they learned he had been an FBI agent and a right-hand bower to FBI Director Hoover, an accountant, a practical lawyer, a Congressional finance expert, a personal friend (but not a political disciple) of Sen. Joe McCarthy, the first moderator on the H. L. Hunt Facts Forum, a polished orator, and the pet of a lot of influential Republicans.

That background wasn't particularly conducive to influencing the body politic of broadcasting, or of the FCC. But it wasn't long before practically all-concerned did a 360 degree turn. In the six months he has served, Bob Lee has charmed and disarmed just about all who have had contact with him, including a lot of skeptical staffers on the FCC. He has proved not only to be a "good guy," but an indefatigable worker, an objective thinker and an outspoken advocate of free enterprise and a minimum of government interference.

"In my concept of free enterprise," he said recently, "I do not have any double standard. By that I mean that just as you reap the benefit from good judgment and good operation so must you take the risks of bad judgment and bad operation."

Robert Emmett Lee springs from the "Black Irish" rather than the Confederate Lees. He was born in Chicago March 31, 1912, one of five children, the son of a foot patrolman. Two of his sisters are nuns.

Mr. Lee, dark of hair and complexion, attended De Paul Academy and De Paul U., Chicago. The exigencies of family economics forced him to earn a living before he could graduate.

In 1930 and for three years following, Mr. Lee was a night clerk, night auditor and, later, food and liquor controller of Chicago's Congress Hotel. In 1933, he was named assistant auditor of the same city's Northern Hotel. Two years later he joined the American Bond & Mortgage Co. Bondholders Protective Committee as an auditor. He participated in the reorganization of some 70 properties.

Mr. Lee was with the FBI for eight years—mainly on the investigative side—served in Washington, Chicago, New York and Newark.

In 1941, with World War II on the horizon, Mr. Lee was called back to Washington and put in charge of recruiting. He was responsible for the hiring of 5,000 agents and clerks.

Then he became chief clerk of the FBI, an administrative job which made him one of the top policy council of 10. He was responsible for the firing of 5,000 agents and clerks.

In 1946, following passage of the Legislative Reorganization Act, the House Appropriations Committee asked the FBI for help in organizing its professional staff. Mr. Lee was selected. By the next year, Mr. Lee was the committee's director of surveys and investigations.

He was in charge of the committee's study of the State Department—and therein lies a story.

In this investigation, the House Committee staff found 108 cases involving allegations of disloyalty. Some were several years old. This list was appended to the staff's report as an illustration of poor State Department administration. The whole report was made available to other Congressmen or Senators who asked for it. The list, therefore, was in the hands of several dozen Congressmen a year or more before Sen. McCarthy raised the issue in his now famous Wheeling, W. Va., speech.

In his forthright manner, Mr. Lee directly denies that he gave Sen. McCarthy the list. Mr. Lee makes no excuses for his part in the 1950 Maryland elections in which incumbent Democratic Sen. Millard Tydings was defeated by Republican Sen. John M. Butler.

Similarly, Mr. Lee makes no bones about his participation in the early days of Facts Forum. He moderated three programs for $100 each.

Mr. Lee was first a candidate for the Assistant Comptroller Generalship. When he was not nominated for that position, his friends urged him for the FCC. These supporters included Sen. Styles Bridges, Republican stalwart from New Hampshire, and Leonard W. Hall, Republican National Committee chairman. He was named as a recess appointee to succeed Democratic Chairman Paul A. Walker in October 1953. Last January, after a sharp debate, the Senate confirmed him for a seven-year term. The vote was 58 to 25.

Mr. Lee is a member of the Capitol Hill Club, the Republican wining and dining establishment a block away from the Capitol. Recently he joined the Prince Georges Country Club, where he hopes to get going seriously on his golf. He likes to play bridge. He and Mrs. Lee, the former Wilma Rector, who was a student nurse in Chicago when they were married, live in an eight-room house in Southeast Washington. They have three children, Patricia, 16; Robert Jr., 14. and Michael, 8. Mrs. Lee was matron of honor at the wedding of her friend Jean Kerr and Sen. McCarthy.

Bob Lee loves to turn phrases and tell stories. He has a penchant for bright neckwear. Although a neophyte in communications, he likes his work, his colleagues and the rank and file of broadcasters he's met. He wants to make a career of it and looks forward to the nearly seven years ahead.
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EVE R Y D A Y I S P A Y D A Y

IN THE HEART OF INDUSTRIAL AMERICA

EVERY DAY OF THE WEEK . . . EVERY WEEK OF THE MONTH . . . EVERY MONTH OF THE YEAR . . . PAY ENVELOPES are handed out to workers in the Heart of Industrial America! This was revealed in a recent survey of 133 manufacturing plants and business houses in the WWVA area . . . firms which employ many, many thousands of WWVA listeners.

Here’s An Audience With Ready Cash to Spend
the Moment They Hear Your Sales Message on WWVA

These are the men and women who keep the wheels humming in the Heart of Industrial America . . . in the Steel Mills . . . Chemical Plants . . . Glass Factories . . . Coal Mines . . . Potteries . . . Tobacco Plants . . . and the many other diversified industries for which this area—served by WWVA—is famous.

SELL THEM! TELL THEM!
WITH ONE STATION, ONE COST, ONE BILLING

50,000 WATTS
CBS RADIO
• 1170 •

WWVA
WHEELING, WEST VA.

NATIONAL SALES HEADQUARTERS:
Tom Harker, 118 East 57th St., New York 22, N. Y.
NARTB PARLEY TO CAST MOLD FOR RADIO-TV SALES FUTURE

CBS and MBS affiliates convene to study their networks' sales plans, while the fledgling TVAB holds its organizational session. Record attendance is in sight for both management and engineering sessions.

IMPORTANT steps in shaping the future of radio and tv sales policies and methods will be taken this week as NARTB holds its 32d annual convention.

The business motif dominates the four-day series of meetings and conferences as radio affiliates of two networks try to work out ways of getting more network income, and as tv stations, including educational and national spots. The local sales, set up a non-network project outside the NARTB fold.

CBS Radio affiliates will meet this morning (Monday), starting at 8 a.m. in the Grand Ballroom of the Palmer House. The MBS meeting will be held Monday morning, 10 a.m., in Venetian Room of the Morrison Hotel. (See affiliates story page 50.)

While these two radio groups are meeting, the new Television Advertising Bureau (TVAB) will hold an organizational meeting in Private Dining Room 14 of the Palmer House, starting at 9 a.m. (See TVAB story page 44). This new sales project has matured to the organizational stage within a few weeks and is strictly a station project, with networks allowed to participate only through membership of odo stations. As a station project, it is not designed to sell tv advertising as a whole.

NARTB Project Halted

By moving with speed, TVAB apparently has halted a 1½-year developmental study by NARTB to set up an all-television advertising bureau which would be operated outside the association fold.

NARTB officially has made no comment on TVAB but it was apparent from talks with a number of NARTB tv member station executives that the association has been working carefully in order to set up a footloose and efficient project. Warning of dangers in too hasty action was given by Robert D. Swezy, WDSU-TV New Orleans, chairman of the NARTB TV committee and one of the organizers of radio's BAB [B*T, May 3].

NARTB's tv board meets at noon today, about the time TVAB is winding up its organizational meeting, to discuss TVAB and other matters, including the matter of national television. The meeting will necessarily be brief since the association's tv members hold a business meeting at 2 p.m., at which five directors will be elected.

The business follows all through the convention's general sessions and some two dozen side meetings. The formal agenda includes the Tuesday morning keynote address by William S. Paley, CBS chairman of the board, who will receive the second annual keynote award; annual report by Harold E. Fellows, NARTB board chairman and president; Tuesday afternoon joint meeting with the Engineering Conference on technical operations followed by tv film and labor relations discussion; Wednesday morning sports panel with leading figures in sports world taking part; noon address by FCC Chairman Rosel H. Hyde; afternoon discussion on freedom of information and "How Good Is Radio?"; Thursday morning FCC roundtable with six members of the Commission taking part; afternoon sales clinic directed by BAB.

Monday's meetings also include a 9 a.m. session of Daytime Broadcasters Assn., and other groups (see list of meetings page 40).

The convention convenes with messages of greeting and recognition of radio-tv sales efficacy from two top government sources—President Eisenhower and Secretary of Commerce Sinclair Weeks.

The President in a message to President Fellows voiced the nation's pride in radio and tv managers' patriotism and public service. Secretary Weeks, in an article written for B*T (see page 37), said advertising media can lead the nation into unprecedented prosperity, with radio and tv advertising taking dominant roles in stimulating business.

President Fellows told B*T the broadcasting year has been marked by "progress through unity" and listed milestones of the past 12 months.

Designed to Help

Kenyon Brown, KWFT Wichita Falls, Tex., as chairman of the NARTB Convention Committee told B*T the program is designed to aid both radio and tv broadcasters in solving their management problems (text page 38).

Paid registrations of working delegates will run well ahead of last year, judging by registrations as of Thursday. Paid registrations at that time totaled 383 management and 283 engineering. This compared with 752 management (plus 268 women) and 207 engineering at the same stage in last year's Los Angeles meet.

Banquet reservations were near a sellout.
NARTB CONVENTION

Thursday, totaling 1,372. The banquet will be held Thursday at the Conrad Hilton Hotel.

Most of the NARTB officials meetings will be held in the Red Lacquer Room and Grand Ballroom Foyer of the Palmer House. Management meetings are in the former, engineering in the latter.

Besides the annual banquet Thursday, two important events on the last day of the convention— the BMI-NARTB "Old-Timers Dinner" to be held at 6 p.m. Monday in Sarah Siddon's Walk, Ambassador East Hotel, and the Radio Pioneers' Dinner to be held Wednesday at 7 p.m. in the Grand Ballroom of the Palmer House.

Largest in History

The equipment exposition and the light exhibits comprise easily the largest industry show in the association's history. TV equipment in the floor exposition Hall will include engineers and related gear. Much of the interest this year will center around color tv equipment. Also drawing attention will be remote-control devices for broadcast transmitter operation.

Light equipment is displayed on the seventh and eighth floors of the Palmer House. On these floors are the exhibit of film and program companies as well as other industries serving radio and tv broadcasting. Entertainment suites are found on these two floors as well as in other parts of the Palmer House. In charge of the convention arrangements, as usual, is NARTB Secretary-Treasurer C. E. Arney Jr., with Arthur C. Stringer as manager of the equipment and service exhibits.

NARTB will have a full complement of headquarter officials on hand, led by President Fellows and Robert K. Richards, administrative vice president, who with Mr. Brown is in charge of convention programming. Judge Justin Miller, NARTB's vice president and counsel who retired last April as chairman of the association's board, is taking part in the program. He will conduct the Monday afternoon session of five tv directors during the tv membership meeting and will participate in the Wednesday afternoon freedom of information panel.

The Engineering Conference, which is expected to draw at least 400 broadcast-tv engineers and-manufacturing delegates, has been growing each year. This year, the 32nd annual conference to be held Tuesday morning was drawn up by Raymond F. Guy, NBC radio and allocations engineering manager, as chairman of the program committee, and Byars Walker, manager of the NARTB Engineering Dept.

Meagher to Report

John F. Meagher, KYSM Mankato, Minn., recently appointed as NARTB radio vice president, will appear at the convention in an official role, reporting on changes in the NARTB Radio Standards of Practice. Mr. Meagher takes office as radio vice president in mid-June.

The convention got underway unofficially yesterday (Sunday) with several meetings and receptions and the annual NARTB golf tournament for the Broadcasting * Telecasting* trohphies.

At the Monday tv election, board members will be elected to fill the posts vacated by Robert D. Richter, WTVI Vice President; Claro R. McCollough, WGAL-TV, Philadelphia, Pa.; Paul Rafter, KTWA (TV) Los Angeles; Harold Hough, WBAP-TV Fort Worth, and George Storer, Storer Broadcasting Co.

New members of the Radio Board were elected last winter and will take office at the convention. Those elected were: E. R. Vadeboncoeur, WSYR Syracuse, District 2, re-elected; James H. Moors, WSJS Roanoke, Va., District 4, succeeding Harold Essex, WSJS Winton-Salem, N. C.; Henry B. Clay, KWKH Shreveport, La., District 6, re-elected; Robert B. McConnell, WISH Indianapolis, District 8, succeeding John D. Martin, WOC Sioux City, Iowa, District 14, succeeding William C. Grove, KFBC Cheyenne, Wyo.; Albert D. Johnson, KOY Phoenix, District 16, re-elected; Martin B. Campbell, WFAA Dallas, large stations, succeeding Paul W. Monroy, WWTC Hartford, Conn.; Frank Jarman, WDNC Durham, N. C., medium stations, succeeding A. D. Willard Jr., WGAC Augusta, Ga.; Lester L. Gould, WJNC Jackson, N. C., small stations, succeeding the late Lee W. Jacobs, KBKE, Baker, Ore.; H Quenton Cox, recently resigned from KGW Portland, Ore., fm stations, succeeding Michael R. Hanna, WHCU-FM Ithaca, N. Y. (Profiles and pictures of new board members are on page 84)

RICHARDS LEAVING NARTB V. P. POST

No. 2 man leaves the association's administrative vice presidency to enter station ownership with Walter Patterson. They plan to buy WHAR Clarksburg and WKYR Keyser, both in West Virginia.

ROBERT K. RICHARDS, administrative vice president of NARTB, will resign soon to enter station ownership-management and to set up a public relations business. At the weekend it was not known when he will leave, terminating seven years with the association.

Announcement of Mr. Richards' plans came as a shock to President Harold E. Fellows and the board, occurring on the eve of the 32nd annual convention in Chicago. In his NARTB tenure he has become one of the best-known figures in broadcast- ing as second in command of NARTB.

Mr. Richards and Walter Patterson, general manager of WKHM Jackson, Mich., last Monday night signed a contract to buy WHAR Clarksburg and WKYR Keyser, both in West Virginia, from Glacius G. Merrill for $175,000. They are making the purchase as 50% owners each of new corporations which will operate the stations. Blackburn-Hamilton Co. handled the transactions.

It had been expected that Mr. Richards would be named executive vice president at this convention—a promotion apparently planned by Mr. Fellows. But Mr. Richards, because of his planned station acquisition, felt impelled to notify Mr. Fellows of his project prior to the annual meeting, and before the contract for purchase of the stations had been signed. The transactions are subject to customary FCC approval.

Mr. Patterson is expected to become resident managing director of the two stations. Mr. Richards, it is understood, will participate in public relations work and will establish a public relations office in Washington.

NARTB has had a policy against station ownership interests by staff executives, based on action taken by its board (NAB) in 1948. At that time, Frank E. Pellegrin, broadcast advertising director, acquired an interest in KSTL St. Louis. A board member objected to station ownership within the administrative organization. Mr. Pellegrin currently is vice president of H-R Television Inc., station representatives.

To NAB in 1947

Mr. Richards joined the NAB in April 1947 as head of the public relations department, following distinguished service as assistant to J. Harold Ryan, Assistant Director of Censorship for broadcasting during World War II, after an editorial career at *Telecasting*. As assistant director of *Telecasting*, a post he assumed in 1944.

Mr. Richards long felt his outstanding achievement in public relations was development of the Voice of Democracy Contest, one of the most distinguished public relations competitions of the nation. Over a million high school students compete each autumn for the four national prizes, with Radio-Electronics TV Mfrs. Assn., U. S. Junior Chamber of Commerce and U. S. Office of Education cooperating. He has been active, too, in working on behalf of freedom of expression and radio-tv access to public events and sports contests.

He once was quoted, shortly after joining the old NAB, as saying, "The ultimate goal of the public relations director of the NAB is to eliminate the necessity for a public relations director of the NAB."

With expansion of the association, the task of administering public relations and dispensing information to the business press and newspapers has developed rapidly. John H. Smith Jr., industrial relations manager for NARTB, was named public relations manager following Mr. Richards assumption of fulltime responsibilities as administrative vice president.

Experienced in Stations

Mr. Richards is thoroughly familiar with the operating end of broadcast stations. After graduation from Ohio State U. in 1934 he joined WAIU Columbus (now WKKC) in 1935 as continuity director, followed by a brief tour at WJR Detroit. From 1936-39 he was a feature writer on the *Cincinnati Post* and announcer-newscaster on WCPO, the newspaper's radio station. He left this post to become production director of WSPD Toledo, one of the George B. Storer station group, working under Mr. Ryan who promptly took him to Washington for the broadcast censorship post in December 1941.

A brilliant writer, his influence has been reflected for years in NAB and NARTB documents and speeches as well as in his own literary and oratorical efforts.

The 41-year-old executive has lived in Washington since the last war when he was called to duty at the office of censorship. The Richards have two children—Susan, 15, and Jeffrey, 10.

Page 36 • May 24, 1954
MODERN experience demonstrates that creative salesmanship, especially in the broad, diversified field of advertising, is one of the most potent forces in stimulating an increase in business activity, employment and consumer well-being.

Yet it was just a century ago that a Yankee man of letters summed up distribution problems in this sentence: "If a man has good corn, or wood, or boards, or pigs to sell, or can make better chairs or knives, crucibles or church organs than anybody else, you will find a broad, hard-beaten road to his house, though it be in the woods."

That quote from Ralph Waldo Emerson’s Journals, more succinctly paraphrased in terms of mousetraps, is still repeated by those who cling to the belief that advertising isn’t really necessary.

One hundred years ago Emerson was no doubt correct in ascribing success primarily to superiority of product.

But he failed to anticipate the miracles of Edison, and other inventors, and the transportation progress which would make America one big market.

He did not foresee the rapid-fire technological revolution that would give workers ever-improving standards of living for less and less labor.

He never dreamed of an era when the average American would need only about 50% of his income for the basics of living—food, clothing and shelter—leaving 50% to spend or invest in other goods and services.

He did not realize that in a competitive enterprise system the customer must be sold.

Someone has well stated that America owes much of its high standard of living to the freedom of its voices with their messages of entertainment and education. Any modern definition of education must include consumer education—in other words, advertising—an art in which the radio and television broadcasters have developed great skill.

It is significant that levels of advertising closely parallel the living standards and cultural attainments of modern nations.

Advertising and Merchandising Impetus

America’s record development of advertising and merchandising played an important role in lifting us to the high standard of living that we enjoy today. Upon the practitioners of these skills lies much of the responsibility for spurring us on to even higher levels of consumption, production and employment.

Today we are in an economic readjustment which poses a psychological hazard to business.

For months the pessimists have been viewing the actions and reactions of the economic indicators with loud alarm. This gloom-mongering could scare consumers, with their vast discretionary spending power, into putting off for days, weeks or months the purchases they need and desire today. This could slow down production and the rise in employment which we should reasonably expect.

Business must refute the doom-dopesters by doing two things:

1) Plan and spend on research and production at a rate to satisfy the public’s enormous need and desire for your products. This will in itself be a mighty factor in inspiring confidence and maintaining employment and purchasing power.

2) Keep advertising and sales promotion geared up to present-day needs.

I am gratified to note that business is following both of these healthy policies.

Business shows supreme confidence in the future by planning to invest approximately $27 billion this year in plant and equipment—almost as much as in 1953.

Its advertising in the first quarter of this year showed an increase of 13% over the same period last year.

The reliable, time-tested business yardsticks measure a moderate decline in business activity from the record-high peaks of last year. None of them indicate an approaching economic emergency. When you look at the warp and woof of the business world you see ups and downs, but the overall picture is one of business at high levels.

Employment has risen to more than 60 million. Personal savings are large. The public has plenty of money to spend. Latest reports on sales in retail stores and elsewhere indicate that customers are spending on the things which appeal to them. The Administration’s tax cuts are...
funning into consumers' hands several billion dollars which previously went to the tax collectors.

Construction is booming—not only construction in place but also in contract awards which are at record peak. This makes jobs right now and assures jobs in the months ahead in building fields and in furniture and equipment factories. The money earned will be waiting for imaginative advertising and salesmanship to steer into orders for other goods and services.

If peace continues and if business continues its creative and aggressive advertising and smartens up salesmanship in areas where it has gotten rusty, conditions should improve steadily in the months ahead.

Even in 1850 the alert New England merchant was practicing salesmanship by observing, "Have you ever seen a finer ham, Mrs. Jones?" But he lacked the facilities to circulate his appeal on a mass basis.

Today, in addition to all the publications, billboards, direct mail and other media in use for years, the advertiser can take his story into 46 million homes via the persuasive voices of 120 million salesmen—the nation's radio sets. He can avail himself of another 29 million salesmen—television receivers with the twin appeals of voice and pictorial demonstration.

As Secretary of Commerce my business is to help business. We are trying to do this in many ways in the Commerce Department, including advice and services of value to advertisers.

Our Office of Business Economics provides monthly reports in its Survey of Current Business on the economic situation, as gleaned from 1,600 indicators.

Our Bureau of the Census supplies basic information on population, housing, manufacturers, business, agriculture and other subjects. Our Office of Distribution offers guidance in using this type of data and other government agencies to the location and measurement of markets and establishment of sales potentials and quotas.

The proposed Census of Business for 1954 will show number of radio and tv stores and their sales. Service trade data in the business census will show business done by radio and tv repair shops.

The Eisenhower Administration is giving you every one of those long-urged requests. Some already have been accomplished; others are in the President's recommendations to Congress.

The United States is not the slowed-down, "mature" economy some left-wing philosophers said it had become two decades ago. Irresistible forces for growth are present.

Among these is population, which is increasing at the astonishing rate of 2.7 million a year. The phenomenal boom in babies reached the record figure of 4 million last year. Each of these 4 million babies as he grows is a potential buyer of one or more radio and television receivers, to which he will eventually devote considerable time a day. He will become a buyer of the goods and services whose merits are proclaimed through the loudspeakers and viewing tubes.

Mr. Brown

KENYON BROWN
KWFT Wichita Falls, Texas
Chairman, Convention Committee

THE PHILOSOPHY of NARTB's 1954 Convention Committee was to put together an agenda that would be valuable to both radio and television broadcasters and would tend to bring out useful ideas and techniques on the most serious management problems before stations today.

Thus, the committee has arranged to supplement a thorough examination of the visual impact, staging techniques, and practical technicalities of color television with a searching analysis of the continuing importance of radio in television markets today. And, to evidence of the vitality of am, we have added exploration of new possibilities in fm, particularly through multiplexing.

Stations affected by the sports question—and which one isn't?—will find guidance plus a unique opportunity to talk with the recognized athletic leaders themselves at our Wednesday morning session. The current thinking at the FCC will be revealed by our roundtable with the Commissioners on Thursday. The labor relations panel will offer helpful information on the negotiation of employment contracts. The distinguished experts who will discuss freedom of information on Wednesday afternoon should give us new clues on the gaining of maximum access to news sources. We can expect another of those "file and refer to frequently" keynote addresses from Bill Paley.

I rather expect that there will be a good bit of traffic between the Management and Engineering Conferences this year. The Engineering agenda is loaded with information of management value and vice versa. That's why we've moved the engineers and managers together for a joint session the first afternoon.

I am personally grateful to the other members of the Convention Committee for their suggestions and promise fellow members of NARTB that they will be well rewarded on their trips to Chicago.

Mr. Brown

CLAIR R. MCCOLLOUGH
HUGH K. BOICE

JAMES D. RUSSELL
C. L. MCCARTHY
OWEN F. URRIDGE
W. D. ROGERS JR.
Dear Mr. Fellows:

Please give my warm greetings to the National Association of Radio and Television Broadcasters.

Together you represent an industry of uncommon vigor and enterprise. It was only a few years ago that many of us heard the first radios. Television, born yesterday, is already full-fledged. Color television will be widespread tomorrow. Multitudes of new electronic marvels will soon be developed. Your industry has indeed risen swiftly to great power and influence in America.

With your growth has come sobering responsibility -- to exercise prudent control over this vibrant new force which is at work day and night in the homes of America. You have become our Fifth Estate -- requiring, like the Fourth Estate, dedication to accurate, objective news gathering and reporting. You have forged a mighty political instrument that must fairly present men and issues to the public. You have opened new doors to commerce, providing vast sales opportunities and employment for thousands of our people, but competitiveness in your manner of presentation of goods and services to our people. You have a device that daily exercises powerful influence on the minds and emotions of millions of our impressionable children -- an influence that must be exercised with the greatest of care and restraint.

So your vigorous industry does more than offer you competition and material advancement. It places a very high premium on your patriotism and your consecration to enduring human values. The nation is proud of the many pioneers among you who have helped to create this vital force for enlightenment and unity in American life.

It is my hope and expectation that in our energetic country of freedom and opportunity, your industry's future will be just as challenging and exciting, just as rewarding and enjoyable, as its past.

Sincerely,

Mr. Harold E. Fellows
President
National Association of Radio and Television Broadcasters
1711 N Street, N. W.
Washington, D. C.

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THE WHITE HOUSE
WASHINGTON
May 10, 1954

OFFICIAL NARTB CONVENTION AGENDA

Palmer House
Chicago, Ill.—May 23-27

SUNDAY, MAY 23

7 a.m.-9 p.m.: Registration Fourth Floor
12 Noon-6 p.m.: Exhibits and Reception
Headquarters open
Exhibition Hall
and 5th & 6th Floors

MONDAY, MAY 24

Morning

7 a.m.-9 p.m.: Registration Fourth Floor
9 a.m.-6 p.m.: Exhibits and Reception
Headquarters Open
Afternoon

2 p.m. Grand Ballroom

TELEVISION BUSINESS SESSION AND ELECTION

Presiding at the Business Session,
Robert D. Sweeney, WDSU-TV New Orleans,
Chairman of the NARTB Television Board of Directors
Report Thad Brown, NARTB Vice President for Television
Presiding at the Election
Judge Justin Miller
3:30 p.m. Grand Ballroom Foyer

FM SESSION
Ben Strow, WWDC-FM, Chairman NARTB Fm Committee

George Sterling, Member, FCC
John F. Meagher, KYIS-FM Mankato, Minn. (NARTB Vice President for Radio (Am-Fm) designate)
J. C. Brown, WDXY-FM Spartanburg, S. C.
Carl George, WGR-AM Cleveland
Richard Field Lewis, WRFL-FM Winchester, Va.
Edward Wheeler, WEAW-AM Evanston, Ill.
Merrill Lindsay, WSOY-FM Decatur, Ill.

TUESDAY, MAY 25

Morning

7 a.m.-9 p.m.: Registration Fourth Floor
9 a.m.-6 p.m.: Exhibits and Reception
Headquarters Open

GENERAL SESSION

10 a.m.

Presiding—
Kenyon Brown, General Manager, KWFT
Wichita Falls, Tex., Chairman, NARTB Convention Committee

Presentation of the Colors
Inauguration of膜apy Awards
Harry S. Clay, KWKN Shreveport, La., Chairman, NARTB Membership Committee

10:30 a.m.

Keynote Address
William S. Paley, Chairman of the Board, CBS Inc.

May 24, 1954

Constitution in a Nutshell

SUNDAY, MAY 23

9 a.m. NARTB Golf Tournament for Broad-CASTING-TELECASTING trophies, Acacia Country Club, LaGrange, Ill.
9 a.m.-5 p.m. Central Broadcasting Co., PD9
10:30 a.m.-2 p.m. BMI board meeting, luncheon, PD9
12 noon-6 p.m. Exhibits open in Exhibition Hall, 2nd, 3rd and 4th floors.
6 p.m. Television Pioneers, reception, PD18, dinner PD14.

MONDAY, MAY 24

8 a.m.-10 a.m. The Katz Agency meeting, PD9
9 a.m.-1 p.m. Television Advertising Bureau organizational meeting, PD9
9 a.m.-noon Daytime Broadcasters Assn. meeting, Grand Ballroom Foyer.
10 a.m. MBS affiliates meeting, Venetian Room, Morrison Hotel.
10 a.m.-11 a.m. Council on Radio Journalism, PD9
9 a.m.-noon CHS affiliates meeting, Grand Ballroom.
10 a.m. Edward Petry Co. meeting, Illinois Room.
11 a.m. NARTB Sports Committee, PD9.
Noon Broadcast Advertising Bureau board luncheon, PD4.
Noon NARTB Televising Board, PD8.
Noon NARTB luncheon, for state broadcasting association presidents, PD9.
2 p.m. NARTB television membership meeting and election, Grand Ballroom.
2:30 p.m.-11 p.m. Westinghouse Broadcasting Co., PD9.
3:30 p.m. Fm membership meeting and workshop, Grand Ballroom Foyer.
5 p.m.-7:30 p.m. Drew Pearson's Program Service meeting, PD14.
6:30 p.m. BMI-NARTB Old-Timers Dinner, Sarah Siddon's Walk, Ambassador East Hotel.

TUESDAY, MAY 25

8 a.m. Henry I. Christal Co. breakfast, PD4.
9 a.m. Engineering Conference, Grand Ballroom Foyer.
10 a.m. General session, keynote speech and presentation of membership awards, Red Lacquer Room.
12:30 p.m. Luncheon, address by President Harold E. Fellows, Grand Ballroom.
2:15 p.m. Joint meeting, Management and Engineering Conference, Red Lacquer Room.
4:15 p.m. Workshop sessions, Television Film, Grand Ballroom Foyer.
5:30 p.m. Engineering reception, Grand Ballroom.

WEDNESDAY, MAY 26

9 a.m. Clear Channel Broadcasting Service, PD7.
9 a.m. Engineering Conference, Grand Ballroom Foyer.
10 a.m. General session, sports, Red Lacquer Room.
12:15 p.m. Luncheon, address by FCC Chairman R.C.H. Hyde, Grand Ballroom.
2:30 p.m. Engineering Conference, Grand Ballroom Foyer.
2:30 p.m. General session, broadcasting standards, Red Lacquer Room.
2:45 p.m. Freedom of information, Red Lacquer Room.
4 p.m. How Good Is Radio, Red Lacquer Room.
7 p.m. Radio Pioneers Dinner, Grand Ballroom.

THURSDAY, MAY 27

9 a.m. Engineering Conference, Grand Ballroom Foyer.
9:30-11:30 a.m. RCA meeting, PD14.
10:30 a.m. FCC Roundtable, Red Lacquer Room.
12:15 p.m. Luncheon, NARTB Business Session, Grand Ballroom.
2:15 p.m. Engineering Conference, Grand Ballroom Foyer.
2:15 p.m. Broadcast Advertising Bureau sales session, Red Lacquer Room.
7:30 p.m. 32d annual banquet, Conrad Hilton Grand Ballroom.
B&T Headquarters

WORKSHOP SESSIONS
Grand Ballroom Foyer
4:15 p.m. Red Lacquer Room
Film organization, management at station level

LABOR RELATIONS
New Developments in 1953-1954

BROADCASTING • TELECASTING

Radio Pioneers
Hall of Fame
we honor here

John J. Gillin, Jr.

where lifetime of devotion to the development of radio and television in the public interest was conspicuously marked by his constant endeavor to establish sound economic principles as the basis for the growth of

Radio and TV Broadcasting

THIS SCROLL, representing the 1954 Radio Pioneers’ “Hall of Fame” award, will be presented to the family of the late John J. Gillin during the Pioneers’ annual banquet May 26 in Chicago’s Palmer House. Mr. Gillin, president and general manager of WOW-AM-FM-TV at the time of his death in 1950, is the first “practical broadcaster” to receive the award, previous recipients having been scientists and engineers [B&T, May 17].

Page 40 • May 24, 1954
NOW
WHO- TV BRINGS
WHO'S RADIO STANDARDS
TO TELEVISION!

Now on the air with TOP SHOWMANSHIP—
TOP PUBLIC SERVICE—
TOP AUDIENCE REACTION!

WHO has been preparing for WHO-TV for years . . . as to facilities, personnel and talent programming.

Operation-wise, our transmitter building, remodeled in 1948, was designed to include TV facilities. Our special vertical directionalized radio antenna, erected in 1951, was designed to carry all possible forms of high-gain TV antennas.

Personnel-wise, over the years we have accumulated people talented in radio showmanship, as well as having intimate knowledge of stage lighting, acting, and all other components that are necessary for outstanding television production, too.

Program-wise, our large talent staff has been signed with a special eye toward TV as well as radio. Like our Barn Dance, much of our radio programming has been planned with built-in video potentials.

We are now on the air. WHO-TV pledges you that in television as in radio, the highest standards will be maintained, resulting in the same audience preference and advertising results for which WHO is known throughout the Middle West.

WHO-TV
CHANNEL 13 • NBC
DES MOINES

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
WGR-TV
channel 2
Buffalo, New York
basic NBC-TV affiliate
announces the appointment of
HEADLEY-REED-TV
as Exclusive National Sales Representatives
Effective Immediately

HEADLEY-REED is happy to announce the addition of WGR-TV to its list of distinguished stations. WGR-TV will service Buffalo—14th market in the United States with a vhf set circulation of 394,533.*

*Source: Niagara Mohawk Power Corporation
<table>
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<tr>
<th>Region</th>
<th>Station</th>
<th>City</th>
<th>Network(s)</th>
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<td>EAST</td>
<td>WSYR-TV</td>
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<td>Augusta</td>
<td>CBS</td>
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<td>Columbus</td>
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<td>WTOK-TV</td>
<td>Meridian</td>
<td>ABC, CBS, DuMont, NBC</td>
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<td>Durham</td>
<td>NBC—On the air Fall, 1954</td>
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<td>WSJS-TV</td>
<td>Winston-Salem</td>
<td>NBC</td>
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<td>HAWAII</td>
<td>KULA-TV</td>
<td>Honolulu</td>
<td>ABC, DuMont</td>
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**HEADLEY-REED TV**

New York  Chicago  Philadelphia  San Francisco  
Los Angeles  Detroit  New Orleans  Atlanta
College of Engineering, U. of Illinois, Urbana.

BASIC COMPONENTS OF COLOR TELEVISION
1. LOCAL COLOR AIRPORTS
By: William J. Morlock, General Manager, Camera Equipment, Eastern Television Engineering Dept.

COLOR TELEVISION TEST EQUIPMENT
By: Joseph W. Wentworth, Acting Manager for the Television Testing Laboratory, RCA

ROUTINE TESTS AND ALIGNMENT PROCEDURES FOR AMPLIFIERS AND CIRCUITS
1. TV TELEVISION
By: Howard C. Gronberg, Television Staff Engineer, NBC

Wednesday Afternoon
Presiding: William B. Lodge, Vice President in Charge of Engineering, CBS-TV

COLOR ENCODERS

COLOR TELEVISION PICTURE FILM REPRODUCTION
By: Paul F. Mullenger, NBC Development Group

LIGHTING, MAKEUP AND ENSEMBLE
By: Reid D. Davis, Technical Operations Supervisor of Color Television, NBC

COLOR TELEVISION TELEVISION STAGING AND LIGHTING PRACTICES
By: Richard S. O'Brien, Senior Engineer, CBS-TV

SPARKLE OF TELEVISION EFFECTS
By: Paul F. Wittig, Manager of New Effects Development, CBS-TV

SAVE A SEAT FOR THE ENGINEER
By: Harold E. Yelton, President, NARTB

Thursday Morning
Presiding: Earl M. Johnson, Vice President in Charge of Engineering and Station Relations, NARTB

AUTOMATIC EDITING AND SEQUENCING OF MAGNETIC TAPE
By: William Vandervie, Jr., Partner, Vandervie, Cohen & Warrn

REMOTE CONTROL OF TRANSMITTERS
By: Alexander W. Forget, Plant Manager, Rust and Co.

FM BROADCAST MULTIPLYING
By: William S. Halstead, President, Multiplex Corporation

ALLOCATION PHILOSOPHY
By: Curtis B. Flummer, Chief, Broadcast Bureau, FCC

Thursday Afternoon
Presiding: William J. McDonald, Regional Manager, COOP Chico

OPTIMUM PERFORMANCE OF IMAGE ORTHOPHOSCOPE AND VIDICOMS IN BROADCAST SERVICE
By: Robert G. Neuhauer, Engineer in Charge, Pickup Tube Design, RCA

TELEVISION PREVENTIVE MAINTENANCE UNIQUE TO THE TELEVISION TRANSMITTING SYSTEM
By: Phito G. Caldwell, Manager of Engineering, Western Division, ABC

ELECTRONIC VIDEO SWITCHING
By: Benjamin Adler, Owner, and Louis Katz, Sales Department Staff, Adler Communications Lab

THE DUMONT TELECENTER—PART 1 VIDEOS SWITCHER SYSTEM
By: Rodney D. Chipp, Director of Engineering, DuMont TV Network

THE DUMONT TELECENTER—PART 2 VIDEO SWITCHER AND EFFECTS AMPLIFIER
By: Robert J. Brown, Technical Facilties Engineer, DuMont TV Network

THE DUMONT TELECENTER—PART 3 AUDIO CONSOLE DESIGN
By: Robert F. Bigwood, Manager of General Engineering Dept., DuMont TV Network

TECHNIQUE OF TELEVISION STATION COVERAGE MEASUREMENT
By: James C. McNary, Consulting Engineer

Page 44 • May 24, 1954

TvAB HOLDS ORGANIZATIONAL MEETING TODAY AT CHICAGO'S PALMER HOUSE

NARTB invited to name liaison committee. TVAB spokesman emphasizes new organization should not conflict with older association.

THE new Television Advertising Bureau, officially tagged TVAB, holds its organizational meeting this (Monday) morning in Chicago—without any official sanction of NARTB and with no networks represented.

After more than a month of fast-moving groundwork, a full-sledged sales and promotion project will be unveiled this morning (Monday) at a mock meeting in Private Dining Room 14 of the Palmer House. Bylaws have been drawn up and committees have been working out organization details.

Richard Moore, vice-president-general manager of KTTV (TV) Los Angeles, is temporary chairman of TVAB and is expected to preside at the meeting. He will be flanked by program and bylaws committees and by two TVAB consultants—Richard D. Crutchfield, Television Radio Management Corp., and Neville Miller, of Miller & Schroeder.

While TVAB has drawn enthusiastic support from its start, the group indeed will they attend the meeting to see at least being done to set up a tv sales and promotion project. Others said they could not commit themselves at this time.

At the weekend, NARTB was remaining outside the TVAB fold, though the association had been invited to name a liaison committee at a May 14 meeting in Chicago [BT, May 17].

Unanimous decision to bar networks from membership except for stations, was reached at the May 14 session, which followed an informal discussion between TVAB and NARTB representatives held the previous day in New York. According to persons who attended the New York session, NARTB felt the Chicago meeting should not be held in view of the association's long-range plan to set up an all-television sales and promotion agency which would operate outside its organizational structure.

Individual Station Policy

TVAB has adopted a policy of action on behalf of individual tv station revenue in contrast to the BAB policy of selling radio as a whole in competitive media.

An operating budget of $500,000 for the first year of operation was adopted May 14 and provision was made for associate memberships for station representatives, film makers and other fringe industries. Station Representatives, Assn., Assn. of National Advertisers and American Assn. of Advertising Agencies would be eligible for membership under this plan.

The dues structure specifies the highest quarter-hour one-time rate on the station's rate card as the monthly fee for membership. If one station in a group of commonly owned stations is in membership, all in the group must belong to TVAB.

TVAB last week asked all tv stations a booklet listing its program and showing why tv should be organized for sales and promotion work in competition with other media (see story this page).

The structure is expected to specify that a third of the 18 members of the TVAB board come from cities under 150,000 population; a third from 150,000-500,000, and a third over 500,000. This is designed to give fair representation to all sizes of stations.

Delegates at the organization meeting, open to all tv station operators, will be offered contract forms covering membership in TVAB, subject to confirmation by station ownership.

Three committees will report to the meeting, as follows:


Program—John Bone, WNEW-TV Bay City, Mich.; Mr. Nolte; Robert Bihl, WGN-TV Chicago; Robert Covington, WHBT-TV (TV) Charlestown, N. C.; W. D. Rogers Jr.

Bylaws—William F. Kiley, WFBM-TV Indianapolis; Lawrence K. Flood, WSHI-TV Terre Haute, Ind.; Harold See, KRDN-TV San Francisco; Ed Wheeler, WJW-TV Detroit

About 30 stations, including NBC and ABC and ABC outlet, were represented at the May 14 meeting in Chicago. Slide films were shown on the need of developing sales and other techniques. Tom Flanagan, president of Station Representatives Assn., made presentation.

One of the questions asked most frequently on the eve of the NARTB convention centered around a possible industry-splitting feud between NARTB and TVAB.

Both elements were quick to disclaim any such ideas. NARTB, however, says it clearly understood that the speed of TVAB's conception and formation has served to upset its own long-range plans for an all-tv sales promotion organization. The NARTB TV Board may have something to say at its Monday meeting but the association itself had been silent up to press time, feeling there was no point in naming a liaison committee or stating a policy since it could only participate in industry-wide activities.

Mr. Doherty told BT that TVAB is a station project, since the networks are able to take

Doherty Urges TVB

TV STATIONS and networks combined are getting only 7% of the total national advertising expenditures of $8 billion. Richard P. Doherty, consultant to the organizing committee of Television Advertising Bureau, says in the foreword to a brochure, "The Needs and Opportunities for a Television Advertising Bureau," sent last week to all U. S. tv stations.

Listing the Bureau of Advertising of ANPA, Magazine Advertising Bureau, Outdoor Advertising Bureau, National Assn. of Transportation Advertising and Broadcast Advertising Bureau (radio), the brochure declares, "only television remains unorganized."

Pointing out that "Television advertising needs: intensive sales effort, advertising and promotion at the advertiser level; thorough cultivation of new sources of revenue; improved sales techniques and practices; a central means of providing a variety of services to agencies and advertiser," the brochure states: "These goals can be achieved only through organization and unified action by the station licensees and operators themselves."
**Overwhelming Leadership in this 5-Station Market**

**WSYR**

**PULSE OF SYRACUSE - FEB., 1954**

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

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

\[
\frac{72}{15-Min. \text{ periods}}
\]

(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

**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%

**WSYRACUSE**
570 KC

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

NBC Affiliate • Write, Wire, Phone
or Ask Headley-Reed
care of themselves. "I see no reason for any conflict with NARTB," he said. "This is a movement by the stations themselves and NARTB does not sponsor group sales activities within the industry."

Asked if newspaper TV stations might dominate TVAB, Mr. Doherty said that representation of newspaper ownership in its ranks exactly parallels the newspaper participation in the TV industry as a whole.

A majority of the TV stations taking an active part in TVAB are active television members of NARTB, Mr. Doherty pointed out.

The TVAB dues structure, based on the highest quarter-hour rate per month, would provide about $485,000 of the $500,000 first-year budget. If 60% of the TV stations become members. In addition, such potential associate members as representatives, AAAA, ANA, possibly NARTB itself and the networks would provide additional revenue. Associate membership dues probably will be on a flexible basis, perhaps ranging from $5,000 to $10,000 a year, but the scale has not yet been worked out.

Pakistan Ambassador to U. S. To Address Radio Pioneers

FEATURED speaker at the May 26 dinner of Radio Pioneers of America, to be held in the Grand Ballroom of the Palmer House, Chicago, during the NARTB Convention, will be His Excellency Syed Ajmaid Ali, Ambassador of Pakistan to the U. S. His subject will be "Communication Problems of 80 Million Pakistanis."

Since entering the diplomatic circle five years ago Ambassador Ajmaid Ali has become a popular Washington figure, active in the UN and the International Bank & Monetary Fund.

Locations of Displays in Exhibition Hall at The Palmer House

DIRECTORY OF NARTB CONVENTION BUSINESS SUITES AND EXHIBITOR LOCATIONS

(Room numbers are in Palmer House unless otherwise noted. Space designations are in Exhibition Hall.)
You won't want to miss it!

what? A demonstration of Collins new TV Microwave Relay Link

where? NARTB National Convention, Palmer House, Chicago

when? May 23rd to 27th

See how Collins new TV relay equipment will simultaneously relay both video (NTSC standard) and audio information on a common RF channel in the 6875-7125 megacycle band. See how one or two high fidelity audio program channels plus a two-way telephone channel can be provided.

YOU WON'T WANT TO MISS this demonstration of Collins new TV relay link. (It's conveniently located near the entrance of the Exposition Hall, Booth No. 4.) It'll pay you to stop by. Besides this informative demonstration you'll see Collins' complete broadcast line — transmitters, remote control systems, studio and speech equipment. Don't miss the Collins booth at the NARTB Convention.
forty-one in a row!
Go down the latest Nielsen daytime ratings and check the top-rated shows.

One after another, they’re CBS Television!

One after another, you’ll find the first 41 on CBS Television*... If you count the two shows moving here in a few weeks.

In all broadcasting history, no network ever had so many. Or such a solid basis of effectiveness for advertisers.

Daytime television—now in more than 30 million homes more than 80 minutes a day—builds its biggest audiences on CBS Television. Its average rating—11.2—is 67 per cent higher than on any other network!

And as day follows night, America’s leading advertisers use far more daytime hours on CBS Television... more than on any other network by 72 per cent.

Get daytime display where more of your customers are watching more of the daytime—on CBS TELEVISION

*Based on First April NTI advertiser segments, Mondays through Fridays to 6 pm, while daytime rates apply.
CBS RADIO, MBF AFFILIATES SET TALKS AT CHICAGO ON RATES, OTHER PROBLEMS

The CBS stations will discuss nighttime network rates and possible extension of CBS Radio’s commitment not to lower rates before Aug. 25, and also will consider a ‘participations’ plan. Mutual affiliates will discuss a ‘participations’ plan and merchandising proposal.

RADIO network rates, sales formats and station compensation are slated, in one form or another, for prominent attention in at least two network-affiliate sessions during the NARTB Chicago Convention. The annual meeting of CBS Radio affiliates is on Monday morning, and a meeting of Mutual affiliates on Monday morning.

The question of nighttime network rates has been explored in private meetings of CBS Radio officials with the CBS Radio Affiliates Board over recent weeks. Although there has been no official statement and private sources say no decision has actually been reached, it is known that some CBS Radio officials feel some reduction in nighttime network rates may become necessary—a step which affiliate board members have opposed and which they also contend should certainly be counter-balanced, if a reduction does come, by an increase in network daytime rates. (CICLONE CIRCUIT, May 17.)

The affiliates board has asked for an increase in daytime rates in any event [B+T, May 10] and also has pressed for an extension of CBS Radio’s pledge to make no reduc-
tion in rates during the year that ends Aug. 25. In view of this commitment, even if it is not extended, no change in nighttime rates would become effective before the Aug. 25 date.

This plan also would apply to a CBS Radio proposal to institute a “participations” selling plan similar to that launched several weeks ago by NBC Radio—a plan which stirred up considerable heat among NBC Radio affiliates. The CBS Radio Affiliates Board has told the network that it would “vigorously oppose any proposal by CBS Radio to adopt any plan similar to that recently announced by NBC Radio for the sale of spot announcements” [B+T, May 3]. Board members feel they have succeeded in shelving any such proposal by CBS Radio, at least for the present.

Participations Plan

The “participations” plan expected to share the limelight at the Mutual affiliates meeting, Mutual’s version of the participations sales format [text, B+T, May 17] reportedly was given general approval by the Mutual Affiliates Advisory Committee a fortnight ago and was said to have been sent by Mutual to its affiliates last week in the form of an amendment to the affiliation contract. Network authorities said it also would be offered at the affiliates’ meeting at NARTB.

A merchandising plan, somewhat reduced from the version offered to MAAC members [text, B+T, May 17], also is scheduled for presentation at the Mutual affiliates. This proposal, which under present plans also would be embodied in an affiliation contract amendment, calls upon each affiliate to visit certain local representatives of manufacturers and local retail outlets, hear a special announcements, etc., in support of Mutual’s “plus-value” merchandising project.

Whether NBC Radio affiliates, or some of them, will get together during the convention to protest against the network’s participations selling plan still remained uncertain late last week. Some opponents of the plan indicated a few weeks ago that they might stage a meeting during the conclave. CBS officials, however, contended only a few holdouts remained and said they knew of no scheduled meeting of either their radio affiliates or, incidentally, their television affiliates.

Officials of other networks said no sessions of their respective affiliates were scheduled.

Timing of the mutual affiliates session depends upon time of arrival of most of the station officials. Network authorities said it would be held at 4 or 5 o’clock Sunday if enough affiliates had arrived by that time; otherwise it would be held Monday morning. The meeting in any event is the Governors’ Suite of the Palmer House, Victor C. Dixon of KXNT, Las Vegas, being chairman.

The CBS Radio affiliates meeting also will be held at the Palmer House, starting at 9 a.m. in the Grand Ballroom. Kenyon Brown, KWPT Wichita Falls, is chairman of the affiliates board.

AP’s Gramling Sees Peak Year for Radio

ANOTHER peak for broadcasting was forecast last week by Oliver Gramling, Associated Press assistant general manager, on the basis of first-quarter reports indicated in a survey conducted in preparation for an AP field staff meeting to be held today (Monday) during the NARTB convention. The AP field staff meeting is slated as an all-day session to be held at the Palmer House.

Throughout the convention, officials said, AP will demonstrate its Photofax machine, receiving facsimile pictures directly off the nationwide AP wirephoto network. AP fieldmen scheduled to attend the convention are Justin Anderson, Kansas City; Paul Breining, Harriburg; Tom Cunningham, New York; Richard Elmers, Seattle; Keith Fuller, Dallas; Jerry Gill, Omaha; Mark Knight, San Francisco; Bob Lee, Nashville; Frank Stine, Washington; Al Stine, Kansas City; Jerry Swisher, Chicago, and Jack Weldon, Atlanta.

UP Sends Sixteen To NARTB Convention

UNITED PRESS will send 16 executives and business representatives to the NARTB convention meeting in Chicago this week. They are: LeRoy Kiteley, United press general manager; William C. Fayette, television manager; G. Edmonds Allen, director of special services; Bert Masterson, New York-New England division manager; Gerald J. Rock, eastern states division manager; S. Edmonds Sneve, central division manager; Francis T. Leary, central division news director; Charles E. Ahrens, central division radio news editor; Howard W. Guerin, central division newspictures manager. Dale M. Johnson, central division business manager; James L. Herman and Edward L. Brant, central division business representatives; H. Calvin Thornton, Minneapolis business representative; Clifford Moshier, Miami; Atlantic business representative; LeRoy A. Hamann, Kansas City business representative, and Fred J. Green, San Francisco business representative.
WATCH RCA COLOR TV IN ACTION
at the NARTB Convention, May 23-27

See a complete RCA compatible color TV station in operation at the RCA Exhibit. Watch RCA’s new Color Camera pick up live studio scenes on the spot. See RCA’s new 3-Vidicon Color Film system in action. Look over RCA’s full-sized Color TV control center. See how color signals are switched and fed to outgoing lines and color monitors.

And don’t miss RCA’s new black-and-white vidicon film equipment and multiplexer setup—the finest yet developed. Also new RCA high-power UHF and VHF transmitters, new RCA AM gear, new RCA microphones, new turntables. Operate the equipment yourself. Talk about it with RCA Broadcast and Television Specialists. Let them help you with your plans.

It’s A Complete Show Within A Show >>
How to prepare for Color TV

The indispensable equipment guide for every TV Station planning color operations

What's in the Color Edition
- The RCA Color TV System
- What Color TV Means to the Broadcaster
- Television Transmitter Operation with Color Signals
- How to Plan for Color TV
- RCA Color Studio Camera, TK-40A
- RCA Color Slide Camera, TK-4A
- RCA Color Film Camera, TK-25A
- RCA 16mm Color Film Projector, TP-20A
- RCA Color TV Monitor, TM-10A
- RCA Colorplexer, TX-1A
- Test Equipment for Color Television
- RCA Color Sync Generator Equipment
- Video Amplifiers in Color Signal Transmission

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

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

The only 100% engineering-operations journal for station men

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

RADIO CORPORATION of AMERICA ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.
BREWERIES BATTLE FOR COAST SALES

Invasion of the Pacific Coast by eastern brewers brings heavy radio-tv campaigns by invader and invaded.

WITH eastern beers invading western markets, either under their own labels or by purchase of California concerns, while local breweries fight to keep and increase consumer sales, a "Battle of the Brews" has begun along the Pacific Coast.

Newest entry is Liebman Breweries Inc., Brooklyn, which purchased Acme Breweries, San Francisco, to produce Rheingold beer for West Coast consumption. Introduction of Rheingold beer is being backed by one of the heaviest television campaigns ever released in the Pacific area.

Because of a "highly competitive situation," both brewery and agency, Foote, Cone & Belding, Los Angeles, have clamped an almost-military cordon of secrecy around campaign schedules and figures. However, all Los Angeles tv stations have been carrying an intensive saturation spot announcement campaign, mostly in Class A time. Additionally, Rheingold sponsoring nationally-known Douglas Fairbanks Presents on KNBH (TV) Hollywood, KFMB-TV San Diego and KMJ-San Francisco, plus participations on the weekly KFI-TV Hollywood Olympic Auditorium Boxing Matches.

Malt Curtain Lowered

Southern California Broadcasters Assn., cooperating with sponsor and agency, has also requested member stations not to reveal Rheingold campaign figures. However, a few have trickled out from behind the Malt Curtain and give some indication of the radio campaign scope. Proponents of KFI Los Angeles will air more than 1,000 spots and over 150 identification spots during 1954; KLAC Hollywood, 864 identification spots till June 13 and over 1,800 30-second and one-minute spots during the year; KMPC Hollywood has a similar contract for approximately 1,500 spots by the end of the year.

Rough calulations indicate Liebman Breweries is using a total of 16 tv and 46 radio stations along the Pacific Coast. Moreover, Liebman continues the former Acme Gold Label beer under the name of California Gold Label, and has started an additional radio-tv campaign for this beer.

Chief competition to Rheingold in Los Angeles area comes from Maier Brewing Co., that city (Brew 102). Currently, Maier is fighting beauty with beauty, promoting its "Miss 102" contest in opposition to the present "Miss Rheingold" contest. However, while the Miss 102 winner will be used in radio-tv promotion (and the firm is buying tv time to televise eliminations), the Miss Rheingold winner will not.

With the slogan, "The Finest Beer Is Here," Enterprise Advertising Agency Inc., Los Angeles, servicing Maier, is using a six-week saturation radio spot schedule on six local stations, with only one tv spot, placed before the weekly KABC-TV Hollywood Walter Winchell.

Lucky Lager Brewing Co., San Francisco, long a heavy radio-tv time user, through McCann-Erickson Inc., that city, continues Lucky Lager Darts spots on several California and Hawaiian stations, plus an extensive sports sponsorship and participation program. Sports expenditures alone are budgeted for $500,000, reports indicate.

Also a heavy time user is Regal Amber Brewing Co., San Francisco, which through Guild, Bascom & Bonfigli Inc., that city, sponsored KNXT (TV) Hollywood Harry Owens Show, co-sponsors ABC-TV Saturday Night Fights and utilizes intensive spot schedules.

Among other heavy tv-radio timebuyers are Los Angeles Brewing Co. (Eastside beer, a subsidiary of Pabst Brewing Co., Milwaukee) and Sicks' Seattle Brewing and Malting Co., Seattle, (Rainier beer); Miller Brewing Co., Milwaukee; and Anheuser-Busch Inc., St. Louis; (Budweiser beer).

Virginia GE Distributor

Virginia GE Distributor Clamps Ceiling on Co-ops

NEXT thing you know someone will be trying to auction off radio time.

Heading in that direction is a co-op "ceiling" adopted by the General Electric Co. distributor in Richmond, Va.—R. S. Montgomery Inc.

In a sales bulletin sent to all General Electric dealers in its area, the Montgomery firm announced, over the signature of its advertising manager, D. Tunis, that, "It has been noted that one of the larger metropolitan radio stations recently sold a series of 60-second spot announcements for $1.25 each (their radio card showed $3) . . . . dealer cost: 62% cents."

After kicking-off with that one, the firm went on to proclaim "the following regulations regarding radio advertising" effective May 15:

"1. R. S. Montgomery Inc. will accept for cooperative advertising credit radio advertising consisting of spot announcements only. No complete programs, etc., will be eligible for cooperative advertising credit.

"2. R. S. Montgomery Inc.'s participation in the cost of radio spot announcement advertising will be limited to $1.00 each. (In the event the cost of spot announcements are in excess of $2.00 total, the balance of the cost is not subject to cooperative advertising credit.)

"3. Approval must be received in advance for any radio spot announcement—submit duplicate copies of form No. 110, copy attached.

"4. No approval will be granted in excess of 13 weeks.

"5. All approvals now on file will be subject to conditions outlined above and will be modified accordingly.

"It is suggested that where existing contracts remain in force after May 15th so that you discuss these cooperative advertising provisions with your radio station and where the station is unable to provide a spot announcement at a cost in keeping with these new rules for radio advertising of G-E Major Appliance that the contract, if any, be promptly cancelled."

Radio-Tv Timebuying Guide Published By Hires Co.

THE Charles E. Hires Co., Philadelphia, has published a booklet on how to buy radio and television time wisely, for use by its more than 300 franchise bottlers throughout the country. The booklet, titled "Hires Tv and Radio Time Buying Guide" was prepared by Hires Co.'s Advertising Agency, N. W. Ayer & Son, New York, and has been mailed to the bottlers.

Hires has also made one-minute and 20-second radio and television spots available to local bottlers. In addition, the soft drink firm has increased radio and television spots in key cities where company-owned bottling plants are located.

The timebuying guide includes the following bits of advice for bottlers: Ask stations for local and package rates; get competitive bids and availabilities from all stations in town; see that your coverage conforms to your sales area; try to spot 20-second announcements before high-rated tv network shows rather than after; buy a diversified schedule to reach all groups since everyone is a potential Hires customer, and ask your station for merchandising help after you've established your overall advertising program.

Sherman Ellis Named Morgan Co. Chairman


For 16 years Mr. Ellis was president of his own agency and following that was part of the firm of La Roche & Ellis, New York.
W&G Adds West Coast Office

OPENING of a new branch office in Beverly Hills, Calif., with Walter N. Hiller Jr. in charge, was announced last Wednesday by Weiss & Geller Inc., Chicago advertising agency. Mr. Hiller has been with the Toni Co. six years and was West Coast radio-tv director for the firm, a major part of whose account is handled by Weiss & Geller. Previously Mr. Hiller was Chicago radio-tv manager for Toni.

The new office will be located at 355 N. Beverly Dr., according to Edward R. Weiss, agency president.

- SPOT NEW BUSINESS

Serutan Inc., N. Y., for Serutan and Geritol, within next 10 weeks to start test campaign using radio and tv spots in addition to its present 17 radio markets and more than 40 tv markets with five-minute show featuring Victor H. Lindlahr. Agency: Edward Kletter, N. Y.

M & R Dietetics (Pream), considering 10-week radio spot announcement schedule in major markets starting mid-June. Agency: Benton & Bowles, N. Y.

Chr. Hansen Labs, Little Falls, N. Y., Junket brand div., effective May 30, starts spot announcement campaign for nine weeks in 39 radio markets. Agency: McCann-Erickson, N. Y.

NETWORK NEW BUSINESS

Liggett & Myers (Chesterfield cigarettes), N. Y., effective July 5 will sponsor Gunsnake on CBS Radio. The western series is currently running sustaining Saturday nights but will move to Mondays, 9:50 p.m. EDT under Chesterfield sponsorship. Cunningham & Walsh, N. Y., is agency.

Eversharp Inc. (writing implements and Hydro Magic razor), through Blow Co., N. Y., will sponsor 8:45-9:50 p.m. portion of hour-long Arthur Godfrey Digest over CBS Radio for four weeks starting May 28.

- AGENCY APPOINTMENTS

Chun King Sales (canned oriental foods) appoints J. Walter Thompson Co., Chicago, to handle advertising.

Franco-American (spaghetti, macaroni, sauce and beef gravy) appoints Hewitt, Ogilvy, Benson & Mather, N. Y., effective Aug. 1.

General Electric Co.'s air conditioning div. names Rutherfurd & Ryan, N. Y., to handle its advertising effective June 1.

- ADVERTISER & AGENCY PEOPLE

Louis T. Fischer, media director, Dancer-Fitzgerald-Sample Inc., N. Y., appointed a vice president.


Jim Flood, formerly executive vice president of Tek Hughes Co., to Cecil & Preshreby, N. Y., as vice president in charge of marketing.

Joseph Harris appointed media director of Maxon Inc., N. Y.

Fred D. Slawson, former head of his own public relations firm, named public relations director for Rutherfurd & Ryan Inc., Chicago.

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CBS-TV EVICTS LEVER BROS. 'BIG TOWN' IN WEEK'S NETWORK TV DEVELOPMENTS

The network will drop the series to make way for an hour-long drama series and an every-fourth-week "extravaganza" to be sponsored by Chrysler Corp. Other signings are completed during the past week by CBS-TV, NBC-TV and ABC-TV.

A CBS-TV "eviction" notice to Lever Bros' Big Town series to make way for an hour-long series of dramas and an every-fourth-week "extravaganza" just sold to Chrysler Corp., highlighted a heavy schedule of network tv activity last week.

Other developments included:

- NBC-TV was set to sign Oldsmobile Div. of General Motors Corp. for sponsorship of one of its one-out-of-four-weeks "spectaculars"; signed up Nash Motors as a third co-sponsor of its fall-starting Sid Caesar Show, and signed Helene Curtis Industries for a weekly half-hour which was said to mark the company's entry into network television advertising.

- ABC-TV signed U. S. Steel Corp. to a renewal of its alternate-week sponsorship of U. S. Steel Hour, which was reported set to sign Elgin Watch Co. for fall sponsorship of the alternating week, a weekly half-hour to the Florida citrus Commission.

- In addition to its Chrysler sale, CBS-TV signed Lever Bros. and Campbell Soup Co. for two Saturday daytime half-hours, and entertainment was on the verge of signing Westinghouse Corp. for a monthly "extravaganza" of its own.

Follows NBC-TV Precedent

In serving notice on Lever Bros. that its Big Town must make way for another program with which it has occupied for three years and half a week—CBS-TV followed the suit of NBC-TV, which similarly has served "eviction" notices on U. S. Tobacco's Martin House, Pabst Tire & Rubber's Firestone Hour, and Speidel Corp. and Block Drug's co-sponsored Name That Tune [BT, April 12, et seq.].

The Chrysler every-fourth-week "extravaganza"—described as containing "top entertainers of the theatre, screen and television in original productions especially designed for their talents" —also would appear to be in the mold of the "spectaculars" NBC-TV is planning, although it is to be 90 minutes long and produced in color while the one CBS-TV announced will be 60 minutes long and done in black-and-white.

The CBS-TV Chrysler sale, effective in the fall, is for the Thursday 8:30-9:30 p.m. time, in which hour-long dramas will appear three weeks of the month and an "extravaganza" on the fourth. To accommodate the new programs, the network decided to move Four Star Playhouse (alternated weeks by Parker Pen and Singer Sewing Machine) from its 8:30-9 p.m. period into the 9:30-10 p.m. time occupied by Lever's Big Town.

The network, which suffered a blow from Lever a few months ago when Lever signed to switch Lux Theatre to NBC-TV (and to take the radio version along to NBC Radio), reportedly has notified the advertiser it hopes to find another sponsor to offer for Big Town but has not yet found one.

Lever, on the other hand, last week bought a CBS-TV Saturday show, 1:30-2 p.m., starting in September. The show will be hosted by Johnnie Coons, and originates in Chicago. McCann-Erickson, New York, is agency for Chrysler and also for the Lever Big Town and Coons series.

CBS-TV's other Saturday sale was to Campbell Soup Co. for sponsorship of "tunes of Abbott and Costello films in the 11:30-12 noon period, effective June 5. Leo Burnett, Chicago, is agency.

The Chrysler sale was announced jointly by L. L. Colbert, president of Chrysler, and J. L. Van Volkenburg, president of CBS-TV.

Mr. Colbert said "Chrysler Corp.'s decision to sponsor these new programs is the result of a thorough study to find the most effective way in which Chrysler Corp. might use television to interest a wide audience by offering outstanding entertainment."

Mr. Van Volkenburg said: "We know of no other regularly scheduled series in broadcast- ing ever to be presented on this magnitude, bringing into play the combined talents of so many great performers, fine authors, and the best production facilities. We believe that each program in the weekly series will be a memor- able hour of television entertainment. We re- gard this forthcoming presentation as a most important milestone in CBS Television's con- tinuing effort to bring to the public the highest standards of entertainment with information on a regular day-in-day-out, week-in-week-out basis."

One another-a-month extravaganzas reported- edly is about to be signed by CBS-TV with Westinghouse, through McCann-Erickson, New York, for Wednesdays at 10-11 p.m. Other three weeks out of the month will continue to be sponsored by Pabst Sales Co. with its Blue Ribbon Bouts.

NBC-TV meanwhile is expected to sign Oldsmobile for sponsorship of a one-out-of-four- weeks "spectacular," Saturdays, 9:10-10 p.m. D. P. Brother, Detroit, is the agency. In addition, the network has lined up Nash cars, through Geyer Inc., as the third advertiser along with American Chicle and RCA, to underwrite the Sid Caesar Show Monday night show this fall.

NBC-TV also has signed a 13-week contract

MBS Vice President J. Glen Taylor (l) and commentator Fulton Lewis jr. scan the approximate 125,000 replies received in response to Mr. Lewis' poll to find out where the public stands on the McCarthy-Stevens investigation. Returns indicated 72.7% of the people think the hearings have accomplished some good and 65.7% believe the hearings should be continued.

Broadcasting • Telecasting
What's this talk about single station penetration of Southeastern New England?

Q. Is there really one radio station that delivers top circulation throughout Southeastern New England—particularly Providence, Fall River and New Bedford?

A. Yes! WPRO is the dominant, top-rated station—with a 7.7 average quarter-hour Area Pulse* from 6 a.m. to 7 p.m. weekdays... 57.1% greater than the second-place station... 13.2% greater than the next two stations combined.

Q. Do WPRO's local programs—as well as CBS Radio programs—rate "first" throughout the area?

A. Decisively! In fact, WPRO holds commanding audience leads in 51 out of the 52 quarter-hour reporting periods — 27 of which are devoted to WPRO-produced local programs with a 7.2 average quarter-hour rating.

Q. Is WPRO top-rated in Fall River and New Bedford, Mass., as well as Providence and the entire area?

A. Yes! A Fall River-New Bedford share of audience analysis shows WPRO's index is 47.2% greater than the second-place station... 23.3% greater than the next two stations combined.

Q. Why is WPRO so predominant in Southeastern New England?

A. Because the personalities and programs — both local and network—are the personalities and programs Southeastern New Englanders like best... and because of WPRO's persuasive 5,000 watt voice on a preferred frequency—630 kc.

*Source — Area Pulse, Jan.-Feb., 1954, surveying the State of Rhode Island and Bristol County, Mass. Area includes three major metropolitan markets — Providence, Fall River and New Bedford... over 347,000 radio homes.
Two New Half-Hour Musical Treats...

Television's Great New Musical Personality!

There's a new star on the TV horizon—Florian Zabach and his fabulous violin that "talks." A sensation in theatres and clubs from coast to coast... his recording of "The Hot Canary" has sold more than a million copies. Now... Guild has built an excitingly different "personality musical show" around this great entertainer!

Musical Enchantment for All the Family

For Higher Ratings...

Check on these current Guild half-hour hits...

Life with Elizabeth
Sparkling situation comedy, starring lovely Betty White.

Liberace
(For Radio or TV)
TV's top musical hit. New radio version available in September.
from the producers of THE LIBERACE SHOW

THE FRANKIE LAINE SHOW WITH CONNIE HAINES

It's "Mr. Rhythm" himself — America's #1 recording sensation . . . now starred in his own tuneful TV musical revue. Featuring the songs of lovely, vivacious Connie Haines, and the nation's top dance stylists.

Lavish Settings • Glorious Songs
Both shows produced with the same GUILD FILMS "know-how" that has put The LIBERACE Show in more than 180 TV markets!

AND GREATER SALES IMPACT!

all for immediate delivery!

JOE PALOOKA
Ham Fisher's great characterizations brought to life by an all-star Hollywood cast.

Guild Films COMPANY INC
420 MADISON AVENUE
NEW YORK 17, N. Y.
with Helene Curtis Industries, Chicago, which will become a network tv sponsor for the first time effective June 1 when it sponsors Top Plays of 1954 filmed series, Tues., 9:30-10 p.m. The contract was placed through Earle Ludgin & Co., Chicago.

ABC-TV announced that U. S. Steel, through BBDO, New York, has renewed U. S. Steel Hour on alternate Tuesdays, 9:30-10 p.m., for the 1954-55 season. Steel Hour also will continue during the summer months. The alternate week, which was dropped by Motorola, is expected to be picked up in the fall by Elgin Watch Co. (B&W, May 17), through Young & Rubicam, New York.

ABC-TV also has sold the Tues., 8:30-9 p.m. time to Florida Citrus Commission through J. Walter Thompson Co., New York, for sponsorship of Twenty Questions, effective June 6.

KIUL Affiliates With NBC

KIUL Garden City, Kan., a six-days-a-week station on 1240 kc with 250 w, has been signed as an affiliate of NBC, effective Oct. 14, Harry Bannister, NBC vice president in charge of station relations, announced last week. The station is under the general management of Robert Wells and operates from 6 a.m. to midnight daily except Sunday. NBC authorities said it would serve as a "premium" or "bonus station" and would be offered all commercial programs ordered on KWBB Hutchinson, Kan.

BELL SYSTEM LINKS 300 TV STATIONS

THERE are now 300 tv stations tied into the Bell System's nationwide network of tv program transmission facilities to receive network programs for simultaneous broadcast.

The Long Lines Dept. of AT&T, which provides the wire lines, coaxial cables and microwave radio relay systems that make up the transmission facilities for the radio and tv networks, reported that with the anticipated addition of Kingston, N. Y., this past weekend, simultaneous tv network service is now provided for 191 cities in the U. S. The tv coaxial cable and radio relay routes now comprise more than 54,000 channel miles.

Six years ago this month, when 12 stations in five East Coast cities—Boston, New York, Philadelphia, Baltimore and Washington—were linked into the first commercial tv network operation, there were fewer than 1,000 miles of tv channels in use. By the end of that year (1948), tv network facilities had been extended to 31 stations in 15 cities. In each of the next four years an average of 7,000 channel miles was added.

Thus far in 1954, Long Lines reported, 55 stations have been added to the tv network roster, maintaining the rate of almost three a week that made 1953 a record year of growth for network television. About 60 more stations are expected to be added before this year is out, according to Ralph L. Helmreich, Long Lines director of operations.

Eleven major milestones along the route of tv network growth over the past six years were:

1. May 1, 1948—Commercial network tv service began over 916 channel miles linking 12 stations in five cities (Boston, New York, Philadelphia, Baltimore and Washington).

2. July 1948—National political conventions were telecast to 18 stations in nine eastern cities.

3. September 1948—Section of tv facilities was opened in Midwest, serving seven major cities.

4. January 1949—East and Midwest networks were linked.

5. September 1951—Coast-to-coast television was inaugurated with opening of a microwave radio relay system that carried telecasts of the Japanese Peace Treaty Conference.


8. January 1953—First coast-to-coast telecast of the presidential inaugural ceremonies, transmitted to 118 stations in 74 cities and viewed by an estimated audience of 75 million.


10. November 3, 1953—First coast-to-coast color television show, transmitted over AT&T's 3,000-mile transcontinental radio relay route from New York to Burbank, Calif.


LEGEND

- - - IN SERVICE
- - - PLANNED

BELL SYSTEM TV ROUTES
AS OF MAY 1954

Page 58 • May 24, 1954
According to FCC curves, WAVE-TV now effectively reaches 85.5% more
square miles than previously... 34.6% more people... 51.5%
more Effective Buying Income — gives you far greater coverage than
any other TV station in this area!

HEIGHT
COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station
in Kentucky and Southern Indiana!

36.1% GREATER CIRCULATION
than the area’s leading
NEWSPAPER!

761.0% GREATER CIRCULATION
than the area’s leading
NATIONAL MAGAZINE!

Newspapers in dozens of cities 80 to 120 miles
from Louisville carry WAVE-TV program
schedules — proof that WAVE-TV really “gets
through” to fringe areas. Here’s why:

WAVE-TV’s tower is 525 feet higher
than Louisville’s other VHF station!

WAVE-TV is Channel 3 — the lowest
in this area!

WAVE-TV’s 100,000 watts of radiated
power is the maximum permitted by
the FCC for Channel 3—is equivalent
to 600,000 watts from our old down-
town tower on Channel 5!

Ask your local distributors about WAVE-TV’s
superior coverage, here in Kentucky and
Southern Indiana.

LOUISVILLE’S
WAVE-TV
Channel 3
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
NBC Spot Sales, Exclusive National Representatives
New reduced Station Rates给你们$60/week

NEW RADIO REPORTS $9 MILLION IN NEW SALES, $16 MILLION RENEWALS

Network puts its sales figures 357% ahead of the same six-month period a year ago. One-fourth of the new business was under the participations plan.

NEW RADIO time sales aggregating $9,083,000 in the last six months—a gain of 357% over the same period a year ago—were reported by NBC Radio last week in an announcement which said $16,116,000 in renewals since December brought the total to $25,199,000.

The figures are in terms of gross annual billings.

One-fourth of the new business, or $2,269,000, was attributed to contracts under the network's new plan of selling one-minute "participations," which originally evoked a burst of affiliate protests that still echoes in some quarters. In a separate announcement, NBC said the participations plan had attracted $1.5 million in new business during the single week of May 10.

Three-fourths of the new business of the past six months, or $6,814,000, stemmed from sales of time periods in the "traditional" pattern—half-hours, quarter-hours, and strips, NBC said.

The six-month report—which NBC saw as a big step toward acquisition of network radio leadership—covers the period since Sylvester L. Noble, NBC's vice president in charge of network radio, asserted:

"Pat" Weaver and Bob Sarnoff have stated over and over the past time period of the business radio time. The $6,814,000 in new NBC business invested in this type of property provides ample support of this philosophy.

At the same time, we have noted that advertiser acceptance of the new participation plan is also essential to broaden the base of network radio, to make it available to all types of advertisers, with small or large budgets. The $2,269,000 in new business we have signed up for the participations plan illustrates vividly the acceptance of these plans.

Of the six-month total, NBC said, more than $6,200,000 worth was racked up over the past few weeks—"the largest amount of new network business that I can remember," Mr. Fineshriber said. He went on closed circuit tv to tell affiliates that, among other things, the recently signed new business will:

(1) Move People Are Funny, now on CBS Radio, to NBC Radio this fall under Mars Inc. and Toni Co. sponsorship; (2) switch Gillette Fights from ABC to NBC Radio, also this fall; (3) sell out virtually all participations available on Fibber McGee & Molly this fall; (4) sell out all time on Young Widder Brown and Stella Dallas, daytime quarter-hour strips, and also make Tuesday and Wednesday nights sold solid; (5) boost advertising on the "three plan" programs and on Weekend and Roadshow participation series.

List of Sales

Specifically, the sales were listed as:

NBC's parent RCA to start sponsorship of a quarter-hour (Wednesdays) of One Man's Family in July; Mars Inc. and Toni Co. to start sponsorship of the evening half-hour People Are Funny program in October for 52 weeks firm; Toni Co. to start sponsorship of Monday and Thursday quarter-hours of One Man's Family in May for 57 weeks and Tuesday and Thursday quarter-hours of Young Widder Brown in June, also for 57 weeks; contracts issued for sponsorship of Gillette Fights on Fridays at 10 p.m., to be firm this fall for approximately 34 weeks; RCA to underwrite two participation programs (Mondays and Fridays) in Fibber McGee & Molly for 13 summer weeks, plus 13 additional participation in "three plan," Weekend and Roadshow, during special pressure weeks in the same period; Prudential Life Insurance Co. buying five participations a week in Fibber starting in September for 39 weeks firm; Toni Co. to sponsor Stella Dallas on Tuesdays and Thursdays for 45 weeks firm, plus a new program to be scheduled Fridays 8:15-9:30 p.m. for 43 weeks firm, and an unidentified advertiser, "new to NBC," is "nearly set" to sponsor a Sunday or Monday half-hour for 26 weeks firm.

Mr. Fineshriber said RCA's summer purchase of participations alone "amounts to $249,000 in assured new billings, and we have every reason to believe the RCA investment in participation programs will reach $900,000 by July 1955."

Referring to Prudential's purchase of participations, he said Prudential's "showing its confidence in RCA's participation plan to the tune of an initial $568,000. This constitutes Prudential's entire yearly budget for national network radio."
Starting Monday, August 2,

Russ Morgan will throw a
30-minute recorded disk jockey
party, 5 days a week —
"In the Morgan Manor."

Meet interesting personalities
as they talk with Russ about
records, movies and show
business in general. Hear the
current phonograph record
favorites ... the smash hits of
yesterday and collector's items
of the immortal songs and
stars of the past.

Come on along — there'll be
great music and fun aplenty . . .

Available for commercial spot participation on a regional
or local basis — 5 days weekly, beginning August 2, 1954.
WATCH IT WORK
If you are attending the NARTB convention, you can see AP PHOTOFAX in operation. Visit AP headquarters, Crystal Room, Third Floor, Palmer House.

PHOTOFAX pictures are provided through famous AP WIREPHOTO; backed by the largest photo staff of any news picture agency... operating on three continents... over 30,000 miles of high-fidelity leased wire in the United States alone... more than 350 subscribers in North America... receiving spot news pictures first-hand from more than 300 transmitting points... in every way, the largest and best news picture service in the world!
Because only this facsimile unit, designed for Television, is good enough to carry The Associated Press name plate.

ONLY THIS meets AP's standards.
ONLY THIS meets AP's demands for reliability.
ONLY THIS meets AP's requirements for economy.
ONLY THIS has been certified by The AP's research-engineering staff (the only technical news picture laboratory continuously maintained by any news agency since 1934).

Over a long period, only AP's PHOTOFAX survived the rigorous selection process!

Now ... you can have the most modern facsimile service for spot news pictures right off the world famous AP WIREPHOTO network.

✓ It will put your Television news department in the best of all competitive positions.
✓ It will delight your accounting department with its low-cost operation
✓ It will power your sales department with The AP's acknowledged audience-pulling appeal.

Facsimile deserves your serious consideration. Is there any reason why you should be content with anything less than AP PHOTOFAX?

For full information call or write any Associated Press Field Representative or:

THE ASSOCIATED PRESS
50 Rockefeller Plaza • New York 20, N.Y.
ABC NIGHT FORMAT TO BE MUSIC, NEWS

Relaxation from tv's more strenuous fare will be the hole card in ABC Radio's planned evening 'music and news' line-up, which, the network says, will be on a higher level than independents can offer.

ON THE THEORY that evening network radio is in a crisis, ABC Radio is setting out to become the first nighttime "music and news" network.

Realignment of the evening schedule already has been started with the objective of offering listeners relaxed—and relaxing—radio fare using the basic format that independent stations have programmed so successfully. But ABC officials claim their programs will be of a type and scope that independent stations cannot attain.

ABC officials make plain that their view of the crisis extends only to nighttime network radio—not daytime radio. The approach they are taking to solution of the problem is based on research which, they say, shows a post-television reversal in the radio interests of audiences in television homes.

Where audiences used to turn their radio at night for spectacular shows, high drama and excitement, ABC authorities contend they now rely on television for this type of fare and, when they turn on their radios, do so in search of relaxation.

Additionally ABC officials cite figures to show that nighttime network radio, in its "traditional" format, is depending upon non-tv homes for the bulk of its ratings. A move to "relaxing" evening programming will build listenership in tv homes and accordingly win greater support from advertisers, they reason.

In further support of their "music and news" theory, they note that through the use of this format independent stations, in the face of television, have gained competitively to a point where they now attract a larger share of the nighttime radio audience than any radio network.

Major opening gun in the network's drive toward the "music and news" evening format is Just Easy, a one-hour Monday-Friday strip that started early this month. Scheduled in the 8-9 p.m. slot, it stars Jack Gregson with a group of regular performers, live music, guest stars, etc. Other programs with the "music and news" format are reported "on the drawing board."

NBC'S WEAVER APPROVES NIGHTLY COLORCAST PLAN

Network will inaugurate 'Tonight,' evening counterpart of 'Today,' as a nightly colorcast, he tells Pittsburgh Ad Club.

He urges advertisers to grasp opportunity for leadership in pioneering color.

PLAN to initiate Tonight, NBC-TV's proposed companion piece to its early morning Today, as a nightly colorcast, has been approved by Sylvester L. Weaver Jr., NBC president, he revealed Tuesday in a talk before the Pittsburgh Advertising Club.

If the plan works out, he said, this new color series will be broadcast from 11:15 p.m. to 1 a.m. every night in the Eastern Time Zone and from 11 p.m. to midnight, Central Time.

This would be in addition to the three different series of 90-minute color spectaculars scheduled to commence this fall, and other special colorcasts. "Broadcasting Tonight in color," Mr. Weaver said, "would alone give us almost 10 hours a week of colorcasting to experiment with in live production, and if sold on an announcement basis and with cut-ins offered for local sale, we will be able to offer advertisers a real service. Or, we will be able to offer low-cost color laboratories really, with one-minute live color advertisements for agency and client to work out and see that night. Test and try and modify and be at home to watch what you have wrought."

Predicting that color tv will "explode" the American economy upwards to new levels, Mr. Weaver told the club that "those of you who will decide to wait for circulation of a commercial size will miss the boat in color tv."

NETWORK PEOPLE


Richard Welsch, unit production manager, NBC-TV Colgate Comedy Hour, named NBC-TV West Coast programming division manager of production. Jerry Madden succeeds Mr. Welsch.

Merle S. Jones, vice president, CBS-TV, elected to board of governors of Radio & Television Executives Society for 1954-55 season. His name was inadvertently omitted from the list published in B&T, May 17.

They're PICKIN' COTTON in Rochester

DOROTHY COTTON

..we mean

Rochester's Top-Rated Hostess On
'To The Ladies'
9:30 a.m.
Mondays through Fridays

Yes, radio listeners and sponsors as well are picking Cotton for good listening, good salesmanship! In addition to charming personality, she has wit and versatility that makes "To The Ladies" a daily treat for women of all ages, all tastes—a program packed with information (fashions, books, music, beauty hints, etc.)—and with SELL!

If you have a product that women are, or should be, interested in, you can buy participations on this show at our Class B rates.

BUY WHERE THEY'RE LISTENING ... ROCHESTER'S TOP-RATED STATION

WHEC

NEW YORK 5,000 WATTS

Page 64 • May 24, 1954

Broadcasting • Telecasting
WTVJ
Channel 4
Miami, Fla.

appreciates the honor
bestowed upon
its public service efforts
as recipient of
the 1953
ALFRED P. SLOAN AWARD
for
continuous television programs
devoted to safety on the
public highways.
Operational Features of the FTL-105A Film Camera Chain

- Only 3 basic units
- Minimum size and weight
- High definition—over 600 lines H. resolution
- Excellent contrast range
- 10 gray steps
- Full aperture correction

- Eliminates shading operator
- Smallest and lightest camera head—weighs 7.5 lbs.
- Control and Monitor in convenient operating console
- Rack-mounted low-voltage power supply

Low in cost—outstanding for economical operation!

Federal's FTL-105A film camera chain equipment meets all requirements of film, studio and remote pick-up... with universal portable units of exceptional efficiency and simplicity.

From camera head to power supply this equipment has been designed to deliver the finest in automatic facilities, smooth program continuity and dependable performance... at low initial and operating costs.

With the versatile Vidicon camera head the need of a shading operator is eliminated—and further economies are assured by a tube cost of less than 25¢ per hour. The expense of an external projector is eliminated by incorporation of the FTL-287A Fotoplexer with built-in, automatically-controlled opaque projection.

For all needs of modern multiplexing... for reliable remote and automatic control... for maximum economy and minimum maintenance... the FTL-105A Film Camera Chain is the logical buy for your TV dollar!

"Everything you need for TV—from Federal—for VHF or UHF"
FTL-105A Film Camera Chain designed for unattended operation of 2 film projectors, slides and opaques... all remotely and automatically controlled!

Federal's new Vidicon film camera chain brings to the television industry the latest developments in equipment for the highest quality broadcast studio operation. It is not an ITV unit. Here is equipment of superior design and performance, assuring you the speed, versatility, dependability and operating economy essential to today's wide range of telecasting requirements.

The Federal Vidicon film camera chain consists of only three basic units: a camera head, a compact and remarkably efficient control and monitor section, and a low voltage power supply.

These basic units, in conjunction with Federal's unique Foto-plexer—with built-in opaque projection—and Federal's Projector Control Panel, permit the automatic multiplexing of images from two 16mm/35mm film projectors, slides and opaques into a single camera head... providing an extremely flexible combination. At all times, previewing of upcoming film, slides and opaques is easily accomplished. True unattended operation results with this remotely controlled group.

Your nearest Graybar office will be glad to give you complete technical information.

Federal Telecommunication Laboratories

May 24, 1954 • Page 67
FTL-100B 12.5 KW
UHF TV AMPLIFIER

DEIGNED TO PROVIDE HIGH POWER OVER THE ENTIRE UHF BAND—CHANNELS 14-83

The FTL-100B Features:
- Broad Band Circuits
- Excellent Linearity
- Low Noise—no critical adjustments
- 5-Minute Tube Change
- Silent, Efficient Water-cooling
- Remarkably Rugged Construction
- Small Space Requirements

The FTL-100B utilizes rugged circuitry that is easily adjusted for optimum performance... easily maintained in operation. There is no critical tuning... no compensation of one circuit for the deficiencies of another.

All amplifier circuits have been designed for wide band operation.

The amplifier uses a 3K50,000 Klystron amplifier tube, with ceramic-copper seals for sturdy construction. Heavy-duty, silver-plated cavity parts insures circuits of high efficiency and stability. Tube changes can be made in less than five minutes.

Efficient water-cooling keeps tubes cool... can be handled as soon as anode power is off. Distilled water is not required.

Space requirements of the FTL-100B are small. Amplifiers require one standard bay each for aural and visual units - each bay 33" deep x 66" long x 83" high. These bays house all power supplies for Klystron focusing magnets and all associated controls. Plate power rectifier units are of the fireproof, sealed-in-oil type. The latter are mounted in a power vault approximately 6' x 10' x 8', which need not be fireproof.

Details of floor plans are best determined by examination of the customer's requirements.

Your nearest Graybar office will be glad to give you complete technical information.
Federal's **FTL-97-98B**

25 KW VHF TV AMPLIFIER

WITH ANTENNA GAINS OF 16, 316 KW OF ERP CAN EASILY BE ATTAINED ON CHANNELS 7-13

**The FTL-97-98B Features:**
- Broad Band Circuits
- High-grade Color-Signal Performance
- Excellent Linearity
- Remarkable Black Level Efficiency
- Quiet, Dependable Water-cooling
- Small Space Requirements
- Rugged Construction

The FTL-97-98B is designed to be driven by any standard 5 KW VHF television transmitter. Used in conjunction with an antenna system with a gain of five or more it will provide ERP in excess of 100 KW on the low channels; with gains of 16, 316 KW of ERP on channels 7-13.

The unit utilizes a stable grounded-grid-screen type circuit with a rated power gain of 81. Output is double-tuned with a single control. The 10 mc band width is more than adequate for color TV.

All circuits of the transmitter are metered; currents and voltages are indicated on front panel. Complete monitoring facilities for all RF portions of the circuit are presented by reflectometers.

The FTL-97-98B uses a single water-cooled tetrode type 4W20,000. Excellent heater life is assured by a bombarder type of cathode. Ceramic-copper tube seals are used for tube strength; heavy bronze castings for critical circuit parts.

Space requirements are small. Amplifiers require one standard bay each for aural and visual units—each bay 33" deep x 66" long x 83" high. Plate power rectifier units are of the fireproof, sealed-in-oil type. The latter are mounted in a power vault approximately 6' x 10' x 8', which need not be fireproof.

Details of floor plans are best determined by examination of the customer's requirements.

Your nearest Graybar office will be glad to give you complete technical information.

Federal Telecommunication Laboratories

TELEVISION BRANCH

ROUTE 17, LODI, N. J.

Main Office: 500 Washington Avenue, Nutley, N. J.


Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.

May 24, 1954 • Page 69
GOLDSERNO TELLS AB-PT STOCKHOLDERS
ABC WILL SHOW 'MARKED IMPROVEMENT'

The AB-PT president relates the network's moves to bolster its television programming, citing the recent agreement with Walt Disney Productions and the NCAA football games contract for this fall. He sees no second and third quarter profits.

PREDICTION THAT there will be a "marked improvement" in the ABC Division's overall operations, starting with the fall season, was expressed last week by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., at the annual stockholders meeting in New York.

Mr. Goldenson outlined steps the division is taking. Mr. television programming and also at the same time re-affirmed his confidence in radio. He said radio currently is "in a period of transition as a result of television's rapid growth," but added that "there is a re-awakened interest in radio as well as a growing recognition that radio still represents one of the most effective and economical advertising media."

Time Needed to Build

He acknowledged it is "going to take time and effort" to build high quality television programming, but cited two recent developments as examples of the network's efforts in that direction. The first, he said, was the signing of a long-term agreement with Walt Disney Productions under which Mr. Disney will produce a series of hour-long TV programs not showing exclusively over ABC-TV, starting in the fall (B&T, April 12). The other was an arrangement for telecasting the National Collegiate Athletic Conference football games (B&T, April 26).

Mr. Goldenson reported to stockholders, however, that the second, and especially the third quarters of this year are not expected to be profitable, but noted that "these are the weakest broadcasting periods." He added:

"However, with the new programs being readied, augmented by the Disney series, the NCAA events and renewals of present shows which are now being negotiated, we anticipate a marked improvement in the network's overall operations, commencing with the important fall season."

Mr. Goldenson described AB-PT's participations in the "Disneyland" amusement center project (B&T, May 3), noting the corporation has a stock interest of approximately 35% for which AB-PT will pay $500,000 cash. The corporation, Mr. Goldenson continued, as "contingent obligations to lend additional funds or cause them to be lent."

Film slides of the proposed "Disneyland" were shown to stockholders.

Theatre Gains

Mr. Goldenson said AB-PT expected a pick-up in theatre business in the third quarter, but reported that the second quarter is behind that of last year. One factor contributing to this decline, Mr. Goldenson said, was "the effects of television for the first time in smaller towns, especially in the South and Southwest."


In answer to a stockholder's question on the implications of "pay-as-you-see" TV for the corporation, Mr. Goldenson said top executives have been "looking into this matter very carefully." He said the opinion of the corporation, at present, is that pay television is not economically feasible and that it will not hurt the theatres. When and if this system proves practicable, Mr. Goldenson continued, AB-PT will "get into the act."

Answers Criticism

Another stockholder criticized ABC for carrying Facts Forum's Answer For Americans and commentary by George Sokolsky, claiming that both these programs "slanted the news and distorted it." Mr. Goldenson replied that ABC also presented programs featuring Elmer Davis and Martin Agronsky and said that they were considered as proponents of a "different point of view" from that of Mr. Sokolsky and the supporters of Facts Forum. He explained it was the policy of ABC to present "as many viewpoints as possible on our news shows."

No. of Radio Homes in CBS Spot Sales Markets Up 25%

NUMBER OF radio homes in 14 major markets with stations represented by CBS Radio Spot Sales increased by 24.7% from 1947 to 1953, with the number of home radios increasing 63.1% in the same period, according to figures in a new CBS Radio Spot Sales promotion piece, "Keeping Tabs on 14 Major Markets."

Radio spot sales are continuing to boom, the booklet notes. It points out, citing RETMA data, to show that the sale of home and auto radios to dealers in those 14 markets was 25.3% higher in 1953 than in 1952 and that the 1953 radio spot sales figure topped that of tv spot sales in the same markets by 64.2%. Remainder of the presentation deals with the programming on these stations, which, according to the booklet, is responsible for giving these stations "the number one status in their respective markets."

Anson, Davis Dismiss Suit Against CBS Show

WITH THE issue "fully compromised," a $1,350,000 damage suit brought against CBS over the Songs for Sale program by disc-m.c. Bill Anson and Don L. Davis has been dismissed in Los Angeles Federal Court. Details of the settlement were not revealed.

The suit, originally filed in Los Angeles Superior Court in April 1952, was shifted to Federal Court and charged CBS, C De Corp. and FMG Corp. with unfair competition, infringement of common law copyright and breach of contract. It contended the CBS program was copied from Song Jury which plaintiffs had on KFWB Hollywood and Music Is My Business on KTTV (TV) there.

NBC-TV to Show 'Home' To Supermarket Meeting

AS A means of demonstrating the impact of television as an advertising medium, the NBC-owned stations division has arranged for a segment of NBC-TV's Home program to be presented over closed circuit to the annual convention of the Supermarket Institute in Cleveland this Wednesday.

This will mark the second straight year the division has cooperated with the Supermarket Institute on such a demonstration. The closed circuit being arranged by Max W. Buck, director of merchandising for NBC's owned stations, who will be assisted by merchandising executives from NBC stations, including David Engles, KNBC San Francisco; John Keys, WMAQ-WNBQ (TV) Chicago; William Dallman, WTAM-WNBK (TV) Cleveland; Curt Prior, WRC-WNBW (TV) Washington, and Harry Camp, KNBH (TV) Los Angeles.
Everyone has something he does best...

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

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the only representative devoted only to television

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
CBS Enunciates Policy
On Equal Time Expenses

Network sends check to Sen. McCarthy to cover costs of outside filming for April 6 'See It Now' stanza.

PAYING OFF Sen. McCarthy for his expense in filming his 'See It Now' reply to CBS Newsman Edward R. Murrow's 'See It Now' report on the Senator, CBS last week enunciated its policies with respect to who should pay what in "equal time" matters.

In cases like Sen. McCarthy's, where non-CBS facilities are used to film a reply to a broadcast by a CBS staff member, CBS believes that its policy of fairness and balance compels it to reimburse the individual for reasonable and necessary costs"—though it also feels that in such cases there should be "prior discussion with CBS in order that there be advance agreement concerning the type of presentation for reply and the cost involved."
The statement continued:

"In the case of Sen. McCarthy, there was no such prior discussion or agreement and CBS was not informed until shortly before his broadcast that Sen. McCarthy intended to film his broadcast through outside facilities. However, since the policy of prior agreement in these circumstances had not yet been enunciated by CBS, CBS believes it would not be proper to refuse to reimburse Sen. McCarthy on this ground."

Accordingly, CBS sent the Senator a check—understood to come to $6,336.99—on May 15, five days after receipt of the bill. Fox-Movietone News, which made the McCarthy film, had sent the bill originally to the Senator, who reportedly sent it first to (and got it back from) Aluminum Co. of America, 'See It Now' sponsor. The McCarthy film was telecast April 6 in reply to a Murrow telecast of March 9.

Available Facilities

In outlining its policies, CBS said its radio and television networks "provide facilities and technical assistance reasonably needed by those who are invited by CBS to reply to positions taken by programs produced and controlled by CBS."

In cases where the original broadcast involved a speech or statement by a spokesman not connected with CBS, "the CBS policy is to limit reply a CBS staff member to that type of broadcast as the original, using the same general method of presentation and the production facilities of CBS"—as in the case of Man of the Week, a panel news program produced and controlled by CBS, the statement explained.

Cases where special time is provided to outside persons or organizations for the purpose of furthering a point of view on a controversial subject are considered "distinct from programs produced and controlled by CBS," the statement continued.

"In these special broadcasts, CBS will supply such camera and production facilities as may be reasonably necessary for a live broadcast. Any props or other visual materials, or any fee which may be used during the broadcast, must be paid for by those using the special time period. The same conditions will apply to those who are invited to answer such special broadcasts."

"CBS believes these applications of its policy of fairness and balance are in keeping with the American tradition of fair play."

---

McWilliams to Head Air Programs Inc.

HARRY K. McWILLIAMS, former advertising and public relations director of Screen Gems Inc., last week was elected president and named general sales manager of Air Programs Inc., New York, radio and television program distributors.

His first project was described as national radio syndication of the Original Amateur Hour, starring Ted Mack. The program has been on radio for some 20 years and more recently on television also.

Mr. McWilliams resigned effective May 15 from his post with Screen Gems, tv subsidiary of Columbia Pictures Corp., after 12 years with Columbia. He formerly was with Benton & Bowles and Ted Bates Inc.

Goodman Productions Sues Eigen in Show Cancellation

SUIT for over $58,000 was filed against Jack Eigen, midwest radio-television personality, in Chicago Superior Court last fortnight on behalf of Goodman Enterprises Inc., a tv package and/or advertising firm.

The suit charges Mr. Eigen uttered disparaging remarks about his guests, thus causing cancellation of his Friday evening program on WOKY-TV Milwaukee after April 30. The program began April 9.

Sanford Wolff, attorney for Mr. Eigen, said he would file an answer shortly, claiming the package firm negated a firm 13-week contract for the personality's services on grounds his conduct discouraged potential sponsors. Mr. Eigen conducts the Chez Show from Chicago's Chez Paree on WMAG Chicago six nights each week.

BMI Offers 3 TV Clinics In August—If Requested

BMI will hold three tv clinics this summer—if the tv station managers want them. Glenn Dolberg, BMI vice president in charge of station relations, last fortnight sent detailed questionnaire to all tv station managers, offering to hold tv clinics Aug. 2-3 in New York, 5-6 in Chicago and 9-10 in Los Angeles, if the stations desire them. Dates were chosen to avoid conflict with other industry meetings. Previous BMI tv clinics held in May 1952 in the same three cities, drew a total attendance of 486, although there were only 108 tv stations on the air at that time. The BMI questionnaire asks station executives who want the clinics held to suggest topics for discussion and speakers to discuss them.

PROGRAM SERVICES SHORTS

McConkey Artists Corp., Hollywood, moves from Hollywood Roosevelt Hotel to 1822 N. Wilcox Ave., June 1, having purchased two-story building now being remodeled.

Harry S. Goodman Productions, N. Y., announces Colgate-Palmolive Co.'s purchase of 130 radio programs for exclusive use in Thailand, and option of Goodman programs for use in Iran.

Brent Guts Productions, Baltimore, announces 20 stations now signed for syndicated Shadow Stampers, video feature game wherein audience guesses identity of silhouetted objects.
HIGHEST RATINGS! GREATEST SALES!
Of Any Show Produced For Local Sponsorship!

"MR. DISTRICT ATTORNEY"
PREMIERED APRIL 1,
ON 94 STATIONS!
A New Record in the Field!

"FAVORITE STORY"
97.6% RENEWALS
FOR SECOND YEAR!
Greatest renewal record
in syndication history!

"CISCO KID"
PRODUCED CONTINUOUSLY FOR
5 GREAT YEARS!
Unparalleled performance in
ratings, renewals and results.

"BOSTON BLACKIE"
SELLING SENSATION
FOR 150 SPONSORS!
TV's unmatched
Mystery-Adventure

THE Acknowledged LEADER
Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.

THE INSPIRED NEW SERIES THAT OUTSHINES THEM ALL FOR DRAMA, ACTION, REALISM!

Every action scene is authentic, staged in real honest-to-goodness locations... inside a real crime laboratory, a real detective bureau, a real communications center, a real interrogation room, a real courtroom, even real fire ruins when the script demands.

With Mr. D. A. you get superior entertainment... superior selling power. Every attention-arresting half-hour holds five golden opportunities for sponsor salesmanship. Already winning sales for advertisers in over 50 markets, Mr. D. A. is truly a dramatic selling force!

READY NOW IN ZIV-COLOR! BRILLIANT, COMPATIBLE!
TV SELLING POWER!

ZIV’S Behind-The-Scenes Drama of Our Law Enforcers in Action!

"Mr. DISTRICT ATTORNEY"

Starring Hollywood’s David Brian — He looks, he acts, he is Mr. D. A.

Each Half-Hour a Complete Story

Technical Supervision through the Cooperation of the Los Angeles Law Enforcement Agencies

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
2ND GREAT YEAR
NOW IN PRODUCTION!
A Grand New Total of 78 Magnificent Half-Hours!

TOP RATINGS IN MARKET AFTER MARKET!

• SEATTLE - 1st Place!
  Sat. eve. - rates 33.3 - Telepulse, June 1953
  Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cohen, Ford Theatre, Playhouse of Stars.

• KANSAS CITY - 1st Place!
  Fri. eve. - rates 32.3 - Telepulse, Aug. 1953

• PITCHBURGH - 1st Place!
  Thur. eve. - rates 41.3 - Telepulse, Aug. 1953
  Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery.

• WASHINGTON, D. C. - 2nd Place!
  Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
  Beats Danger, Suspense, Kraft TV Theatre, Dough's Presentations, Lux Video Theatre.

• SAN ANTONIO - 2nd Place!
  Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
  Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Beat of the G.E. Theatre, Robert Montgomery, Lux Video Theatre.

• PORTLAND - 2nd Place!
  Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
  Beats This Is Your Life, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

These leaders have
RENEWED FOR 2ND YEAR!

• BLATZ Beer in 3 markets!
• DREWRYS Beer in 9 markets!
• OLYMPIA Beer in 6 markets!
• GENEESE Beer in 5 markets!
• SCHAEFER Beer in New York City!

No. 1 FILM SERIES NATIONALLY!—Telepulse, August, 1953

NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAG...
ZIV TELEVISION PROGRAMS, INC.
Proudly Presents

ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

Produced with a master's flair...

EVERY HALF HOUR A COMPLETE STORY...
A VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!

ZIV TV

The first name in outstanding television production
LOOK TO ZIV-TV FOR LEADERSHIP IN COLOR, TOO!

"FAVORITE STORY"  "MR. DISTRICT ATTORNEY"

"CISCO KID"  "BOSTON BLACKIE"

READY NOW IN ZIV-COLOR

ZIV has been producing in color since TV's infancy... already has a color backlog of 5 YEARS OF TOP-RATED CISCO KID... in addition to current production of BOSTON BLACKIE, FAVORITE STORY and MR. DISTRICT ATTORNEY.
WMTV (TV) Backs Handicapped
SPECIAL 45-minute program was shown over WMTV (TV) Madison, Wis., in a "It's Good Business to Hire the Handicapped" promotion. Produced in cooperation with President Eisenhower's Committee on Employment of the Physically Handicapped, a similar committee of Madison's Mayor George Forster, and the VA, successful handicapped persons of Madison were filmed for appearance on the program. In addition, a documentary film made by the President's committee entitled "America's Untapped Asset," picturing the handicapped at work, was shown.

Red Cross Cites WFMD
SPECIAL citation was presented to WFMD Frederick, Md., by the American Red Cross for its production of the first Red Cross Training School of the Air, conducted for Red Cross campaign workers in the 22 counties served by WFMD. To alleviate the problem of getting information and instructions to the volunteer workers scattered throughout the Maryland rural area, WFMD staged two half-hour training sessions on successive Sundays. Frederick County exceeded its quota one week after the training sessions were broadcast.

WKWB (TV) Palsy Telethon
CEREBRAL palsy telethon was to be staged last weekend by WKWB (TV) Chicago, ABC o&o outlet, with more than 100 national and local celebrities scheduled to appear on a 28-hour program on behalf of charity, with $600,000 set as the goal.

The station's fifth annual palsy telethon was to climax a city-wide campaign that started May 1. Last year the ABC outlet raised $400,000 on the show.

'40th Man' Campaign
DRIVE against "The 40th Man" has been launched by KVOE Santa Ana, Calif. Automobile death toll for this year stands at 30 in Orange County, where the station is located. Spot announcements throughout day remind listeners to "tend to their touring" and postpone the 40th traffic death.

WLS-AM-TV Backs Vaccine Test
WLS-TV Lansing, Mich., devoted all five programs of Public Invited for the week of April 12 to offer its audience informative and instructional programs in connection with the polio preventive vaccine field trials being conducted by the Lansing-Ingham Health Department. In addition, the station, along with WLS-AM, used spot announcements, news releases and other operational aids to promote the field trials involving 20,000 Ingham County children.

WWVA Donates Transmitter
A RADIO transmitter was donated to the Wheeling-Ohio County Chapter of the American Red Cross by WWVA Wheeling, W. Va. The transmitter, formerly used as a mobile unit for WWVA, will serve as a communications link for Wheeling in times of disaster.

WDRC Aids Kids Camp
WDRC-AM-FM Hartford, Conn., has launched its part of the camp to raise funds for a children's summer camp. The annual drive, sponsored by the Hartford Courant, is being conducted by the Needle Club, an organization of political and business leaders. Last year the club netted $1,500.

WTHI Re-Sods a Gridiron
THREE and a half hour show by WTHI Terre Haute, Ind., to raise funds for re-sodding a local football field brought in more than $500. Sponsored by the G-Man's Club of Garfield High School, a group of alumni athletes, "Operation Re-Sod" was staged to promote the safety and welfare of football players of the high school.

WING Disc M.C.'s Aid Blind
WING Dayton, Ohio, disc jockeys Bud Baldwin, Betty Ann Horstman and Patricia Smiley have joined a nationwide campaign to provide phonograph records for the blind. Sponsored by the American Record for the Blind, a service of the Louis Braille Music Institute, records made with braille labels and braille program notes on the jackets are available to the blind for one-half retail cost. Money collected by WING disc jockeys will be used in the Dayton area.

KOTV (TV) Finds a Name
AMNESIA victim being held in custody in Tulsa, Okla., was identified when police furnished KOTV (TV) there with a description and photograph of the woman for a newscast. Six minutes after the picture was telecast a woman in the adjoining city of Sand Springs phoned the Tulsa police department and identified the victim.

KFIA (TV) Aids Boys Home
RECENT benefit show for Father Dunfrey's Boys Home held over KFIA (TV) Anchorage, Alaska, raised over $4,000 in cash donations and groceries in less than four hours time.

KNUZ-TV Finds Missing Girl
A MISSING high school girl was returned to her home after her picture was shown over a newscast on KNUZ-TV Houston. A viewer in Beaumont, 35 miles away, recognized the girl and notified authorities.

Chicago Crusade Cooperation
SIX Chicago organizations volunteered time and personnel to assist in the Cancer Crusade
IN THE PUBLIC SERVICE

FULL COMPANY of Marines was recruited by KYW Philadelphia in a one-month campaign, bringing this citation from Maj. W. C. Doty. Receiving the award on behalf of KYW is Frank Tooke, general manager. KYW was the only medium used in the recruiting drive.


WIMA Collects Pennies
ONE MILLION, forty thousand pennies ($10,400) were collected by WIMA Lima, Ohio, for the Infantile Paralysis Assn. Listeners of WIMA’s Easter’s Parade, emceed by Easter Straker, were the contributors, with church, farm, civic and labor groups all responding to the appeal.

WHFB Backs Team
WHFB St. Joseph and Benton Harbor, Mich., staged a successful benefit broadcast to raise funds to send the Benton Harbor Junior College team to a Kansas basketball tournament. WHFB sold broadcast of the school’s last scheduled game for over $1,000, gave the money to the team.

Bedside Performance
WHEN the male lead in a local high school operetta suffered a ruptured lung before the performance, the victim’s classmates appealed to KCSI Pueblo, Colo., to pipe the performance into the ailing youth’s hospital room on the day the operetta was scheduled. Dale Redlingshafer of the station’s engineering department used three microphones and KCSI’s regular remote equipment to secure a pickup, the local telephone company furnished a broadcast line from the stage to the hospital room and Mr. Redlingshafer hooked a speaker and amplifier onto the line in the patient’s room. The delighted youth heard the whole performance on the “closed circuit” broadcast, plus three cheers to their classmate from members of the cast.

Radio Marathon in Guam
RADIO MARATHON for charity was introduced into south and central Pacific islands under U. S. trusteeship, with an 84-hour drive on KUAM Agana, Guam, raising over $12,000 for Helping Hands of Guam, non-sectarian welfare group. Richard Stanton, station chief engineer and announcer, was at microphone 72 hours during drive.

Station, owned and operated by Harry Engel, is first and only commercial broadcasting venture in this region, serving Guam, Caroline, Marianas and Marshall island groups.

The B(right) Side
SOME 1,600 Detroit business executives have been mailed copies of a letter from J. E. Campeau, president of CKLW Windsor, Ont. (Detroit), in which he urges that “a more balanced picture” be presented on Detroit business conditions. Mr. Campeau said radio, television and newspapers have carried stories indicating a downward trend in Detroit economic conditions when actually “the Motor City is enjoying an extremely healthful business life.” Mr. Campeau described his project as “The B(right) Side of the News,” and invited other radio stations to further the idea.
February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!

Here’s your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show... your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it’s a fact, “Almost everyone in Detroit listens to WKMH.”

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the “Golden Triangle” formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It’s ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

PRESENTED BY HEADLEY REED

WKMH 5000 WATTS
DEARBORN 1000 WATTS — NIGHTS
WKHM JACKSON 1000 WATTS
WKMF FLINT 1000 WATTS
FOUR BIG PLUSSSES – TO OPEN
ALL AMERICA TO YOUR SALES

Here are four of the most effective tools ever designed for the most effective vehicle in all advertising. No other network can match any one of these tools—yet Mister PLUS operates all four of them for clients of the MUTUAL Network.

**STATION-PLUS**
A network of 570 radio stations, far and away the largest of all—to bring your sales voice closest to the most people in the most markets in all the 48 states.

**MARKET-PLUS**
A total of 328 markets where no other network has a station, where other media penetrate but sparsely—and where Mutual is a home-town neighbor to 8,000,000 radio families.

**SPONSOR-PLUS**
A steady rise in client endorsement—more and more stations per hookup (up 34%, '54 vs. '51), more and more dollars in program-time billings (up 10%, '53 vs. '52).

**VALUE-PLUS**
A steady decline in cost-per-thousand (lowest of all networks in average evening commercial)—with actual delivery of more radio homes than Top-Ten programs reach.

MUTUAL the network for radio . . . . PLUS

NEW YORK . . . . . . LO 4-8000
CHICAGO . . . . . . . WM 4-5060
LOS ANGELES . . . . MO 2-2133
NEW MEMBERS ON THE NARTB BOARD

MARTIN B. CAMPBELL
Large Stations
THE SCENERY will be familiar to Martin B. Campbell when he re-enters board service as director-at-large for large stations. Long active in association affairs, he has been a leading industry figure for nearly a quarter-century. He joined WFBA Dallas as commercial manager in 1912 and now is radio and television supervisor of the Dallas Morning News (WFBA-AM-TV).

After newspaper work in Asheville, N. C., Louisville and Chicago he became radio editor and rewrite man on the Louisville Times. The next step was to the Courier-Journal and Times station, WHAS, as assistant manager. In the last score of years he has been a member of many committees that have shaped radio-tv destiny. One of his early journalistic triumphs was coverage for AP of the famed Floyd Collins entrapment in a Kentucky cave. He succeeds Paul W. Morency, WTIC Hartford, on the board.

CAMPBELL

MR. COX  MR. GOURD

LESTER L. GOULD
Small Stations
SMALL STATIONS will have an aggressive voice on the NARTB board in Lester L. Gould, president and general manager of WINC Jacksonville, N. C. He has lived the typical life of a small station operator since joining WJNC in 1945 and knows its problems. Born into a Chicago show-business family, he was a singer for years but later turned to law. He graduated from John Marshall Law School in 1938 and practiced law in Illinois until 1944. Industry activities include presidency of the Tobacco Network. He is a past president of the local Lions and Chamber of Commerce and is active in civic movements and the Shrine. He is secretary-treasurer of WLSE Wallace, N. C., and a member of Radio & Television Executives Society.

J. FRANK JARMAN JR.
Medium Stations
IF FRANK JARMAN is on the premises, his presence will soon be generally known for two reasons—first, his hearty laugh, and second his knack of being in the center of activity. As general manager of WDNC Durham, N. C., he was elected director-at-large for medium stations.

Around Durham he's often known as Santa Claus because of a long record of holiday radio performances. A native North Carolinian, he is a graduate architectural engineer. After college (N. C. State) he switched to commercial art and cartooning in New York and Washington. In 1933 he became program director of WRAM Wilmington, which was moved to Durham in 1934 as WDNA. He succeeds A. D. Willard Jr. as director-at-large for medium stations.

H QUENTON COX
Fm Director
THERE'S no period after the H and the Quenton has long since been used only for formal purposes by "Q" Cox, fm director-at-large on the NARTB board succeeding Michael R. Hanna, WHCU-FM Ithaca, N. Y. Mr. Cox recently resigned as manager of KGW-AM-FM Portland, Ore., after 18 years at the station [B* May 17]. A native Nebraskan, he has spent most of his life in Oregon.

He was classified ad salesman on the Portland Oregonian; worked in the Sherman Clay & Cooke plan and became assistant advertising manager of the large Meier & Frank department store in Portland before entering radio in 1936 as traffic, merchandising and promotion manager of KGW. He became assistant manager and public relations director of KGW in 1941 and manager in 1946. He was elected NARTB district director in 1950 and has been active on many NARTB committees. During World War II he was special consultant to the Treasury's bond-selling campaigns.

Robert B. McConnell, new District 8 (Ind., Mich.) director, and his father, C. Bruce McConnell, comprise the first father-son combination in the history of the association's board of directors. The younger McConnell is vice president and general manager of Universal Broadcasting Co., which owns and operates four Indiana stations—WISH Indianapolis, WGBR Anderson, WFOF South Bend and WANE Fort Wayne. He succeeds Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., who has combined two years of board service with an equal period of intense work on behalf of the Republican party. Mr. McConnell enters the board with 14 years of radio background. He entered the industry at the time WISH was being established in 1940. His experience includes sales, traffic, continuity, engineering and programming.

JAMES H. MOORE
District 4
BRINGING 28 years of radio experience to the NARTB board, James H. Moore was elected to succeed Harold Essex, WSIS Winston-Salem, N. C., as District 4 (N., S., Va., D. C.) director. Mr. Moore is executive vice president of the Shenandoah Life stations—WSLS-AM-FM-TV Roanoke, Va. He entered radio in 1926 as a singer on Washington, D. C., stations, moving to the CBS Dixie Network at Charlotte, N. C., in 1930, at the same time becoming interested in the business side of radio.

After Texas radio and personal appearance engagements he joined WLVA Lynchburg, Va., in 1932 as a staff announcer. Within a year he was assistant manager. He helped build WSLS in 1940. He has been a key officer on most Roanoke civic units, is a Baptist and has held many radio industry posts, including presidency of the Virginia Assn. of Broadcasters and director of Broadcast Advertising Bureau. During the war he was an OWI radio consultant in a three-state area. Last year he was a speaker at several tv clinics held during the NARTB district meetings.

WALTER E. WAGSTAFF
District 14
AS NEW District 14 (Mountain States) representative on the NARTB board, Walter E. Wagstaff succeeds William C. Grove, KFBK Cheyenne, Wyo. Mr. Wagstaff is vice president and minority owner of KIDO Boise, Idaho. He entered radio in 1931, when he designed an accounting system for KDYL Salt Lake City. He became commercial manager of the station, remaining until 1944 when he went to KIDO as general manager. He has served as president of the Salt Lake City Ad Club as well as district vice president of the Advertising Assn. of the West. Mr. Wagstaff's radio activities include membership on the NARTB Sales Managers, Public Relations and Radio committees. Most recently he has served on the Standards of Practice Committee and the NBC Stations Planning & Advisory Committee.

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"6 o'clock report" is TV's "magazine for men" in San Antonio, but popular personalities and topics assure a substantial family bonus. Randall Clay, former Texas and New York Giants' star half-back, handles sports. Top-ranking newscaster Henry Guerra reports business news. Expert weatherman Phil Hemphill gives weather reports. Participations are available in any segment, 6 to 6:15 p.m., Monday through Friday on WOAI-TV, NBC affiliate. Call Petry.
ASCAP SALUTES THE NARTB

The American Society of Composers, Authors and Publishers (ASCAP) and the members of the National Association of Radio and Television Broadcasters share many interests, but of utmost importance is their mutual interest in American music. The more than 3,500 talented men and women of ASCAP are active in the writing and publication of this music—while you members of the NARTB strive to give the finest musical entertainment to your vast listening public.

Music is the one ingredient in the field of entertainment which has survived all technological changes—not only survived, but increased and expanded.

Your ASCAP license enables you to entertain the tremendous radio and television audience with the great melodies of today, the revivals of yesterday, and the perennial standards that never fade.

The wise broadcaster knows that music is the proven and most effective means of increasing his audience. And the best in music is ASCAP.
Tv Helps the Handicapped

COMEBACK—a biweekly television public service program which shows what physically handicapped persons are doing to make themselves useful and productive members of the community—regularly holds the attention of 100,000 persons in the WMAR-TV Baltimore audience.

Now in its third year, the sustaining live studio show is sponsored by the Maryland State Department of Education and its related Bureau of Vocational Rehabilitation. It tells how the crippled, infirm and handicapped have come to occupy vital places in society.

The idea was born of a conversation between E. K. Jett, WMAR-TV vice president, and Vice Admiral Ross T. McIntyre, former White House physician to the late President Franklin D. Roosevelt, a polio victim. Both men agreed on the need for telling the public how the handicapped have made themselves assets to their communities.

Mr. Jett went to R. C. Thompson, state rehabilitation director, who not only received the program idea with enthusiasm, but also agreed to be its moderator. Mr. Thompson confesses early anxiety about public reaction to seeing "crippled" persons on the screen and hearing stories of human suffering.

He also worried about children in the tv audience and the knowledge that a successful program must combine elements of interest, entertainment and education: "We were faced with the difficulty of being objective, of keeping mawkish sympathy out, of using lay language instead of technical terms, of avoiding the spectacular and the professional and of resisting the temptation to 'sell' the services of a public agency."

Robert Jones, WMAR-TV producer assigned to develop Comeback, worked out these objectives with Mr. Thompson: (1) to recognize "a courageous and essential segment of our population—the physically handicapped who have become adjusted in useful employment; (2) to inspire and encourage other handicapped persons who have not as yet been able to 'come back,' and (3) to educate the public, particularly employers, on the human and economic values of hiring the handicapped."

On the usual telecast, Mr. Thompson interviews a disabled person who has "made good." Before introducing the Comeback guest, the moderator presents background material on him, using pictures of various stages in his life. WMAR-TV-produced movies, part of every program, show the guest's occupation, with the guest almost always demonstrating certain phases of his job: An occupational therapist weaves a rug, a minister gives a brief sermon, an algebra teacher works out problems and conducts a "class."

Virtually every type of physical disability has been represented on Comeback and more than 80 job categories or skills displayed. Disabled persons have been found satisfactorily employed in all the standard job classifications.

Sometimes a guest's employer appears to testify on his employee's efficiency. Comeback cooperates with all agencies, public and private, who work with the handicapped, by correlating program material with special "weeks" or events. For example, one telecast had as guest a former tuberculosis patient, now an outstanding psychiatrist, with the program built around sale of Christmas Seals. Similarly the March of Dimes, Hearing Week, Heart Week, Easter Seals sales and Employ the Physically Handicapped Week, all have been observed with appropriate programs.

Mr. Thompson is proud of the program's results. The first rating showed an audience of 10,000; the second, 40,000; the third, 70,000, and the latest, 100,000.

Letters indicate that since the program began in February 1952 it has advanced the cause of the disabled more than "all other efforts of public agencies over the past 20 years," says Mr. Thompson. He adds: "Comeback has proved that the story of crippled people can be told with dignity, with reverence, with effectiveness; it has shown that television viewers want programs which combine public information, education and human interest with stories of genuine, courageous people."

"It has proved, above all else, that sincerity and simplicity can more than compensate for the lack of expensive and elaborate display and professional talent."
CAN UHF ENGINEERING COMPETE WITH VHF?

A SYMPOSIUM OF EXPERTS TACKLES A TICKLISH QUESTION

THE facts of technical life are immutable, and the future of ultra high frequency television is pretty well governed by its technical qualities.

These are not all bad. However, compared to vhf, the so-called higher frequencies are never going to be the equivalent of the low-band television frequencies.

For the job at hand—to make possible more stations so that tv may be a "truly nation-wide, competitive system"—uhf will be more than adequate.

That pretty well sums up the opinions of more than a dozen of the country's leading consulting engineers who have furnished B& T with their ideas on the much-controverted 470-890 mc band.

Since the consulting engineer plays such a vital part in the establishment of a tv station, from its inception to its actual construction, the views that are reprinted verbatim below are important to a true understanding of the current uhf ferment.

Implicit in all the replies to B& T are several things that are important.

• That uhf television's problems are due more to economic than technical factors. No matter how inferior uhf may be, its uncertain status could be overcome almost overnight if it had more viewers. Viewers mean circulation, and advertisers buy circulation. Circulation is the result of programs, not technical virtuosity.

• Power will help a lot in extending uhf's coverage and stabilizing receiver reception.

But, there still will be shadow areas in mountainous terrain. On the other hand, the higher power required to make uhf more competitive with vhf means greater initial investment for equipment and higher operating costs.

Unfortunately, uhf receivers start with a couple of strikes against them. They are inherently more noisy than vhf receivers, and up to the present time, there has been no method evolved to compensate for this disadvantage at a cost which permits competitive prices. Manufacturers are at work on this problem, and all indications are that some day in the not too distant future the all-wave receiver will be priced at, or near, the present vhf receiver.

• The present plight of uhf cannot be overcome by adding more vhf channels from other portions of the spectrum. The number of additional channels would be so minute, compared with the requirement for a nation-wide allocation, that they would not be of much help. Only in the uhf band is there sufficient spectrum space to permit a country-wide, competitive system of tv.

Running throughout the comments of the consulting engineers is the view that too many uhf stations went into a market and on the air too hurriedly. Improper antenna sites, inadequate power, and over-promotion are mentioned by some as a cause for the present difficulties of many uhf broadcasters.

Historically, the analogy between uhf's present troubles and those of broadcasters who won stations on 1600 kc, when the am band was broadened, is mentioned by several of the engineers. And others remind that in the early days of tv, the apparent poor qualities of channels 7-13 gave rise to many a scare crisis which disappeared as soon as the technicians found out what was wrong and how to remedy it.

There is nothing wrong with uhf television that good programming won't overcome. People will go to some lengths to be able to receive top-notch broadcasts. Or, to paraphrase a famous adage: Give the people the programs; they'll buy the sets. That might sum up the expressions of the consulting engineers. The comments follow:

GEORGE P. ADAIR, George P. Adair Engineering Co., Washington, D. C.: Uhf is a practical television service now, when properly engineered and used. It is my belief under certain conditions uhf may provide even a better service than vhf, however, generally, uhf signals will propagate farther than uhf. This very factor may prove to be in favor of uhf when more stations are in operation and with high power particularly during certain conditions of the atmosphere and ionosphere when interference may materially reduce the service of vhf stations. The use of higher power and improved receivers will certainly greatly reduce the gap between vhf and uhf.

In this connection, it will be recalled that it has not been long since channels 7-13 were considered worthless. It has also not been long since channel 6 was considered far inferior to channel 1 or 2 and it is not hard to remember the furor when fm was moved from 40-50 mc to 88-108 mc.

Year in and year out operation and operation with many high power stations on a channel are vastly different from limited periods of operation with only a few stations. The whole history of radio has been an apprehension of using higher frequencies and each time when crowding of the lower frequencies forced us to use the higher, we found definite advantages. It is a matter of learning to use the tool.

Overlap Areas Would Still Exist

It is too late to do anything material about intermixture. Even if something could be done there would still be the overlap areas where receivers capable of receiving both would be required. Even the idea of moving all television to the uhf is not as unmixed a blessing as some believe. Before all tv can be moved to uhf there will have to be vast improvement in receivers not only in sensitivity and noise, but in rejection of undesired signals from other channels. And, the use of the uhf band is materially restricted by the mileage separations required for receiver radiations, image response and other undesirable characteristics. Eventually, it is a very probable that all tv will be in the uhf band, but this could have been materially speeded by allocations which would have put uhf in the major cities, and low power vhf in the lesser cities—allowing high vhf power only where wide separation and greater coverage is required. There may come a time when uhf stations will be demanding uhf channels.

The suggestion that additional vhf channels might be secured from fm's 88-108 mc band would not greatly help in the overall picture. Our efforts should be devoted to improving uhf equipment and learning to

MR. ADAIR
use the band rather than to sacrifice other services for a minor alleviation of the problem.

The major aversion at this time to uhf is not technical, it is psychological and economic with the matter of programming the key. If programs are transmitted that people want, they will pay the price. A non-network vhf station competing with network stations either vhf or uhf is not too much better off than the uhf station except in the matter of receiver distribution—receiver distribution and development of better receivers will be accomplished by better programming.

JULES COHEN, Vandivere, Cohen & Wearn, Washington, D. C.: On the basis of the experience of uhf television stations with which we are associated, uhf is certainly a practical television service now. Once the problem of uhf set conversion or distribution is solved, the majority of viewers are not aware of a distinction between the vhf and uhf bands; and, as far as they are concerned, a choice of television programs is available and the desirability of those television programs determines the size of each station's audience.

Until we actually have experience in the operation of high-power uhf stations, we shall not be able to determine with certainty the relative coverage of uhf and vhf; but on the basis of presently available information we may be able to predict that uhf coverage will be somewhat less than that possible with vhf, but it will certainly be adequate to cover all homes having a community of interest with the station's primary area. Within the station's coverage area, the lesser susceptibility of uhf to tropospheric interference and man-made noise may provide a limited advantage with respect to clarity of signal, but no significant difference in this respect is likely to occur. At the present time, uhf receivers appear to be less sensitive at the upper end of the spectrum, but this deficiency will probably be eliminated through improvements incorporated by manufacturers as more experience in the production of uhf receivers is obtained.

Shortage Could Result

The elimination of intermixed facilities would most likely produce a shortage of television facilities in some areas. By whatever means are available, manufacturers should be urged to concentrate on all-channel television sets, so that the entire television spectrum would be available to all viewers. An attempt to reallocate the 88-108 mc band to vhf television would probably introduce more problems than it would solve. Three additional vhf channels would obviously not allow the elimination of the uhf bands for television, and other radio services are already greedily eyeing this same band.

I believe that, within the framework of the present allocation structure, we can provide a satisfactory nationwide television service. From a technical standpoint, uhf is working—and the weak spots, such as low power and need for improved receiver sensitivity, will be eliminated in a reasonable time.

T. A. M. CRAVEN, Craven, Lohnes & Culver, Washington, D. C.: Uhf is television just as is vhf. In some parts of the country uhf is the only television.

Uhf can be made to operate on a practical technical basis in most markets with transmitting equipment now available. This could be within two years. The use of "booster" transmitters will be required to achieve this result in some instances, particularly in mountainous terrain.

By and large we are encouraged with the results achieved in uhf television. Those uhf operations which appear to be promising are ones in which the market potential was logically evaluated and in which extreme care was taken to locate the transmitter properly. The program service is of good quality and the effective radiated power is adequate for reception in most of the stations' market area. In these instances operation did not commence until the transmitting equipment had been adjusted correctly.

Promotion was not over-done. The public was educated to the fact that uhf is television just as much as is vhf but that it is necessary to purchase and properly install good uhf receiving sets or converters in order to enjoy the new programs. In these instances of promising successful operation the station management cooperated with set distributors, retailers and service organizations throughout the market. These organizations were acquainted with the special installation precautions required for uhf. Prior to commencing program operations test patterns were transmitted so that servicemen could gain practical experience in installing uhf receivers and antennas.

In those markets which can support one or more television stations the handicaps to successful uhf television operation need be temporary only. Ultimately, in these markets, there need be no basic difference between uhf and vhf. Receivers will be capable of tuning in both uhf and vhf without difficulty, possibly with better clarity on uhf in areas of man-made noise. In these markets the same economic laws should apply equally to both vhf and uhf. The question of economic survival in an area will be based solely on the public's program preference and need not be whether the station is vhf or uhf.

Two important technical improvements which should be made in uhf are better receivers and better receiving antennas. An important technical improvement would be the use of booster stations to fill in "spotty" coverage. These can be done.

Perhaps a most important improvement feature shows in other markets. The 

The television test in Lafayette "revealed that tv is our best buy," officials said.

In the promotion of uhf generally, JFD officials cite activities at and by WRTV (TV) and Wabur Park, Inc., especially intensive and effective. In addition to a dealer uhf conversion clinic there, which JFD organized and in which numerous manufacturers participated, JFD engineer Simon Holzeman went before the cameras to explain conversion problems to viewers.

Going on the air in a market served by seven vhf outlets, the Walter Reade Theaters' station has, among other things, offered television servicemen-dealers 25 cents a call for soliciting uhf conversion; distributed consumer mailing lists to all service-dealers; promoted television in the Walter Reade Theaters' programming, allocating certain days on which students "took over" station operation and has played up civic groups and their activities.

More widespread station activities of this sort, say JFD officials, will help materially to advance the uhf cause. In their view, "the receiving equipment end of uhf public acceptance has almost been ignored by many uhf station," and "this is one of the keys to uhf station failure."
TV's complete news

NEWS FILM—United Press Movietone News, produced jointly by U.P. and 20th Century-Fox. 500 to 900 feet of film daily, 16 mm, sound-tracked and silent, ample for building as many as three 15-minute shows five days a week. Processed in New York, Washington, Chicago, Los Angeles, Paris. Delivered by plane and motorcycle courier, story by story, like news to newspapers. Eight-hour leased wire carries scripts keyed and timed to fit film-clips, keep them abreast of latest developments. Service includes 24-hour, 60,000-word daily world-news report. Hold-for-release stories present scheduled events as they happen. Clients may keep clips for own news library, order special background footage from Movietone's 50-million-feet library. Special coverage anywhere in the world on assignment.
United Press provides news in every form for television—worldwide coverage by news wire, Newspictures and news film.

And in every form, the best—as figures show.

More stations—television and radio—broadcast United Press news than any other.

More stations telecast United Press facsimile Newspictures than any others.

More stations show United Press news film—U.P. Movietone News—than all other services' combined.

Reasons for such conspicuous preference for United Press are contained in the specifications of its TV services, summarized here. Your nearest U.P. bureau is ready to supply promptly any further facts you may wish to know.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

NEWSPICTURES—By wire: facsimiles on continuous roll—or Telephotos—from some 160 sending points in the U.S., Canada, Mexico, South America, Europe, the Orient. Full service averages 60 seven-by-nines a day, with 24 top shots duplicated in three-by-four inches size. Limited Telefoto service, an short-period telephone calls, delivers one seven-by-nine or three three-by-fours in 10 minutes. Bulletin service available on big news breaks. By airmail, messenger, courier: 15 to 20 selected matte Telephotos daily, in standard, balop or telop sizes, or 35 mm transparencies, individually or in strips. Supplementary shows: Weather—facts-at-a-glance maps, cartoons, scripts. Baseball Scoreboard—500 cartoons, action shots, scoreboard charts making lively visual program of results. Sports Show—day's top sports photos.
is a decision on the part of manufacturers to provide all new receivers with uhf tuning capability. Another very important requirement is that the national networks and advertisers recognize facts and base their decisions with respect to the use of or affiliation with television stations upon proved audience and measured coverage.

The assignment of the 88 to 108 megacycle band to television or moving all television to uhf are chimerical panaceas which will not cure the economical difficulties experienced by some uhf stations.

JOHN CREUTZ, Page, Creutz, Garrison & Waldschmitt, Washington, D. C.: Uhf is now providing a potentially useful television service in many areas. It is economically practical only in good markets well removed from vhf service.

The advantages of uhf are: Clearer picture due to less ghosting and less man-made and atmospheric interference on uhf frequencies.

The disadvantages are:

1. Severe and often practically complete shadowing in situations which can be adequately served by vhf.
2. High absorption by trees, buildings, etc. For example, if a greater portion of the viewers using indoor antennas can receive vhf than can receive uhf, the uhf audience is necessarily more restricted than is the vhf audience.
3. Requirement of high gain antennas. For example, with antennas of similar gain and a totally unobstructed path, a 600 mc signal will require nine times as much transmitter power as is required at 200 mc to produce a given power to the receiver.
4. The receiver design problem is inherent in that as the frequency is increased the problem of maintaining receiver sensitivity and stability also increases. Even if the problem is solved, it costs more to produce equivalent performance on higher frequencies.
5. Not only is the receiving system more expensive and critical than required for vhf, but equal transmitter power the cost of installing and operating the equipment is higher.
6. It appears that due to the inherent advantages of vhf, and in most areas of the greater distribution of vhf receivers, national time buyers tend to underrate uhf and to reject uhf television.

When it comes to rendering service to a moderate-to-large sized city, or service in rough terrain, we doubt if any practical power, even many times the 1,000,000 watts permitted by the rules, will provide an acceptable signal to as many receivers within a given radius as is now being provided by vhf stations.

The abolition of the intermixture of vhf and uhf channels in the same city would not solve the problem of the competitive disadvantage now suffered by uhf. There is a large number of areas where markets overlap. For example, vhf from Philadelphia has made uhf operation in Atlantic City very difficult.

There is no doubt that the only way the competitive situation between the great advantages of vhf vs. uhf can be solved is through curtailment. One of the easiest ways to think of producing such curtailment would be to place them in the uhf band. Shall we abolish vhf?

A. EARL CULLUM, JR., Dallas, Tex.: Present day television operates in various portions of the spectrum from 54 to 890 mc. There are some 82 channels presently allocated by the FCC for television broadcasting. There are certain physical limitations which make some of the channels more desirable than others.

Vhf channels have been used to transmit television pictures for over 20 years. During the early days of vhf television many difficulties were encountered in connection with transmitting equipment and receiving equipment. Most of these difficulties have been minimized so that at the present time we have a near perfect vhf television system. Uhf channels have been used for television transmission for less than ten years. Many difficulties have been encountered. The uhf propagation problems will always restrict the service area more than vhf in most areas. Although the present day uhf transmitting equipment approaches the efficiency of vhf transmitting equipment, some improvement is possible provided sufficient effort is directed to the problems involved. The uhf receiver problems are quite serious. Considerable effort will be required of receiver manufacturers to improve the situation but this avenue offers the only means of improving the uhf television system. Without great and early improvement in receivers we cannot expect the effort to be expended in improving transmitting equipment.

Because of the propagation limitations and the serious receiver limitations present day service of a uhf station falls short of the service rendered by a vhf station. Because of these limitations the actual service being experienced by uhf stations does not compare with that anticipated by the FCC. Since the service area of the uhf station is restricted it is difficult for a uhf station to compete with a vhf station for local business, for national business, and for network business.

I feel that the FCC should determine from the receiver manufacturers what hopes they have of improving the receivers and when they feel this improvement might be enjoyed. If a substantial improvement in uhf receivers cannot be expected within a short time, I tend to feel that the FCC should explore all avenues of obtaining a few additional uhf channels so that a nation-wide television service can be rendered. New channels could be established between channels 4 and 5, in a portion of the fm band, immediately above the fm band, immediately below channel 7, or immediately above channel 13. Certainly it would be an injustice to the public to discard vhf, the most efficient television broadcasting service, and force all stations to operate in the uhf band for the benefit of a relatively few uhf operators.

EVERETT L. DILLARD, Commercial Radio Equipment Co., Washington, D. C.: The economic problems of uhf stem from one source—established vhf competition. There is nothing wrong with uhf television as a service. Technically, under proper reception conditions, it can provide a picture as good as vhf. But, it must not be forgotten that fm is a good aural service, in some ways better than am reception. Technical equality or superiority in reception does not guarantee profitable operation. What, then, are the competitive factors that are the cause of uhf's present problems?

Technical Problems. Certain technical inequalities exist between vhf and uhf. First, vhf gets beyond the radio horizon better than uhf for equal ERP and antenna height. This has been known for years, and although some evidence suggests that this is so, we need only refer to the technical literature of the past. Second, in the absence of unusual signal reflections or unusual propagation factors, vhf "fills-in" in terrain depressions such as behind hills, in deep valleys, etc. These disadvantages can be partly overcome by installing higher towers and greater ERPs for uhf. But this means higher investments in uhf than in vhf, and higher operating costs! With uhf's present economic problems, this is no practical answer.

Receiver Problem. Taking the optimistic viewpoint, that 30% of all tv receivers made today incorporate uhf, this means that there are three sets made capable of receiving vhf for each set providing uhf reception. But there already exist some 29.8 million sets capable of receiving vhf in the hands.
of the public. How can uhf catch up, so long as this continues?

Uhf tuning strips, converters—all these are sales tools, but in most cases do not provide comparable reception between uhf and vhf. We believe that good uhf-vhf sets can be made, but not at present competitive prices.

Programs. The argument has been raised time and time again—if good programs are seen on uhf, then the uhf audience will grow, and the revenue with it. We are convinced that in tv, a network affiliation is essential, whereas in aural broadcasting it is not. The networks sell coverage. Because of the cost of tv advertising, this is more important than ever before. In major markets, vhf provides close to set ownership saturation—uhf presently does not. National time buyers follow the trends of the networks in placing their business. Unfortunately, there are relatively few markets in the country large enough to be attractive to the networks where uhf is the only tv service available.

Allocation. It is our frank opinion that little can be done about changing the existing situation, in order to equalize the uhf-vhf competitive picture. It is stark reality that 12 vhf channels are not enough to provide a nationwide television service. In that respect, uhf is and must remain an integral part of the national tv structure.

Moreover, the proposals to eliminate all uhf in favor of an all uhf tv structure is impractical and impossible at this time. Attempting to solve the problem by this means would have catastrophic effects on the industry. It would never meet with public approval. Further, to suggest adding two or three additional vhf channels by taking them from the fm band or some other service will in no way help the overall problem. It can only accentuate the problem even more, because it will provide more uhf competition to the remaining uhf stations still unable to get uhf assignments.

Why Start Over?

We would hesitate to recommend to our clients the building of a new vhf channel which is not receivable on a single existing receiver in the community and which would require tens of thousands, perhaps hundreds of thousands, of set modifications to make the station receivable in the area and competitive to existing vhf stations in the market, as well as overcoming the technical hazards. Uhf at least has a fair start in the matter of receiver production. It would seem wiser to build on what uhf already has, than attempting to start anew.

We do not know the answer, but whatever effective solution is adopted, it must incorporate two important aspects: (a) the availability of better programs to uhf stations; and (b) the considerably increased production of good uhf receivers.

It stands that one depends upon the other—income depends upon both.

As to the latter, with the present emphasis which is going to be put on color television receiver production, it is our feeling that uhf must in some way be tied into the advance of color. Otherwise, it is apt to be shadowed by the overwhelming interest in color tv development, just as fm production was retarded by production of black-and-white tv sets.

GEORGE E. GAUTNEY, Gautney & Jones, Washington, D. C.

There is no question in my mind but what uhf television is a practical service now. It is true that, in comparison with vhf television, it has a number of disadvantages. The principal disadvantage is the greater susceptibility of uhf television to the influence of terrain factors. This greater susceptibility makes "shadowing," and multiple reflections much more severe in the uhf range than in vhf. These are factors, of course, over which the uhf broadcaster has very little (if any) control. Additional disadvantages of uhf, when compared with vhf, are largely engineering problems (such as receiver design, antenna design, etc.) over which control will be established as time progresses.

To counteract the disadvantages mentioned above, the uhf band has some advantages over vhf. For one thing, this band is less susceptible to man-made interference such as ignition noise. A decided advantage is that the uhf band at the present time offers the only means of establishing a nationwide television service.

The uhf broadcaster is beset by many problems, among which are the limited coverage with presently available power and the reluctance, particularly in mixed uhf and vhf areas, of receiver owners to convert to uhf. While these are real and pressing problems, it must be remembered that they are not new and that they are essentially the same problems which faced the pioneer vhf stations in establishing the first television service.

While uhf television is certainly a practical service today, its ultimate success (in my opinion) depends on the success of the individual broadcaster and the television industry in convincing the general public that they have a desirable service to offer.

PAUL GODLEY, Paul Godley Co., Upper Montclair, N. J.

Assuming the application of sound business and engineering judgment, uhf is quite capable of supplying good, practical television service—and this is being demonstrated in a number of cases. This is not to say that, at the present stage of its instrumentation and exploitation, it may be classed as equivalent to vhf either from the standpoint of coverage or, given comparable coverage, of listenership.

Currently, economic and human factors primarily—not engineering factors or the laws of nature—work against uhf especially in quarters where a plurality of uhf services are available; and in some cases, it would appear that Folly may have rushed in where Angels fear to tread.

All things considered, uhf experience under proper conditions is encouraging rather than discouraging. Segregation of vhf and uhf markets and areas is not now believed to be practical; nor would it be expected that eventual move of all to uhf could become practicable. In my judgment complete freedom—in the American way—will finally fix the pattern on the basis of the far-from-perfect allocation structure as it now stands.

HOWARD T. HEAD, A. D. Ring & Assoc., Washington, D. C.

Actual operating experience over the past 20 months has proved that the uhf television channels are capable of rendering satisfactory service under proper conditions. But, even more, this experience has emphasized the need for an understanding of the technical problems encountered in uhf operation and an accurate assessment of their impact on practical operation.

In a market where every television receiver will receive all channels, the uhf broadcaster is placed at a disadvantage to the vhf broadcaster by three technical factors: Uhf propagation is inferior to vhf; high power is more difficult to produce on the uhf; and receivers and receiving antennas perform better on the vhf.

The inferiority of uhf propagation appears today to be fundamental; it can be offset, but not completely overcome, by additional radiated power. Terrain, vegetation, buildings, and other obstacles are far greater impediments to the transmission of a uhf signal than a vhf signal; propagation bands line of sight is reduced to a marked degree.

Propagation deficiencies can be offset to some extent by the use of higher radiated powers. Antenna gains now appear to have reached a practical maximum; however, plans have been announced for a 60 kw transmitter which will provide radiated powers up to 1,500 kw. This transmitter is expected to be available in about two years and will do much to offset propagation deficiencies. Transmitter costs, however, both initial and operating, will be substantially higher than for a vhf station operating with maximum power.

The receiver itself places much of the limitation on uhf reception. Improvements in receivers, particularly in noise figure, are possible and are being pursued actively by development engineers. Present prospects, however, indicate that several years may elapse before the performance of uhf receivers approaches that of vhf receivers.

Engineering factors which place uhf at a disadvantage to vhf do not make uhf an impractical television service. It is a practical television service, and it is a practical service now. The disparity in coverage between uhf and vhf stations in many cases, no more severe than that between
take a card, any card, for TV films that SELL!

SECRET FILE U.S.A.
Brand new! Robert Alda stars as Major Bill Morgan, ace Intelligence agent in tall tales of espionage—a semi-documentary ½ hour series of suspense.

COLONEL MARCH OF SCOTLAND YARD
Boris Karloff as a well mannered, witty, implacable enemy of crime in this unusual ½ hour detective thriller.

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Brand new! TV's first authentic ½ hour HILLBILLY VARIETY SHOW. SINGING! COMEDY! DANCING! With America's top country music artists.

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Stirring ½ hour adventure series employing America's best known comic strip characters that appear in 220 newspapers. A proved TV success.

MY HERO
Robert Cummings stars in the laugh-provoking ½ hour comedy treat for the whole family. National average rating: 29.9.

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A library of three minute films featuring America's top artists, bands, vocalists and comedians.

CARTOONS
A library of 75 cartoons, running from six to nine minutes including: The Little King, Felix the Cat, Merry Tunes, and others.

FEATURE PICTURES
100 up-to-date feature films—all produced between 1946 and 1954, starring Hollywood's top names. Many first run!
standard broadcast stations under varying conditions of power, frequency and terrain differences. Uhf cannot achieve its fullest development as a practical television service by ignoring the differences between uhf and vhf, but rather through accurate understanding, frank recognition, and careful evaluation of the problems as they exist.

FRANK G. KEAR, Keor & Kennedy, Washington, D. C.

The ill of uhf are not basically the result of engineering deficiencies. However, there is an important engineering difference between vhf-tv and uhf-tv which has been recognized and publicized from the time that uhf allocation was first considered. This difference is created by the fact that the generation of ultra high frequency energy, the propagation thereof through space, and the subsequent reception of the signal at the end of the circuit is more difficult than is the vhf process. It is similar to the difference between 600 kc and 1600 kc in the standard broadcast band.

We can expect eventual development of high power transmitters and receivers whose performance is comparable in uhf to that obtained in the vhf region, but there will always remain a fundamental difference in favor of vhf. Given time, the engineers will provide industry with equipment which will reduce the difference between vhf and uhf to about the same magnitude as the difference between 600 kc and 1600 kc. The question is, will the industry wait and work with presently available equipment until satisfactory units are available?

I certainly do not feel that elimination of the uhf channels would be a solution to the problem. We need to rely upon the desirable characteristics of uhf to obtain reasonable area coverage. I would rather see additional vhf channels in, for example, the 88 to 108 mc band except for the fact that I believe this band should be preserved for fm broadcasting to which someday we may be only too glad to move our aural broadcast services.

Summarizing, uhf as it is today can and does provide a practical television service. It is not the equivalent of vhf but, given time, it can become truly competitive. The question is, will industry and the public in general give it the time it needs or will they let it go by default?

RUSSELL P. MAY, Washington, D. C.

Comparison of vhf versus uhf present or potential services at this time is rather difficult because of the lack of comparable operations in the same areas and the inherent differences of transmission behavior. Under favorable transmission conditions my experience has been that uhf renders pre-eminently satisfactory service.

If and when the thermal noise in uhf receivers is reduced to a satisfactory low level I expect superior reception will be attained, especially in areas of high man-made noise which does not seriously affect uhf reception. Additionally, uhf high gain receiving antennas are relatively simple to install to further improve reception. Indoor antennas can be utilized to advantage which is an important feature in many areas, especially in apartment houses.

There is little doubt that with the advent of high power uhf this service will compare favorably with both in coverage and quality of reception.

The present plight of uhf resulting from the intermixing of vhf and uhf must be solved by some practical means. Obviously, elimination of intermixed facilities would not be practical at this late date. The next best choice is to concentrate on conversions, combination receivers, adroit management and an opportunity to get established.

FRANK H. McINTOSH, Washington, D. C.: Uhf has proved itself to be a practical tv service in many communities and the picture quality certainly seems to be comparable to vhf in all respects.

Uhf has no outstanding advantage over vhf except that the man-made noise is lower over this region. Its disadvantages are more outstanding. Much more power is required for equivalent coverage, the shadows beyond horizon are sharper and deeper, the useful receiving antennas occupy less space and, therefore, deliver less energy to the receiver, the insulation problems for the transmission line and on the antennas are much more serious and there are no receivers on the market with adequate RF amplifier "front ends" to compare with current vhf receivers.

There is a real technical difficulty in building uhf receivers to be the equivalent of vhf and it may take several years yet to get the gains in such receivers comparable to those in vhf.

To eliminate intermixed facilities would be exceedingly difficult because we do not have a completely separate market situation. There is a diffusion between one market and the other in many parts of the country, for instance in Atlantic City and Philadelphia, and it would be very difficult to eliminate intermixing. It is believed that it would serve no useful purpose. The idea of having markets all utilizing the same facilities and having comparable coverage for all commercial aspects is, of course, desirable.

There is considerable merit in considering utilizing frequencies from 106 to 108 mc cycles, and some proposals exist to condense fm and make more additional vhf channels available.

OSCAR REED JR., Jansky & Bailey, Washington, D. C.: Technically, television broadcasting on the uhf frequencies has been a practical, successful event from the time of the first commercial operation in Portland, Ore., in those areas where it has brought television to the American public for the first time and has not been just a variation of vhf television. With the practical, and probably permanent, limitation on the number of vhf channels available, uhf channels will have to be used if television service is to be available to large segments of the nation, particularly as a local form of enterprise. Insofar as these areas lack vhf service, it is felt that uhf and vhf can be a commercial success. In areas where rugged terrain imposes handicaps, it appears that the FCC will be considerate in affording palliatives.

For the foreseeable future it will cost the uhf broadcaster more for a given effective radiated power, a degree of coverage handicap will exist, and maintenance and operating costs for a comparable set of circumstances will be greater. The odds against the uhf broadcaster in vhf territory are therefore pretty high and in some instances they are changing for the worse as a result of advertiser and network attitudes. In the broad pattern of approximately ten times as many uhf receivers as vhf receivers in the hands of the public today, dollars for uhf advertising are being spent very selectively.

The prospects for a reasonable par between uhf and vhf service in areas of other than rugged terrain would be enhanced in almost any other situation than the one of growth in which we find ourselves today. Tube research to improve the sensitivity of uhf receivers appears to show promise of success. However, a tube which might be marketed for several times the price of a vhf radio frequency amplifier tube is regarded wastefully by the receiver designer who is informed by his marketing group that they will not be able to use it and be competitive. Meanwhile, attention and emphasis turns to color television matters, resulting in higher costs and another new marketing vista. It almost seems appropriate to ask if uhf will fall out of sight and out of mind temporarily, as did fm, insofar as a broad and truly national commercial pattern is concerned.

Things have a way of developing and often improving in the direction in which engineering efforts are bent. Shifting directions of these efforts, responsive to profit
A BIG SURPRISE
IN A SMALL PACKAGE

The new AMPEX 600

WEIGHS ONLY 26 LBS.

The most portable truly high fidelity tape recorder ever built.

PERFORMS LIKE A TRUE AMPEX

Frequency response is 30 to 15,000 cycles at 7 1/2 in/sec; signal-to-noise ratio over 55 db; and every machine is tested to meet or exceed specifications.

SERVES ALL BROADCASTING NEEDS

For recording, editing, dubbing and broadcasting, it's a full time trouble-free machine. Major components have been "life tested" for an equivalent of 10 years' normal use.

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It's simpler and lighter, but it's all Ampex — and still the best.

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Distributors in principal cities (listed in the "yellow pages" under "Recording Equipment"); distributed in Canada by the Canadian General Electric Company.
moters in the present period, appear to shape more circumstances than nature's ultimate, and as yet incompletely explored, limitations.

ROBERT M. SILLMAN, Washington, D. C.

The ultra high frequencies do provide a practical television service now with receivers and transmitters which are presently available. In the absence of uhf, I feel that the public would whole heartedly accept uhf television. When examined in comparison with vhf television, uhf appears to be definitely inferior in a number of respects:

1. Most important is the added cost to the viewer. He must pay more (by carrying some sort of uhf subsidy), more for the antenna and more for its installation.

2. The service will depend to a greater extent on terrain irregularities. This factor is not adequately reflected in a comparison of contours under the FCC Standards. In general, there will be more dead areas within the normal coverage area and the signal will drop a greater number of db behind the obstructions, such as hills or buildings.

3. On uhf, the smaller physical size of the antenna and the less sensitive receiver of the present day add about 15 db to the required signal strength. If rough terrain adds another 10 db or so, it is easy to see that no reasonable transmitter power increase can ever make up the deficiency. We hope that part of this may be made up by receiver improvements; however, a perfect receiver could not make up more than about half of the difference. It seems that no foreseeable improvement in uhf receiving and transmitting equipment can ever equalize the service areas of the two types of services for roughly equivalent plant investments.

Lynn C. SMEBY, Washington, D. C.

Originally the aural broadcasting band extended from 550 to 1500 kc. Later it was clear that more channels were needed. The band was extended for 1500 to 1600 kc.

Not all receivers could tune the full range of 550 to 1600 kc. Almost immediately all receiver manufacturers extended the tuning range of their sets. Channels 1500 to 1600 kc were not fully useful for a few years. The channels from 1500 to 1600 kc did not give as good coverage as the channels at the lower end of the band. However the cover-

age was good enough to serve the useful purpose of giving us some additional badly needed channels.

The same experience was encountered in fm. The original fm band was found to contain too few channels for a good national aural service. Therefore the fm band was moved to higher frequencies where enough channels were available. Fm has failed so far as a broadcast service, not because of engineering factors, but because of economic factors.

A great deal has been said and written about the engineering aspects of uhf television. On this I will not go into detail except to set forth my own general conclusions. The good service range of uhf stations never will be as great as that of vhf stations. However this lesser extensive coverage is comparable to the am band situation where channels from 1500 to 1600 kc were added. The range was not as great as the new channels as on the lower frequency channels, however entirely satisfactory services are being rendered on these high frequency aural channels. It took some time for this full utilization to take place.

Within the good service range of a uhf station the picture in the home will be every bit as good as on vhf. Therefore the engineering problems are summed up in these two points that are now attainable. The conclusion is reached that engineering factors are not holding up the adoption of uhf television broadcasting.

It now costs the viewer extra money to receive the uhf stations. We are now right back to the same economic problem that haunted fm. There is one other important difference in the two problems. In the fm case we had substantially a good national aural service via am whereas the 12 vhf channels cannot give such a service in television.

It is going to cost a certain amount of money to obtain a national television service. Who is going to pay this bill? Ultimately the benefactor, namely the public. The public might well start paying some of the bills right now by buying receivers with the uhf channels in them.

It appears to me that the only solution, and it is a long range one, is to quit selling the public vhf-only receivers. This is not a new idea, however the following may contain some new thoughts on the matter. With the small quantity of uhf converters and sets with uhf included that are produced now, the price is naturally high. If uhf were included in every new receiver the differential in cost of each receiver would be much less. The receiver salesman would have a good point in that he could point out that his set was an all channel receiver. A potential uhf broadcaster could predict with some accuracy when he could expect to have enough viewers to make a go of his enterprise.

Along with the public, the receiver manufacturers have a big stake in this matter. With a 12 channel vhf service in the country the original receiver sales will not be as great, nor will the ultimate replacement market be as great, as with a full service employing the uhf channels in addition to the vhf channels.

This step will not make the introduction of uhf television a bed of roses. It merely will make it possible. This step appears to be vital. As a policy matter, we should vigorously explore all ideas looking toward the introduction of uhf television.

CITY ROOM NEWS SHOWS PAY OFF

THE BEST WAY to sell radio news, reasons WISH Indianapolis, is to get it first. WISH gets it first through an agreement with the Indianapolis Times whereby the station makes 10 daily newscasts from the Times city room.

VETERAN newscaster John Fraim of WISH was chosen to air the city room newscasts and by the end of the first six months they were a sellout, according to the station, despite competition from television and other radio stations.

By broadcasting from the city room, newscaster Fraim has a working news staff of 100 reporters, leg men and specialists. Mr. Fraim gives on-the-air credit to the Times before and after each broadcast.

Mr. Fraim has made himself an influence in the community. When public feeling ran high during last summer's deaths of children who were suffocated in abandoned ice boxes, newscaster Fraim, with cooperation from the newspaper and a city councilman, succeeded in having an ordinance passed against old ice boxes and the law since has been copied by other cities. His drive to collect old ice boxes resulted in more than 500 being turned in.

At a time when Indianapolis radio salesmen were confronted with the argument, "Nobody listens anymore to radio," Mr. Fraim received a plea from a hospital for a rare type of blood for a patient. He aired the appeal on his 12:15 p.m. news show and by 2 p.m. the hospital had enough donors. By the next morning more than 100 volunteers had offered blood. He received a citation from the hospital.

He aired an appeal from a woman and child who were being evicted from their home and needed help in moving. She received 95 offers of help from truckers, moving firms and interested listeners.

Recently, Mr. Fraim and Vince Leonard, who share the 6:15 p.m. spot on WISH's news program, embarked on a gambling expose. For eight straight days their newscasts dealt with gambling conditions in Indianapolis. The results: Mr. Fraim was called before the grand jury for consultation, he was appointed to a special state panel on crime study, and he was issued a gun permit by police because of threats on his life by gambling interests, according to WISH.

On a later broadcast the two called for a mail poll on legalization of gambling and received in two days 1,500 cards and letters overwhelmingly against gambling.
A scant few years ago, GATES announced its new air conditioned 1000 watt Broadcast Transmitter, the BC-1F.

Then, as now, it was described as a large, heavily built, rugged and fully fledged transmitter - as fine as a broadcast transmitter can be made.

The enthusiastic acceptance with which the BC-1F has been greeted is unquestioned verification of quality, since only quality of the highest order could build such an impressive "owner list" as that below!

OWNERS OF GATES BC-1F BROADCAST TRANSMITTERS:

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*Above list excludes all export sales other than Canada. Any domestic omission is unintentional. Substantial military purchases of this model can not be listed for obvious reasons. Purchases after December 30, 1953, not shown.
WHAT BIG CLIENTS THINK OF RADIO

leading agencies and advertisers say what's right and wrong with medium

RADIO stations in general are doing a good job for advertisers and agencies, but there are ways to improve this service, and the medium's best friends are willing to say how it can be done—provided they can say it anonymously.

A confidential survey of 10 major agencies and six large advertisers, conducted by Gustav Brandborg, assistant general manager of KVOO Tulsa, shows that these users of radio think of the medium; what it does for them; what it doesn't do and some of the things they want from stations.

Through the survey runs an oft-recurring note—radio is showing definite signs of a revival (though its revenue has always increased from year to year).

In general, many of these major units in the advertising industry wish that stations would give them more market and audience data; include package rates on rate cards; expand promotion activity; give data on last use of availabilities; improve billing practices and show more interest in improving an account's position when availabilities open.

Thirteen of the 16 reports show interest in buying more local programs rather than syndicated offerings. Only one is not using radio at the moment, having wound up a campaign a month ago. Four are using more radio than a year ago; four said they are using more spot; three are using the same amount of radio; five are using less radio than a year ago; one is using more network and one is using the same amount of spot (answers add to 18 because of dual response).

Questioned carefully by Mr. Brandborg, using a 10-phase list of queries, the agency-advertiser executives discussed frankly their use of radio, their opinions of its advantages and weaknesses, freely voiced pet "beefs," and wound up with tips on how radio can serve them better.

One query called for their views on the job Broadcast Advertising Bureau is doing for radio, as seen from the agency-advertiser perspective. Half of the 16 questioned (six agencies, two advertisers) said they believe BAB is doing a good job for radio as far as their own "impression of BAB's helpfulness to you is concerned." One agency suggested BAB "should work on audience composition."

None of those questioned answered "no" to the BAB question but a major agency commented, "Yes and no."

Seven voiced no opinion about the calibre of BAB's service though an agency using 450 radio stations said BAB's operation was "too general."

Of the 16 in the survey, 15 are now using spot radio, 10 are using networks and six are buying foreign language, Negro or some other type of specialized service.

Results of a question on plans of current radio users show five plan to increase their use of radio in the future, five will use the same amount and three will use less radio.

Radio is the best media buy, five of those questioned told Mr. Brandborg. Seven said radio is a good buy, one said it all depends on the product and one said spot is a good buy.

Twelve said they plan to use radio in introducing new products or accounts that have not used the medium, with three giving a negative answer.

Ten of the 16 said radio is doing a good job of selling its services to sponsors and agencies, though one specified "fair," another limited the answer to "big stations" and two felt that was room for improvement. Only one said radio is doing a "bad" job (referring to small stations) and five declared radio is doing an "indifferent" sales job.

Do agencies and advertisers have "beefs"? They do, but not as many as might have been expected. Eight of the 16 specified "beefs" as follows:

- Lack of attention to details of programming, scheduling.
- Difficulty of measuring results from use of radio.
- Stations should sell time at the same rate whether by mail or to agency buyers who make personal calls.
- Stations are "too independent."
- Continuing discounts.
- Stations should not sell the same farm director to competitive advertisers; should have fact sheets for dealers.
- Too much emphasis on promotion and merchandising; accounts want an audience.
- Radio has been "underselling itself."

How can stations do a better job? The answers were frankly critical, in some cases, but they provided many ideas for study. Here are the contributions, in condensed form:

- Better follow-through and promotion.
- Provide desired availabilities; give better times when they become available without prodding by the account.
- Better, more uniform area survey material; better programming to maintain listeners.
- Overcome carelessness in maintaining schedules; improve billing; improve account's schedule without waiting for pressure.
- More merchandising and research on (Continued on page 112)

BROADCASTING • TELECASTING
There are 15 basic techniques in package goods advertising. Duane Jones invented some of them and has used them all—to make advertising history for such products as Bab-O, Mennen shave cream, Sweetheart soap and SuperSuds.

In this special series of articles, adapted from a forthcoming book, one of advertising's most colorful and creative specialists tells a story that everyone in advertising will want to read. It begins in BROADCASTING•TELECASTING June 7.
From the files of Scotland Yard come the astounding stories of the man hailed by:

**Time Magazine**
"...‘The greatest detective in the world’... he flashes enough intuitive genius to hold his own with the best of the fictional homicide squad—Holmes, Maigret, Philo Vance and Nero Wolfe".

**Omnibook**
"... he is one of the most famous detectives of our time".

**Pageant**
"... a real life Sherlock Holmes".

![Image](image-url)

**Fabian of Scotland Yard**
(portrayed by Bruce Seton)

Radio Daily-Television Daily says: "It is fast paced, well documented... far superior to the majority of "whodunits" at present cluttering up our screens".

Filmed on location and paced for American television audiences, this series is designed for:

1. Sponsors who are weary of the stereotyped "Private Eye".
2. Sponsors who demand strong product identification.
   At last here's a show whose unique format provides a powerful merchandising force to help video-wise advertisers sell goods!

Scenes from Fabian of Scotland Yard
A BEST SELLING BOOK!

Now being syndicated in leading newspapers throughout the United States with a combined readership of over 25,000,000 people!

THE NEW YORK TIMES says: "There is human warmth in it and no hysteria, no bitterness, no sensationalism. It has humor too — judicious portions, not laid on with a heavy trowel!".

Here's something really brand new and exciting in television fare—fascinating documented CASE HISTORIES from the files of FORMER SUPERINTENDENT OF SCOTLAND YARD, ROBERT FABIAN, Britain's counterpart of America's J. Edgar Hoover!

FABIAN OF SCOTLAND YARD is available to National, Regional and Local advertisers who want a FIRST RUN TV PROGRAM with all the prestige and promotional values reserved for premiere presentations—at a price that will please the most budget conscious sponsors!

39 BRAND NEW HALF HOUR FILMS NOW READY FOR FIRST RUN IN ALL TV MARKETS

WRITE, WIRE OR CALL TODAY FOR FULL DETAILS!

telefilm enterprises

38 East 57th Street, New York 22, N. Y. • PLaza 8-3360
The president of Weiss & Geller, Chicago, believes that psychologists can help advertising people pick the best personalities to deliver radio and TV commercials. In this article, adapted from a speech Mr. Weiss made at the U. of Michigan earlier this month, he tells how a panel of scientists explained . . .

WHY IS ARTHUR GODFREY?

by Edward H. Weiss

DID YOU ever wonder why advertisers and advertising agencies spend so much creative time on the preparation of TV and radio commercials and evidently give so little time and thought to the person who presents these commercials? We wanted to find out how our television commercials were affected by the personality of the announcer. Here was a new era to explore with motivation research.

Probably the most exciting of our explorations in this field is the Social Science Television Conference we held just about a month ago. We invited eight eminent social scientists to an all-day meeting in a suite in the Drake Hotel in Chicago. We asked them to look at a sampling of daytime and evening television, much as the typical American family views it.

We asked our panel—How can we select the most effective personality to deliver the commercial? What kinds of "authority" are the most compelling to different types of audience, to the husband, the wife, the child? Is the star of the program always the best sales presenter? Is a male "authority" more suitable in influencing women than another woman?

From 9 a.m. till 10:30 that night, this distinguished "social science family" sat and watched television and discussed the implications of programming and the meaning of the various types of "authority" and "demonerstrator" or home economist who present the commercials.

Scientific Assembly

Participants in the panel were two psychoanalysts, a cultural anthropologist, a social psychologist, two sociologists and two professors of social science. Two of the agency's creative account people were on hand to direct the discussion into specific areas of concern to us as advertisers. Our senior research analyst served as moderator. A stenotypist took down every word of comment and conversation.

The social science experts examined and analyzed the appeals of the Arthur Godfreys, Jan Murrays, Dave Garrowsays, Ed Sullivans, as well as the anonymous deliverers of commercials, and they discussed the Betty Crocker, Betty Furnesses, Arlene Franceses. We were particularly interested in the social scientists' personality portrait of Arthur Godfrey because part of his show is sponsored by our client, The Toni Co., and similarly we were interested in their impressions of Jan Murray because he plays an important part in presenting the commercials for our client, Mogen David Wine, in the television show, Dollar a Second.

According to our social science panel, the most effective personalities to deliver commercials—whether men or women—are those who present themselves as human and fallible, who by their identification with the consumer induce the consumer to identify himself with them. They agreed that commercials delivered by a person who is not "institutional"—not too glib and not too expert and who is a little bit vulnerable—gives the product and the program a human dimension. Such a personality is reassuringly like you or me, or like our husbands or wives. And the product becomes more believably identified with real human needs.

This, they believe, is one of the secrets of Arthur Godfrey's spectacular success in selling. His great effect is in playing down his smartness. He is relaxed, he doesn't try too hard. He relies on the audience for help and underplays his own capacities. There is never a danger that he will arouse feelings of competition in his audience, because he is "on their side."

Psychologically, his morning program creates the illusion of the family structure. Godfrey is the authority. All the conflicts and complex situations and relationships of family life are taken out, and what is left is an amiable, comfortable family scene—with one important omission. There is no mother in the Godfrey family. This gives the housewife-viewer the opportunity to fill that role. In her fantasy, Godfrey comes into her home as an extra member of her family, and she fancies herself a specially invited member of his family. She entertains him in her home, but at the same time, she invites him into her studio.

Godfrey talks about a product much as the man of the family might. He not only talks about it, but he enjoys it—he sips his tea in gurgles, he relishes the cake, he admires the Toni Home Permanent, he grunts, whistles, even takes the product down a peg or two.

Another facet of Godfrey's popularity was analyzed by the conference: When a product is presented in superlatives, it can easily cause apathy or rejection by stirring up feelings of inferiority in viewers. Perfection imposes a burden on people. They subconsciuosly wonder, "Can I attain this?" The better the product, the more of a psychological problem it poses for the middle-class audience, the sociologists believe. It creates self-doubt about their status, their place in life, their deservings. The question in people's minds is not always or necessarily, "Is the product good enough?" It is very often the buried and anxious feeling, "Am I good enough for the product?" This applies to automobiles, refrigerators or even the fancy cake mix. The viewer must be made to feel that he's not overstepping himself by wanting something too good. Commercial presenters who imply their product is super-magical or super-perfect or all-powerful may stop a good many people from trying it out at all.

Regular Fellow

Godfrey never imposes this burden of perfection. He is the consumer, the plain, ordinary guy, taking the role of the buyer, not the seller. And the housewife feels that if Arthur likes the product, so will her husband and her children, and so can she. When he makes fun of the commercial, and at the same time ohs and ah's about the product, he projects the real feelings of the consumer. He is reassuringly like you or me.

Now contrast Godfrey's technique with the sterile and impersonal presentations offered by the institutional type of authority on television, as our social science panel did. They corroborated our own consumer studies on reactions to the "expert" versus someone with whom the ordinary person can identify himself. They agreed that women have a great suspicion of "women who know too much." Dictatorial certainty and the air of perfection are reminders of a nagging mother telling daughter exactly what to do and exactly how to do it. We all know how daughters react to nagging mothers.

What about the male authority? Our panel felt that other things being equal, a woman will listen to a man with more acceptance because he's not competing with her. He's an objective "authority"—not her husband and not as patronizing nor as knowledgeable as "mother." Because he's not so emotionally involved with the product, he's often more reassuring—whether the product be food, cosmetics, household appliance or whatnot.

But male announcers go off the track when they act too confidently, particularly
YOU MIGHT GET A 1600-LB. BULL MOOSE*—

BUT . . . YOU NEED WKZO-TV TO BAG TV AUDIENCES IN WESTERN MICHIGAN!

GRAND RAPIDS-KALAMAZOO HOOPERS JANUARY, 1954

SHARE-OF-TELEVISION-AUDIENCE

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†Adjusted to compensate for the fact that neither station was on the air all hours.

NOTE: Sampling was distributed approximately 75% in Grand Rapid area, 25% in Kalamazoo area.

January '54 Hoopers, left, show how thoroughly WKZO-TV dominates the Western Michigan television market, morning, afternoon and night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture effectively serves one of the nation’s great television markets—27 densely-populated Western Michigan and Northern Indiana counties—a far larger television market than many major cities can boast!

(80,000 WATTS—CHANNEL 3)

The Felzer Stations

WKED—KALAMAZOO
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WJEF—GRAND RAPIDS
WJIEFM—GRAND RAPIDS-KALAMAZOO
KOLN—LINCOLN, NEBRASKA
KOLN-TV—LINCOLN, NEBRASKA

Associated with

WMBC—PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

* F. D. Fetherson and D. C. Mac Donald got one this size on Magnissippi River, Quebec, in 1889.
PLAY-BY-PLAY broadcasts of Little Major League baseball games among boys 9-to-12 years of age—aired with big league flavor—are the program formula found successful by WEAM Arlington, Va., in building local audience and accounts.

The broadcasts were started experimentally in 1953 as a stop-gap alternative when the suburban Washington station was unable to get a major league radio franchise. But the Little League games are a must on the WEAM schedule this year even though the station also will air re-creations of about 100 Brooklyn Dodgers games. And Little League takes precedence in schedule conflicts, WEAM says.

Old Dominion Bank of Arlington, which sponsored the Little League broadcasts last year as its first big radio venture, has renewed with WEAM this season for a schedule of about two dozen games played by the team which it “sponsors” in the league. Account is handled by Henry J. Kaufman & Assoc., Washington.

In addition, M. T. Broyhill & Sons, an Arlington real estate and contracting firm partly owned by Rep. Joel T. Broyhill (R-Va.) is signing with WEAM for sponsorship of part of the schedule played by the Broyhill team, the station reported.

Season started May 21 and runs through the summer, with the games played at night under lights in a model park operated by the Arlington County Recreation Dept. This year, the county is building a broadcast booth for WEAM and is giving the broadcasts publicity on a large sign being erected near the entrance to the park.

"Some folks in the trade said we were crazy to try local programming of this kind because the interest range is so narrow and because of the potential operational headaches," George E. Oleson, WEAM general manager, recalled. "But we have found just the opposite to be true. Local interest is very high and program costs in man-hours and dollars are low."

Telephone line charges to the park run only about $25-$30 a month and there are no franchise fees to pay. Mr. Oleson pointed out. Regular staff announcer Nat Albright, who will re-create the Dodgers games this year, does the play-by-play at the Little League games. His talent fee is paid by Old Dominion Bank or Broyhill, depending on the Little League game he airs.

Only other man required at the Little League park for the program is Mr. Albright’s technical assistant, Barry Oliver, a high school senior studying radio, who is a parttime employe of WEAM.

Game time runs about 1/2 hours, Mr. Oleson pointed out, since the Little League contests are limited to five innings. Game time usually is 7:30 p.m., a good hour to catch both young and adult listeners, he noted.

The prestige of having the games broadcast has resulted in extensive publicity for WEAM and Old Dominion among the boys, their parents and neighbors, Mr. Oleson explained, helping to account for high listener loyalty.

For Old Dominion Bank, the experiment in radio and Little League broadcasting has proven to be more than a community goodwill project, according to Bob Hughes, bank promotion director, although telephone calls, letters and even visits to the bank by appreciative citizens has shown that it has accomplished this result.

The success in promoting the bank’s saving certificate plan indicate the selling ability of radio as well, Mr. Hughes said, although no direct check has been made to determine how new customers heard about the plan.

Before trying radio, the bank chiefly employed direct mail and some newspaper advertising.

“We’re more sold on radio than newspapers,” Mr. Hughes said. He explained that the Little League broadcasts build local audience in Arlington, where the bank has three branches, while advertising in the metropolitan Washington newspapers results in waste circulation in all but the Arlington trade area.

Old Dominion cut part of its direct mail budget last year in order to test radio on a continuous basis, Mr. Hughes related. As a result, the bank currently is using 8 to 10 spots a day in anticipation of the Little League season schedule and uses radio for sponsoring coverage of other community and school events.

WEAM Manager Oleson recalled it took only a few weeks to arrange for sponsored coverage of the Little League games. He cited cooperation of the county recreation officials and Old Dominion, the bank aiding through advance advertising and promotion.

Old Dominion’s team hasn’t shown the results that the broadcasts have—the team won only 5 of 22 games last season.

LITTLE LEAGUE BASEBALL IS A BIG HIT ON RADIO

Page 106 • May 24, 1954
TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films.

That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera...
THE REWARD OF BEING LOCAL, LIVE, LIVELY

by John Osbon

WNBQ (TV) Chicago is one of NBC-TV's most profitable o&0 stations. It also is perhaps the network's leading exponent of local live programming.

The connection between these two facts seems incontrovertible.

"... Local live programming in the face of a trend toward more and more film has paid off handsomely in terms of audience, advertisers and community service," one high-placed executive said. "We're really live at WNBQ," he continued. And the facts bear him out.

Just how "live" the station can be seen from an analysis of the hours of weekly air time in network and local periods and in live offerings.

In a typical week the station carried 109:45 hours, of which 44:45 were local. Of this total, 36:45 hours were devoted to 101 local live shows—or one-third of all weekly air time. (The local programs per week: 124.)

On a typical Tuesday, there were nearly 20 live shows, of which 14 fell in the single-personality category. Of these 13 were wholly sponsored, five participating and one sustaining.

A comparison would properly be in order with figures reported in a recent B&T survey on the importance of film to stations, showing a breakdown on station time among network, film and local live programs. Interconnected network affiliates (like o&0 WNBQ) reported 20.7% of air hours devoted to local live fare, covering roughly 16:31 hours in a typical week last December [B&T, Jan. 11].

WNBQ's general manager is Jules Herbueaux, a pioneer in developing local talent and programming. Under his leadership and that of the late Vice President and General Manager Harry C. Kopf, WNBQ has been by far the leading Chicago originator of network programs. The station management believes in specialized shows for specialized audiences and favors late evening local shows.

WNBQ has been responsible, too, for the development of single-personality features and, has had a large part in developing the current craze for "how-to-do-it" programs on midwest tv screens.

In addition to winning sales promotion and programming awards in magazine-conducted contests, the Chicago NBC-TV outlet has done well in local revenue, ratings and audience acceptance.

In 1953, for example, WNBQ's local and national spot sales the last six months showed an increase of 21% over the first half. About 63% of its local advertising income comes from sale of program time and 22% of its national spot revenue from local program periods.

As an NBC anchor outlet, WNBQ scarcely could have any quarrel with film per se, what with the network's film division an integral part of overall operations. Perhaps it is just that film is devoid of any local or specialized appeal and WNBQ has carefully built its reputation as a community station, according to Mr. Herbueaux. He added: "Our first responsibility is to our audience. If we have an audience, then we'll have sponsors. We live by service to our audience."

Beyond that, Mr. Herbueaux might well have been echoing the words of the late Mr. Kopf: "There is one important question we keep in mind in the planning and production of any local live show... Is it good enough for the network? Several of our local shows have gone on to outstanding success on the NBC-TV network, and we like to think that all of them could."

Basically, the story of WNBQ's acceptance by televiewers and advertisers alike is the development of local shows beamed to both specialized and general audiences, using local personalities. For example:

It may cost more money to produce live programs, but WNBQ feels it can deliver clients a receptive quality audience at a cost-per-thousand equal to or better than any in the Midwest market. WNBQ is pleased, but not smug, with its ability to provide small local advertisers with an opportunity to use tv profitably at low cost, particularly on its five- and ten-minute blocks and in live breaks.

Live Policy

Management always has been reluctant to divulge costs or revenue figures, but it claims WNBQ has the SRO sign out for most programs and consistently has turned down a considerable chunk of business in its 5½ years of operation for one reason or another.

What is known is that it costs less to program the five- and ten-minute stanza through a half-hour than a film feature—and naturally there are more advertisers to foot the bill. (The best example: WNBQ's six five-minute strips from 6 to 6:30 p.m., with weather, sports, news and other features. Of course, costs of that period would be higher than programming a film feature if more talent were involved.)

If any station can be said to have been primarily responsible for the development of what has come to be known as the "Chicago school of television" or "Chicago style" tv, it is WNBQ. These terms were coined when NBC-TV began picking up such WNBQ shows as Garroway at Large, Kukla, Fran & Ollie, Zoo Parade and Ding Dong School.

To describe a show as of the "Chicago school" was to identify it as varying from the stereotypes of contemporary production. Among critics, "Chicago school" was generally used as a term of praise. Station executives take quiet amusement in the knowledge that although "Chicago school" shows were artistic and imaginative, the real factor in their creation was economy.

Mr. Herbueaux, who brought these programs to their ultimate stage of development, describes it as a "myth born of circumstances"—meaning lack of money, facilities and big names in Chicago. Thus tv, at WNBQ, came

Accent is on local live programming at WNBQ (TV). Typical is Close-Up, featuring Howard Miller, June Valli and the Art Van Damme quintet.
Stainless · Inc.
NORTH WALES, PA.

Partial List of Proud Owners of Our Towers

Phone, write or wire today for full information
to mean the medium of the small set and the single entity.

"We like local personalities—students of affairs, you might say. When we want a carpenter, we don't hire Eddie Cantor, we get a carpenter—or at least a man who is familiar with the subject. We wanted a zoo show so we took our cameras out to the zoo."

In utter defiance of the theory expounded by comedian Fred Allen that television is called the "medium" because "nothing is well done," WNBQ has sought to prove TV can be done well, sans chorous lines, stock gags, high-priced talent and old movies.

The station that produced shows for its parent NBC has left its imprint on local programming with specialized audience type fare. Among the top personalities and their wares: Clint Youle (weather), Dorsey Connors* (gadgetry), John Ott (gardens), Walt Mr. Weitzel appears Mondays with Chicago Crossroads, and disc jockey Howard Miller Fridays with a variety show.) The fifth show under consideration is golf.

The bowling series (which drew a healthy 13.5 recently, according to ARB, and which drew 51% of its viewers from the male audience, 45% from women), seems to have a ready-made audience of 550,000-600,000 league bowlers in the Chicago area.

This is an example of the "specialized audience" format. Tying in is a type of "personalized selling" with live station breaks. (Also used on Johnny Coons' Noontime Comics, Frances Horwich's Ding Dong School, Francois Pope's Creative Cookery, Howard Miller's show, others.)

WNBQ's ratings also have commanded healthy respect from its competitors. Mr. Miller's late evening show (11 p.m.-1 a.m.)

WNBQ's local live programming policy paid off handsomely under the guiding hand of the late Harry C. Kopf, vice president and general manager. In one of the last pictures taken before his death, Mr. Kopf (center) is shown discussing programming with George Heinemann, program manager (I), and Jules Herbuveaux, now WNBQ general manager.

Durbahn (workshops), Johnny Coons (comics), Francois Pope (cooking).

WNBQ has built much short strip fare around Mr. Youle, Miss Connors and news-caster Jack Angell, who appear in both the 6-6:30 and 10-10:30 p.m. segments. Explains Mr. Herbuveaux: "It's a changing audience with considerable turnover. (Carpenter, the 6-6:30 p.m. stretch: sports-caster Joe Wilson, columnist Tony Weitzel and newscaster Alex Dreier. Typical rating: 5.9.)

It is on the post 11 p.m. bracket, when many viewers have gone to bed or watch old films, that the NBC Chicago outlet has really set its target with local live fare. WNBQ current is "live" at this period four times weekly and is considering a fifth program to round out a sports block. (Bowling on Tuesday, harness racing on Thursday; 

Practically all WNBQ's "fix it yourself" shows are sponsored. But even Jet Pilot, a program for children aviation enthusiasts, and the Desk, a sort of metropolitan version of the Press (with NBC Chicago News Chief Bill Ray as moderator), manage to hang on, simply because WNBQ "won't settle for film." Sometimes even a very popular program may go off, however, like Win Stracke's Animal Playtime, which when dropped brought a flood of protests. (It was dropped because of a station meteorologist shuffle created by inauguration of Home.)

The NBC Chicago outlet claims top ratings in more quarter-hours than any other local station, as well as the heaviest average rating on the basis of ARB figures for December 1953.

Clint Youle, who not only talks about the weather but does something about it*, compiled a vigorous 28.3 this past January, according to ARB—perhaps the highest for any multi-evening show in the Chicago area and possibly the highest for any weather program of its kind in the country.

In December Mr. Youle came up with a 27.6 (for a cost-per-thousand of $1.08), which, taken with the five-minute Dorsey Connors strip, is about five time that of a neighboring live show. The pulling power of Clint Youle, who belongs to the American Meteorological Society, is no respected rating-wise that at one time a sponsor of a film program on a competing outlet asked that his opening commercial be abandoned in the 10-10:10 p.m. slot. (One station started airing weather reports in that segment.)

Sponsors Stick Around

Most of WNBQ's local live features, the majority of them utilizing single personalities, have enjoyed good sponsor longevity. These include . . . But Not Forgotten (Mon.-Fri., 10:45 p.m.), by Starck Piano Co., from Feb. 12, 1952; Dorsey Connors (Sun.-Fri., 10:10 p.m.), Fannie May Candy, from Jan. 19, 1951, and by First Federal Savings, from the same date; Mr. Youle's Weatherman (Sun.-Fri. 10-10:10 p.m.) by Armour from Aug. 27, 1952.

What do sponsors think about WNBQ's local live programming format?

Community Fund of Chicago Inc.—Welfare Council of Metropolitan Chicago—reported to Wright-Campbell Agency on its Christmas Clearing House Project which used the Howard Miller show: "The show brought in more inquiries than any single type of promotion used—and some of the most generous donors of the year;" according to Helen Robbins Bittman, its radio tv director.

In April 1953, when Fannie May Candies completed its first year of sponsoring Miss Connors, the firm reported her show "to have been the most effective advertising we have used . . . Miss Connors must have a large and loyal following."

(Her program is devoted to showing house-wives and other interested viewers how to get practical use out of hangers, milk cartons, and other items.)

Miss Connors also was credited with stim-

(Continued on page 114)

*Daughter of Illinois State Sen. William Con-

*He invented his own weather device, for which he has obtained a U. S. patent and which is

Page 110 • May 24, 1954

Broadcasting • Telecasting
Effective June 1

WBEN
will become basic
CBS RADIO
in Buffalo

Buffalo's No. 1 radio station, WBEN, proudly joins the nation's No. 1 radio network, CBS, to serve and sell New York State's second largest market.

GET THE FULL STORY from HENRY I. CHRISTAL
New York • Detroit • Chicago • Boston • San Francisco

BUFFALO EVENING NEWS RADIO STATION
HOTEL STATLER • BUFFALO 2, N.Y.
WHAT CLIENTS THINK OF RADIO
(Continued from page 100)
sponsored products and sales; follow-through on promotion and research.
• Can’t read all the direct mail promotion put out by stations.
• More information on programs, market, station; better follow-up on representatives; don’t forget an account after it’s on the air.
• Have a conscience and deliver the best programs possible; work out proof-of-performance plan.
• Keep dealers alerted; provide facts on rural audience; keep reports current; more follow-through on promotion and merchandising.
• Radio should be more of “an exclusive medium.”

As to interest in syndicated programs as against local offerings, these comments were volunteered:
• More station, market data needed so account-agency won’t have to make own surveys on the scene.
• More personal programming is needed for announcements.
• Information on station and programs always welcome, along with ratings, sets-in-use, adjacencies and reasons previous sponsor dropped the program.
• More information wanted on local programs.
• Need facts on how long program has been on the air, as well as history of previous sponsor.
• Package deals should be included on rate cards.
• Rating data needed.

A general request for comment on radio advertising brought a fund of ideas, many of them duplicating those advanced in the separate questions. Here is a summary of the individual comments:
• Enthusiastic about radio (major agency account executive on top account).
• Radio offers “more settled values” than tv; need more data and promotion (major agency account executive).
• Radio and tv together a good buy; radio offers lowest cost-per-prospect; coincidental surveys are best; radio needs a single, unified and acceptable measuring service (pharmaceutical advertising manager).
• Ty gives more for the money in meeting product competition because radio’s audience is dissipated; stations should use more care in billing, maintain schedules and avoid need of make-goods (major agency vice president and media director).
• Radio spot will expand; radio will become more important again, especially in daytime; leveling off of tv in favor of radio noted; not interested in network spot announcement plans (major agency account executive on top account).
• Program listing guide needed; no decision on network spot plan; need more accurate measuring information to combat network spot deals (major agency vice president and media director).
• Likes Crusade for Spot Radio (agency partner).
• Standard rate cards needed; likes coincidentals surveys; wants unified rating and measuring system; networks failing to sell; this agency radio-tv director listens more to radio than before, tv having increased his interest in radio; more market data needed; if radio had a greater frequency rate it might get all of an advertiser’s budget.
• This agency, using 450 stations, has trouble getting billing invoices on time; feels radio is definitely on a return to normal balance as a “standard” advertising buy.
• “Radio is here to stay”; tv is getting more money than radio now because radio is an “allied” field, but printed media also are losing money to tv (major agency vice president and media director).
• Some stations are doing a good job selling radio to this radio-tv director of a major advertiser, but not the industry as a whole; interested in all types of station promotion; feels stations should suggest better ways of using their facilities, even suggesting copy changes suitable to local conditions; should check on local movement of advertised merchandise and know the company’s salesmen in the area; proof-of-performance plan should be worked out; company will probably use network 3-D plans.
• Ty may get more dollars than it is entitled to because it is able to provide more exact data on audiences; radio stations’ biggest problem is to give advertisers a sound idea of what he is getting for his money—families reached, dealer response, etc. (major agency vice president and media director).
• Appropriations split between radio-tv: heaviest on tv during introductory period then balances off with radio; recommendations of firm’s division offices heeded (assistant advertising manager of major advertiser).

CHICKEN FEED
OFFER of a free chicken giveaway nearly turned into a "turkey" recently at Bridgeport Lumber & Supply Co., Bridgeport, Mich., until the firm bought some radio time in hope of moving its merchandise. The company, which handles Kasco Feeds, first placed an advertisement in a local paper stating that with each purchase of 25 pounds of Kasco Feed, 25 baby chicks would be given away. By 11:30 a.m. of the announced chicken give-away day not one order had been placed.

The firm decided to give radio’s pulling power a try. An order for six spot announcements was phoned to WKNX Saginaw. Spots were broadcast over a three-hour period starting at 12:30 p.m. the day the time was purchased. Five minutes after the first spot was aired the Bridgeport Lumber Co. telephone began to ring steadily. Store traffic was heavy all afternoon. By 3:30 p.m. the six spots on WKNX had sold over two tons of Kasco Feed on a cash and carry basis and 3,500 chicks had been presented along with the sales.

When bills were presented to the advertiser for newspaper space and radio time, respectively, charges for WKNX’s announcements which had turned the feed sales into a red letter business day were a quarter of the amount the paper had charged.
There is a Houston-Fearless Film Processor for Every Need!

Whatever your requirements in motion picture or TV film processing equipment, Houston Fearless has the answer. 16mm, 35mm, 70mm... black and white or color... negative, positive, reversal or positive-negative color film... from 5 to 250 feet per minute... from the smallest, most compact unit to the largest installation, Houston Fearless builds the finest, most dependable, best engineered of all processing equipment. Houston Fearless is a major supplier to the Military and is known and respected throughout the world.

Only a few of the many Houston Fearless models are shown here. For complete information on the type of equipment best suited for your particular needs or for help on your special requirements and problems, send the coupon below. Houston Fearless engineers will recommend what is most appropriate and, if desired, plan your entire film processing lab for maximum efficiency and highest quality results.

The Houston Fearless Corporation

"World's Largest Manufacturer of Motion Picture Film Processing and TV Studio Equipment"
Sales Bull's Eyes

Herbie Mintz, who deals profusely in nostalgia and sentiment, also has scored some sales bull's eyes on his show. Atlas Mfg. Co. in 1951 ran two one-minute spots, advertising tools at $198.50 per set. Mr. Mintz, who caters to a specialized audience himself (the oldtimers with pianamics and chatter), aired the announcements live and pulled in more set sales than corresponding quarter-page ads in the Chicago Tribune and the Daily News—11 as against the newspapers' two, according to WNBQ.

In spring of 1951, the Chicago Motor Club-Travel Bureau and other U. S. clubs offered European trips at a minimum road cost of $1,400 each. All clubs sold 24 tickets throughout the U. S. and 20 of them were sold by the Chicago group which advertised on Mr. Mintz's show.

Mr. Mintz is one of WNBQ’s best live-show mail pullers, drawing in letters mostly from "people who are able to buy higher priced items."

How-To-Do-It Trend

In light of WNBQ's successful single-personality, live "how-to-do-it" policy, George Heinemann, WNBQ program manager, who is credited with conceiving Ding Dong School, Noonime Comics and other "sleepers," has a ready explanation for a not so readily solvable programming problem.

Says he:

"... This policy brings variety and originality to the tv screen; it combats the trend towards film programming; it gives the station control over program content, and it brings national recognition to Chicago as a tv production center and showcases possible network originations. .... "... Not always seeking the largest or most obvious, we've come up with new ideas and formats to appeal to different segments of the audience. This was our formula for past success, and it will be our formula for meeting the challenge on tv's future in Chicago."

He adds:

"We feel our continuing policy of developing local live programs tailored to fit the Chicago area audience is an effective method of answering some of the criticism directed at program fare."

WNBQ is not resting on its laurels. It has plans for the development of other fresh, new local personalities. It also is planning for color tv and already some of its stars and programs have appeared on NBC-TV New York color originations (among them, Mr. Youle, Zoo Parade, Ding Dong School)

Sometime around June 10, the station will have a new antenna, 747 feet above street level, replacing the old 627-footer (from ground level). This probably will mean little to Chicago area viewers but it is calculated to sprout WNBQ's signal still farther out in the so-called "fringe" area.

A little more than a fortnight ago, it imported Henry T. Sjogren from the network in New York as assistant general manager of WNBQ (and WMAQ) to strengthen the busi- ness side of Central Division operations in the wake of Mr. Herbeuval's succession to Harry Kopf's post.

From all indications, WNBQ will be financially solvent and, above all, "live" for many years to come.
To Editors and Commentators:

Subject: RESEARCH THAT'S WORTH $100,000,000 A YEAR

A recent report of the research activities of the Association of American Railroads shows that just 55 research projects are producing savings in railroad operating costs of $100,000,000 annually. Since most of the projects were started in the 1940's, savings accumulated throughout their lifetime are estimated at approximately $1,000,000,000.

Savings such as these are the best evidence of the value of railroad research. Yet, significant as they are, they represent only a fragment of the railroad research picture. For the 55 projects studied did not include much A.A.R. research in other fields, nor was any account taken of economies effected by the research of individual railroads and of railroad equipment and supply manufacturers.

The combined efforts of so many have enormous effect. Research results show up in more efficient locomotives, in smoother-riding cars, in stronger track, in machines that perform maintenance work with dispatch and economy, and in ingenious traffic control devices that are helping speed trains past new milestones of safety and operating efficiency.

While research has been laying the foundation for improvements, the investment since World War II of more than $9,000,000,000 of railroad money has been building up the physical structure of modern railroading. Into this structure there have gone during this period almost 20,000 new diesel locomotive units, 550,000 new freight cars, scores of improved yards and terminals, 15,000 track-miles of centralized traffic control and other thousands of miles of strengthened and straightened track -- to mention just some of the many things it takes to run today's railroads at today's stepped-up pace.

Under the guidance of alert, progressive management, investment has truly teamed up with research to produce ever-better railroads.

Sincerely yours,

William T. Faricy
The DAVEN Type 35-A, Distortion and Noise Meter, is a new, skillfully engineered instrument that provides a rapid, accurate means of measuring distortion, noise and hum level in audio frequency equipment.

Of particular importance is the fact that there is no balancing or laborious time consuming tuning required to make measurements. The user need only push a button and the unit is automatically balanced.

This is accomplished by the use of a series of 8 fixed band rejection filters covering the range 50 cycles to 15 Kc., followed by a stable, high quality, wide range (50 cycles to 45 Kc.), high gain amplifier. There are no tube circuits or other sources of inherent distortions, making it possible to measure low levels of distortion accurately over a wide level range.

**SPECIFICATIONS**

RESIDUAL DISTORTION: No tube circuits or non-linear devices between input of set and filter input.

DISTORTION MEASUREMENTS: Filters provided for 50, 100, 400, 1000 cycles, 5 Kc, 7.5 Kc, 10 Kc, and 15 Kc with cut off of -70 db. Distortion measurements to 0.1% full scale meter deflection with zero level input.

NOISE MEASUREMENTS: With zero db input, limit is -80 db. At +40 input, limit is -115 db below input.

AMPLIFIER FREQUENCY RANGE: 50 cycles to 45 Kc.

ACCURACY: Filters are down 70 db at fundamental frequencies, and within ±0.5 db of flat response at the second harmonic. Absolute accuracy of measurement can be depended upon to be within ±5%.

RESIDUAL NOISE LEVEL: Below -80 db at gain control full on. Multiple gain control employed so that residual noise drops to -90 db, when gain control is set at -30, -100 db when gain control is set at -20, etc.
FREEZE OF NEW VHF'S ASKED BY UHF STATIONS

Potter committee told to act or uhf will die; DuMont wants four networks equalized with multiple limit increased to 11; FCC stands pat, but Hennock would freeze, cut uhf power and antenna heights and regulate networks. Potter indicates action will be taken, but probably not until after hearings are ended June 3-4.

(For late Friday developments see page 7)

EMBATTLED uhf operators, who contended they were fighting for survival, asked the Senate Communications Subcommittee last week to declare a "prompt hiatus" in new uhf licensing to provide time during which to find a solution.

They importuned the Committee to instruct the FCC to hold everything while Congress considered the problem. There was no agreement on any single plan. These ranged from a proposal by Comr. Frieda B. Hennock that everything be frozen with all uhf's cut down in power and coverage and with intermixture of uhf and vhf eliminated, to a plan by DuMont that the four networks be "equalized" in the first 100 markets as to numbers of uhf and vhf, and with multiple ownership under a uhf "incentive plan" be increased from 5 to 11 stations.

The Committee, following three days of rapid-fire testimony, had not determined finally its course of action last Friday. But proposals to declare an immediate "hiatus" were taken under advisement, with the likelihood that no action would come until after testimony is concluded early next month, following the NARTB convention. Tentative dates for final sessions are June 3-4.

Opposition Growing

But the list of witnesses is likely to be increased by those who oppose such a freeze. Many vhf licensees, and those on the air but who simply hold construction permits, were up in arms over the tenor of the proposals, notably those of Comr. Hennock. There was talk of forming a "Vhf Protective Committee." And there was strong likelihood that NARTB, which had abstained from filing an appearance, would present testimony, upon insistence of its vhf members.

What the uhf pleaders want more than anything else now is a "sense of the Senate" resolution wherein the FCC would be told not to license additional uhf's anywhere, including them in hearing, until the whole problem is re-evaluated. And for the most part, they want the FCC to reallocate by eliminating intermixture.

The hearings brought out several hundred broadcasters, attorneys, engineers and FCC members and staff.

The hearing started Wednesday morning with Sen. Charles E. Potter (R-Mich.) in the chair for the Senate Communications Subcommittee. Other Senators in attendance were Eva Bowring (R-Neb.); Andrew F. Schoeppel (R-Kan.); Lester C. Hunt (D-Wyo.; John O. Pastore (D-R.I.). Sen. Edwin C. Johnson (D-Colo.), who is not a member of the subcommittee, sat in on sessions briefly.

First witness was FCC Chairman Rosel H. Hyde, followed by Comr. Hennock. The hearing was held morning and afternoon, recessing Friday.

Highlights of the hearing were:

- FCC says it explored the idea of moving all tv to uhf early in its reallocation proceeding but found it unwise. The agency indicates it is not receptive to squeezing additional vhf channels from adjacent bands assigned other services.

- The Commission defends its intermixture of uhf and vhf channels in the same markets, and summarizes its moves to encourage uhf, noting the problem in uhf is for "short-range" rather than "long-range" help.

- Networks are not the only source for programs, FCC says, seeing hope for uhf in film and tape.

- Chairman Hyde submits the Commission's first study of post-thaw uhf and vhf station progress, plus the 1953 revenue report for the tv industry showing substantial gains over 1952.

- The whole answer to uhf cannot be given by continuing color to that band, Commission says.

- Set circulation and uhf conversion are fundamental to the current situation, according to FCC.

- An immediate freeze on vhf is suggested by Comr. Hennock, who also asks for a cut-back in power and antenna height of vhf stations to equal uhf.

- Elimination of intermixture in same markets, exploration of reallocation and a freeze on further grants or extended coverage are points asked by the Uhf Industry Coordinating Committee.

- Plea for repeal of the 10% excise tax on vhf-uhf receivers is made by RETMA.

- Only networks can give uhf the programs it needs; bolster the two trailing networks and

SEN. CHARLES E. POTTER (R-Mich.), chairman, Senate Communications Subcommittee, starts the Wednesday hearing on uhf. L to r: Sens. Eva Bowring (R-Neb.), Andrew F. Schoeppel (R-Kan.); Potter; Edwin C. Johnson (D-Colo.)

FCC CHAIRMAN Rosel H. Hyde faces the Senate Communications Subcommittee at the outset of the hearing on uhf.

NBC-TV, DuMont and CBS-TV, as well as Storer Broadcasting Corp., plus a number of uhf operators.

Wednesday Morning:

At the outset of the hearing Wednesday morning, Subcommittee Chairman Potter explained he had written all tv dropouts, asking the reason for their actions. He said a "substantial number" submitted replies. These were made part of the record.

Early in Chairman Hyde's testimony for FCC, Sen. Potter asked if the Commission ever considered moving all television to uhf. Comr. Hyde replied it had explored this idea during the 1948-52 reallocation proceeding but on the basis of the evidence considered this unwise because of the billions of dollars of public investment in vhf sets, the state of the art in uhf at that time and the investment of uhf pioneers. He recalled the 1945 general spectrum allocation envisaged uhf as the eventual home of a national competitive tv system.

The subcommittee chairman questioned if additional uhf channels could be made to fit in the present spectrum breaks in the vhf band. Chairman Hyde, assisted by Curtis B. Flummer, chief of the Commission Broadcast Bureau, produced charts showing the spectrum and the various aviation, police, safety and other special
nonbroadcast services using the breaks.

Comr. Hyde explained any effort to get new vhf channels here would cause major and expensive disruptions to essential services and would not produce enough extra vhf channels to meet the needs of a national system.

As for extra channels in the present fm band, 88-108 mc, Chairman Hyde defended the service of existing fm stations and suggested the impact on their audiences would be "a real consideration." He also cited the rule-making proposal to provide for many additional uses of fm on a multiplex basis which is pending before the Commission.

Sen. Pastore repeatedly pressed Chairman Hyde on the variations in the number of channel assignments among major cities, several times asking "why New York should get seven channels and Providence only one?" He suggested that if some of the New York stations are losing money, "why don't you, coordinate them and redistribute the channels?"

Chairman Hyde explained the allocation table provides a total of four channels for Providence, although for a long period only one vhf has been on the air there. He reviewed allocation principles and said FCC decided in the reallocation that the public interest required they not disrupt pioneer operations.

The crowded northeast makes vhf channel distribution hard, he said, hence the necessity of uhf to bring about national television on a competitive basis.

Intermixture Views

In further defense of intermixture of vhf and uhf channels in the same market, Chairman Hyde said, "Technically it is the most efficient way of allocating the scarce and precious tele- vision frequency space to maximize the number of assignments."

Chairman Hyde related that 68% of the uhf stations now on the air do not operate in the same community with a local vhf station and another 26% have only one local vhf station, but "intermixture on an area basis—that is, vhf signals coming in from outside communities—is very general."

As a result, he said, there is wide distribution of vhf-only sets which cannot receive uhf and "this I believe is the most critical disability facing the uhf."

Further, he explained, the uhf station often finds itself "faced, with duplicating programs already available to the area from an outside vhf station. Thus, he said, advertisers avoid uhf to prevent duplication of coverage and prefer vhf over uhf because the vhf coverage area is greater and reaches more people.

"There is no one magic solution to the problem," Chairman Hyde told the Senators, reviewing proposals made by FCC and others to help solve it.

He cited the Commission's proposal to boost the power floor of uhf stations to 5 kw in order to extend their coverage, the plan to further amend the multiple ownership rules to allow a single entity to own two uhf stations in addition to a limit of five vhf outlets and the proposal to reduce a network affiliate's "exclusive" territory from its coverage area to the principal city in which it is located.

On the multiple ownership issue, Comr. Hyde felt FCC felt the extra uhf holdings proposed to be allowed "would encourage large organizations with program production, know how and resources to enter the uhf field in the ownership and operation of stations."

This could put network programming into uhf on a regular basis, he indicated, and in turn spur set conversion.

Chairman Hyde announced that on Tuesday FCC submitted comments on Sen. Johnson's bill (S 3095) to amend the Communications Act to provide for uhf holdings inversely proportionate to the number of vhf holdings, up to six uhf outlets with no vhf stations. FCC said the plan, while good in motive, is too long-range and drastic a measure to solve uhf's "short-term" predicament and the suggested limit of 10 uhf stations is excessive from a concentration of control standpoint.

Comr. Hyde declined to comment on the Bricker bill (S 3456) to give FCC authority to regulate the networks in order to force availability of shows for uhf outlets (B&T, May 17).

He said FCC must give careful study to the bill first.

Sen. Schoeppel expressed concern over the concentration of program origination sources. He agreed that the pioneer is entitled to his reward, "but somewhere you have to draw the line."

Chairman Hyde said in the long range FCC does not consider networks as the only source of programs for tv, citing the experience of am stations and the progress of independent operation. In tv's future he foresees wide use of film and tape.

Temporary Cure

FCC would not want to alter its basic allocation plan or suggest extensive legislative remedies to the committee to cure "only a temporary" problem, Chairman Hyde explained.

FCC's second study of the progress of post-technological vhf and uhf invasion was made by the FCC Chairman, who also disclosed revenue figures for 1953 (separate story page 128). Both revenue and income before taxes showed substantial gains over 1952.

Asked by Sens. Potter and Schoeppel why FCC hadn't granted satellites and boosters to help uhf fill in remote areas and shadows, Chairman Hyde explained petitions for such service are being considered, but booster opera- tion was not included initially because the prin- cipal job has been first to implement the main allocation, then to fill in the chinks.

Sen. Schoeppel inquired if color could not be confused with uhf. Chairman Hyde replied, "Color would help, but it isn't the whole answer." He cited non-uhf areas which would be deprived of color. Comr. Hyde felt color generally could help uhf if set makers include uhf pro- grams in their sets.

The problem of building uhf set ownership, "monochrome or color, "is of major significance in the present situation of uhf sta- tions," Chairman Hyde indicated. The problem would not be one of "indefinite duration," however, he said, if manufacturers were to make only all-channel tuners. But FCC au- thority in this area is "virtually nonexistent," he explained.

Chairman Hyde also cited petitions by uhf stations for authorization of subscription tele- vision and introduced the Commission's com- ments on the Hinshaw bill (HR 6431) to make possible systems common carriers. FCC would consider them "broadcasting" if they served the public interest (B&T, May 17).

Wednesday Afternoon

Comr. Hennock led off the Wednesday after- noon session with a television that is at the cross-roads" attack on FCC's intermixture policy.

The success of the nationwide competitive television system is "a feeble and imperceptibly bound to the fate of uhf," she contended, commenting that "with the benefit of hindsight, I am now convinced that the approval of intermixture was a basic mistake. It has enabled vhf to smoker uhf."

Comr. Hennock said, "I take my due share of the blame for creating this problem. But that is not enough. Something must be done
The new Film Division of General Teleradio has acquired the franchise everybody was after—30 recent, major-studio feature films, never before seen on TV anywhere. First-run rights to these $45,000,000 productions are now available to the one station in each market that wants to be “First with the Finest!” For rate scaled to your market, see General Teleradio today.
now in order to enable uhf to survive."

Her recommendations:
(1) Impose an immediate freeze on all grants of new permits for vhf stations and new allocations of uhf channels.
(2) Cut back the power and antenna height of vhf stations to approximate uhf coverage.
(3) Require vhf transmitters to be located "in close proximity to the principal community to be served and the station's service confined to the area which would not overlap the coverage of uhf stations in other communities."
(4) Urge adoption of Sen. Johnson's bill to remove the 10% excise tax from uhf equipped receivers.

Freeze Important

Comr. Hennock said her first recommendation is the most important. She explained uhf is threatened by unexpected new vhf grants in major markets caused by the practice of "drop outs" of competitive applications. Purpose is to effect mergers or overnight grants to surviving uhf applicants. Similarly, surprise "drop ins" of new uhf channels in vhf markets hurt uhf survival chances, she held.

Ex-Sen. Scott W. Lucas (D-Ill.), partner in the Washington law firm of Lucas & Thomas, representing the 70 uhf stations of the Uhf Industry Coordinating Committee, told the subcommittee "that unless affirmative relief comes soon, the great majority of uhf stations are doomed to die."

He contended the uhf broadcasters, "leaders in the economic and social life of their respective communities," spent large sums of money in "good faith" to serve the public and make a "reasonable profit." Their venture was "based upon the Commission's own principles of assignment of television channels."

"But," Mr. Lucas contended, "the principles . . . have been altered and modified. The rules have been changed in the middle of the game, and our clients are caught in the squeeze."

Harold H. Thoms, owner of ch. 62 WISE-
TV Asheville and part owner of ch. 57 WCOG-TV Greensboro, N. C., identified witnesses who would appear for the Coordinating Committee. He said WISE-TV has been fortunate to be the only local tv outlet, presented a detailed background survey of how the uhf problem came about.

He previewed the Coordinating Committee's general conclusions that (1) intermixture of vhf and uhf channels in the same market must be eliminated, (2) administrative proceedings be instituted to explore reallocation of channels "in such a manner that 'equality of competitive opportunity' is more readily achievable" and (3) that further grants of new stations or extended coverage should be suspended immediately. Purpose of the suspension is to avoid rendering "academic" the problem of uhf survival.

Ben K. McKinnon, general manager of ch. 23 WQVL (TV) Greenville, S. C., and charter member of the Coordinating Committee, held that despite "the worthy principles" adopted by FCC in its final allocation of the Sixth Report, "the Commission has not followed through in actual practice with its basic proposition that grants will be made to individual communities and that there will be no regional stations."

He related in detail WQVL's experience in fighting the move of the transmitter site of ch. 7 WSPA-TV Spartanburg from Hogback Mt. to Paris Mts., the latter closer to Greenville. FCC's 3-to-2 consent to this move is a precedent "most injurious" to uhf, he alleged. Denial of WQVL's plea to be heard on what amounts to an allocation change is illegal, he charged.

Glen McDaniel, president of Radio-Electronics-Television Mfrs. Assn., recommended repeal of the 10% excise tax on vhf-uhf television sets. He estimated this would eliminate the cost differential in making sets with uhf tuning, especially in the case of medium and higher priced units.

The RETMA executive said Sen. Johnson's proposal to eliminate the 10% excise tax on uhf sets "offers a golden opportunity to accomplish several things at once." These are, he said:
(1) Encourage the manufacture and sale of sets capable of receiving uhf; (2) encourage incorporation of uhf equipment in all color sets so that as we emerge into the new era of color television, uhf will be stimulated by the added attraction of colors; and (3) encourage color television itself by permitting removal of the tax from all color sets that tune to the uhf band.


Recalling the manufacturing industry's long interest in uhf, Mr. McDaniel said the set makers "have made and sold as many vhf-uhf receivers as the public will buy. The statistics indicate that for a while we made substantially more vhf-uhf sets than we were able to sell, and the manufacturers were forced to reduce their optimistic uhf production schedules."

He said "the present situation in a nutshell is that during the first four months of 1954 our factory inventories were 32% uhf-uhf sets but only 22% of our sales were uhf-uhf sets."

At the end of April, the uhf inventory fell to 32% and probably "will continue to seek a balance with sales," he related.

Thursday Morning:

Theme of testimony by Dr. Allen B. DuMont, president of the Allen B. DuMont Labs, taking the stand Thursday morning, was:

Uhf stations need programs and the only way they are going to get them is through networks.

Therefore, the best way to help uhf is to strengthen the two trailing networks so there will be four equal networks.

Dr. DuMont offered three possible plans designed to equalize the position of the four
Of course flowers can talk!

You can make them do it any time you wish; and you can be sure of what they're saying, too. These and other stunts are available in great variety—ready to be used to change pace, or to clinch a point. Easy, economical, too, when you USE EASTMAN FILM.

Lovely in black and white? Yes! But think of it in COLOR!
national television networks.

Under Plan A, each of the networks would be required to make certain uhf stations primary affiliates, through the process of going down the list of the top 100 markets and permitting each network to choose its affiliate in order. This would mean, Dr. DuMont said, that half of the uhf affiliates in the top 100 markets would be linked to one of the two major networks.

Plan B would work under a formula designed to ensure that each network would receive, on demand, at least 25% of each time classification of a station in individual markets. It would mean, Dr. DuMont pointed out, that where a dominant network's time was preempted from its uhf affiliate, that network would most likely turn to a uhf station to carry its dispossessed programs.

Plan C is Similar

This plan is somewhat similar to a pre-freeze FCC proposal which would have barred stations in single, dual or three-station markets from taking any more than a certain percentage of network programs from one network. It was suggested as one method of overcoming the paucity of intercity interconnections existing at that time. However, in conjunction with AT&T, the tv networks established an allocation system which has eliminated the need for this requirement.

Both of these plans might require legislation, Dr. DuMont said, as well as revision of FCC regulations.

In Plan C, termed an incentive plan by Dr. DuMont, the FCC's multiple ownership regulations would be amended to permit a network to own an additional tv station, over the present limit of five, for each group of seven uhf stations with which it affiliates. However, no more than 11 stations would be allowed to any one network. This would result in primary affiliations for 168 uhf stations, Dr. DuMont said.

The plan, as described by Dr. DuMont, provided certain limitations:

(1) Only one of each group of seven uhf stations shall be in one of the top 25 markets;
(2) only two of each group of seven uhf stations shall be in the top 50 markets;
(3) only four of each group of seven uhf stations shall be in the top 100 markets.

Premise of Dr. DuMont's Plan C proposal was that networks do not make large profits from network operations, but from local stations. Thus, networks would find it economically profitable to affiliate with uhf stations in order to own additional stations.

It was regarding this proposal that Sen. Pastore quipped: "Seems to me that's creating a monopoly in order to break up a monopoly."

Dr. DuMont was joined in his testimony by Dr. T. T. Goldsmith, DuMont research vice president, and Ted Bergmann, DuMont Television Network director.

Success of uhf will determine whether the U. S. will have more than two television networks, Dr. DuMont said. Otherwise, he said, monopoly will ensue, for tv broadcasting, and for product advertising.

Evils of intermixture, Dr. DuMont pointed out, were foreseen by DuMont in 1949 when it preferred two proposed allocations to the FCC, both of which avoided or minimized intermixture.

FCC allocated unrealistically, Dr. DuMont said, and he predicted that 75% of the allocations will never be used because a tv station cannot be supported in markets with less than 100,000 people. Yet the FCC puts channels in almost every city in the U. S., he said.

A market of 100,000 should see 27,000 tv receivers, Dr. DuMont said. Based on the assumption that there is $10 of advertising revenue yearly for each tv receiver, that means an annual income of $270,000 for a station. That amount will give a station a "very slight profit," Dr. DuMont said.

The Commission's refusal to be concerned with economics is "absolutely indefensible," Dr. DuMont said. There is no such thing as sound engineering without economic considerations, he said.

Dr. Goldsmith declared there was nothing fundamentally wrong with uhf from a technical point of view. Given the proper incentive, he said, technical differences now will prove transitory.

Coded Cards

Using a graphic system of coded cards and an electric-lighted map of the U. S., Dr. Goldsmith portrayed the station situation as of April 15 of this year and as of "saturation" under the allocation plan in the top 320 markets.

Among the facts that Dr. Goldsmith showed were that 197 cities have at least one operating station, 143 cities have uhf stations, 87 cities have uhf stations;

That one network has primary uhf outlets in 62 of the leading 100 cities, and primary uhf in only 20 cities of the leading 100—and that these are mostly the only stations in the city;

That a smaller network (identified later as DuMont) has uhf primary affiliations in only 15 cities of the top 100, and that in all of these except one there are at least three uhf stations operating. And, that it has primary uhf affiliations in 24 markets;

That only two cities have more than half of the total receivers converted for uhf. They are Duluth and Jackson, Miss., both of which are 75% converted;

That only one city (Fort Wayne) has a currently operating uhf station has no uhf station within 75 miles.

Uhf's competitive position in any market is poor to impossible, Dr. Goldsmith said, if there is more than one uhf station operating in the market.

Mr. Bergmann foresees national advertising expenditures of $5 billion in 1958, with tv billings amounting to $1.25 billion. This compares to $2.9 billion for national advertising and $49.2 million for tv billings in 1949 and $4.5 billion for national advertising and $530 million for tv billings in 1957.

In 1958, Mr. Bergmann predicted, tv will be responsible for the movement of almost $60 billion worth of national products and services.

Discussing the matter of clearances, Mr. Bergmann declared that DuMont's lease of a New York to Chicago cable from AT&T, on an eight-hours-a-day, 30 days a month basis,

**NEW News Is News**

or how AP Wirephotos turn TV heads to KCRI-TV

TV viewers in Eastern Iowa are like everybody else—they like their news "hot off the griddle". And they like to see that news as well as hear it.

That's why KCRI-TV's newcasts are news. Associated Press Wirephotos, famous for their picture "scouts", show them what made the news within hours after the event took place.

KCRI-TV was the first television station in Iowa to feature AP Wirephotos, and the 559,700 people in KCRI-TV's viewing area are in the rewarding habit of relying on Channel 9 for the news.

That fact is important news to advertisers who want to sell the rich Eastern Iowa market.

National Representatives—Venard, Rintoul and McConnell, Inc.

**Local News**

**NEW News Is News**

or how AP Wirephotos turn TV heads to KCRI-TV

TV viewers in Eastern Iowa are like everybody else—they like their news "hot off the griddle". And they like to see that news as well as hear it.

That's why KCRI-TV's newcasts are news. Associated Press Wirephotos, famous for their picture "scouts", show them what made the news within hours after the event took place.

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**KCRI-TV 9**

CEDAR RAPIDS, IOWA

**Primary ABC and Dumont Networks**

Wade S. Patterson, General Manager

**FCC on DuMont**

FCC CHAIRMAN HYDE, asked about the DuMont plans, said he would want to study the details before he gave an opinion on them. Up to now, he said, FCC's policy has been to shy away from program regulation.

Comm. Henncok said she believed the Commission could use its licensing authority, which applies to stations only, to make any changes that may be necessary to correct conditions.
Phelps Dodge Copper Products Corporation’s semi-flexible, aluminum sheathed Styroflex cable is specially designed to meet the need for a high-power, efficient, low-loss coaxial cable in the AM, FM and TV (both VHF and UHF) fields. The cable reduces reflections—which cause ghost images in television and distortions in communications—to an absolute minimum. Phelps Dodge’s wide application and installation experience in these fields is at your service.

Visit us in Room 720,
The Palmer House, Chicago, Illinois,
during the N. A. R. T. B. convention,
May 23-27, 1954
could handle 9,840 hours of station time monthly.

But, he said, because of the preponderance of single and dual station markets in the 41 cities along the route, DuMont can only clear 736 hours monthly—7% to 8% of its potential.

Theoretically, Mr. Bergmann showed, it is now possible for the No. 1 network to clear 86 of the top 100 markets. This would include the use of 23 uhf stations. But, simultaneously, the second network could only clear 65 markets, using 29 uhfs; the third network only 24 markets, with eight uhfs, and the fourth network only eight markets, with three uhfs.

When all of the channels in the top 100 markets are occupied, Mr. Bergmann said, the first network will be able to clear 100 markets out of the top 100 cities, using 12 uhfs; the second network, also 100, with 33 uhfs; the third network 79 markets, with 49 uhfs, and fourth network 53 markets, with 46 uhfs.

Current Status

At the present time, Mr. Bergmann declared, NBC is clearing 82 of the top 100 markets, using 20 uhfs—but 15 of these are in single or dual station markets. CBS is clearing 76, using 20 uhfs of which 14 are in single or dual station markets. ABC is clearing 51, using 31 uhfs, of which 17 are in single or dual station markets. DuMont is clearing 39, using 23 uhfs, of which 12 are in single or dual station markets.

The two major networks now enjoy 85% of the total network advertising revenue, Mr. Bergmann pointed out (see chart "Network Billings"). The two trailing networks depend on uhf stations for more than 50% of their clearances, he said. Unless the network situation is equalized, Mr. Bergmann said, these two networks cannot attract advertisers, cannot build programs to compete with the two dominant networks. This would mean, he said, that—

- The viewing public will have but two sources of network programming available.
- Except in the largest metropolitan areas, most cities will be limited to two stations.
- If there are only two stations in each city, public service programming and local advertising and program origination will be eliminated.
- This means a monopoly in tv and in the advertising of goods and products, and also a monopoly on information and ideas.

In making his proposals, Dr. DuMont emphasized that it was not practical at this date to reallocate tv channels in order to eliminate the intermixture problem.

He also stressed that he believed his proposals would be temporary, since there would come a time when uhf stations would be able to stand on their own feet and compete on an equal basis with vhf stations.

Dr. DuMont spoke of the $12 to $13 billion investment the public has in 30 million tv receivers, as compared to the investment of $200 million by 300-odd stations.

Responding to questions from the subcommittee members, Dr. DuMont said he did not believe another "freeze" on station grants would accomplish much. This had been suggested by some of the uhf witnesses.

He also did not consider necessary Sen. Johnson's bill, which would allow an owner of a vhf station to trade it in for two uhf stations.

No one is going to give up a good dollar for two questionable coins, Dr. DuMont said.

Neither did Dr. DuMont think highly of the UHFTAT Keeps Roberts, Indicates Continued Work

INDICATIONS that the UHF Television Assn. intends to continue as a permanent organization were seen last week when its board of directors refused to accept the resignation tendered by William A. Roberts, Roberts & McInnis, as general counsel.

Mr. Roberts had tendered his resignation [AT DEADLINE, May 17] on the ground that there was some doubt as to the desire of UHF Assn. members that he continue since he also represents Allen B. DuMont Labs. He also cited possible conflict in uhf operator testimony with that of DuMont.

In announcing the Board's refusal to accept Mr. Roberts' resignation, Lou Poller, president of the association, emphasized that "Mr. Roberts, through his long devotion to the association and his unsurpassed knowledge in the highly complex business of television, makes his continued service mandatory while our segment of the industry is fighting for its very life."

---

FCC's current proposal to allow a single owner to have seven tv stations, not more than five of which could be vhf. Mere pinpoint, he said.

Sen. Bricker's bill, to authorize the FCC to regulate networks, was probably a step in the right direction, in sanctioning DuMont plans A and B, Dr. DuMont said.

Only significant questioning was by Sen. Pastore, who apparently was troubled by the

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the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important inland California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. KMJ-TV is your best buy in the Valley.

Paul H. Raymer, National Representative
DuMont plans in that it would require NBC and CBS to give up affiliations with prime outlets, and by Sen. Schoeppe1, who ventured the opinion that the DuMont plans might require rate fixing and supervision.

Thursday Afternoon:

Detailed testimony, and to some extent quite technical, was presented to the subcommittee Thursday afternoon by uhf equipment manufacturers General Electric and RCA. GE had a team of three executives, Paul L. Chamberlain, general manager, Broadcast Equipment; Dr. L. R. Fink, manager of engineering, Radio & Television Dept.; Allen F. Haase, manager of development engineering, Receiving Tubes.

For RCA, the spokesman was W. Walter Watts, executive vice president, Electronics Products.

Both companies' representatives in effect assured the subcommittee that technical problems which exist in uhf equipment could and would be licked—although in some cases it may be awhile—just as other specific electronic problems in the past had been solved.

GE's Mr. Chamberlain predicted uhf transmitting equipment capable of producing 1,000 kw, maximum under FCC's rules, could be made available to broadcasters in two years.

Uhf amplifiers now made by GE are available to low-power stations to boost their ERP to about 250 kw, providing an adequate signal, he said.

Recognizing the problems in uhf as both technical and economic, Mr. Chamberlain said his company is assisting broadcasters in both these areas.

In GE's viewpoint from the first, he said, it was recognized from vhf experience that few if any new uhf stations would become financially successful as soon as they went on the air. GE, he said, has long-range financing. In company uhf equipment shipments valued at $10 million more than $7 million is still outstanding. GE has invested more than $5.6 million in uhf engineering, he said, and presents a complete line of uhf transmitting and studio equipment.

A 75-ku Klyatron transmitting tube will be developed as a model by next January, he said. The firm estimates it could have a production transmitter using the tube to provide for maximum allowable uhf power early in 1956.

With or Without

Mr. Fink said every set now made by GE is available to the public either with or without uhf but that every vhf-only set shipped can be changed with no trouble to receive uhf. He added the time rapidly is approaching when any one of the firm's uhf receivers will perform with as good a picture as a vhf set under equivalent conditions of transmitted signals. Some 22% of all tv sets made by GE last year were equipped with uhf as they left the factory and uhf conversion tubes introduced last year by designers. The Planar lighthouse tube known as GL 6299 “is not yet in large scale production but does represent the present standard by which all other RF amplifiers are judged.” Cost of this tube alone is $55, he warned, saying “it can hardly be considered for commercial application in entertainment type devices at this time.”

Mr. Haase cited current development of new devices “which should provide additional im-

When you plunk the cash on the counter for a slice of sirloin, some of it may represent your own pay for the part you played in getting that steak to your table.

We'll make ourselves clear.

It takes a lot of people to help produce that steak in this mid-20th-century economy of ours.

The people we've put in the picture above, for instance. And many, many others. Though you may not realize it, some product you, yourself, help make or sell or service may play a part in producing steaks.

1. The cowboy or range hand who looks after the cattle.
2. The banker who finances land, herd and equipment.
3. The chemist who makes insecticides, arsenics and fertilizers.
4. The oil refiner who supplies the fuel for the power machinery so many ranchers use.
5. The steel worker who provides a multitude of items, from fencing and branding irons to selling cabinets.
6. The brewer—7. The sugar refiner—8. The cotton ginner—9. The flour miller who furnish some of the by-products used to make the livestock feeds with which ranchers and feeders supplement grass.
10. The veterinary who looks after the health of the cattle.
11. The blacksmith who shoes the horses and repairs such machinery.
12. The airplane pilot who sprays ranges and fields, destroying pests.
13. The lumberman who provides the wood for corrals and barns and pens.
14. The windmillir who makes the machinery that keeps man-made ranch water holes working.
15. The feeder who takes lean range cattle and puts about 50% more beef on them by intensive feeding.
16. The truck driver—17. The railroad man who haul cattle to market and roast to you.
18. The stockyards man who provides “room and board” for the livestock, and the commission man who is salaried agent for the producer.
19. The meat packer who processes and distributes the beef.
20. The retailer who is the final link between all these people... and you.
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the basic Schafer system is a complete system, no expansions later.

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any transmitter or group of transmitters can be controlled by one system... thirty page manual covers complete instructions for installation and maintenance.

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provements in receiver performance and which should be available to commercial users at a reasonable price.”

He said GE has found that if the best practices are utilized with application of best tubes and optimum circuitry, “We can measure noise figures at the high end of the uhf band” comparable to that realized in a standard vhf receiver of today. A receiver capable of tuning all uhf channels and employing these practices “might well be expected to cost the consumer $175-200 more” than sets now available. Problem of achieving comparable performance in uhf receivers as compared to vhf sets “has been immensely more difficult.”

RCA’s Mr. Watts noted his firm spent $16 million in developing uhf and that it would continue pioneering exploration and experimentation to improve the service.

“Satisfactory Service” Possible

Under most conditions and with proper apparatus, Mr. Watts said, uhf “can render satisfactory service.” For most uhf broadcasters, Mr. Watts commented, years passed before investments paid off in profits—“We see no reason why those who today are pioneering at the uhf should expect that their path will be easier in this comparatively new field than was the experience of vhf broadcasters.”

Other points made by Mr. Watts:

For first quarter of 1954, nearly 28% of tv receivers shipped by RCA had uhf tuners built in. (He compared this to what he said was a RETMA figure of 23% for remainder of industry); 100% of first 4,000 color tv sets off RCA’s production line is equipped with uhf tuner.

Description of the Bridgeport-Portland, Ore., RCA has plans for a full scale field test of a new method to extend coverage of uhf stations in shadowed areas, using a low power auxiliary transmitter, he said. It will be installed near Vicksburg, Miss., in cooperation with WTV (TV) Jackson.

Also testifying Thursday was William A. Roberts, general counsel, UHF Tv Assn. (see separate story).

**Friday:**

Move all tv to uhf—giving present vhf stations a five-year transition period to make the move. That was the recommendation of Lou Poller, two-thirds owner of uhf station WCAN-TV Milwaukee, operating since September 1953 on ch. 25. He testified Friday.

Mr. Poller, who also is president of the uhf tv Assn., and involved as an intervenor in the much controverted Whitefish Bay (Milwaukee), ch. 6 hearings, told the Senate subcommittee that only by this move of all tv to uhf could a nationwide, competitive system come into being.

This will resolve the problems of intermix, inequality between vhf and uhf stations, permit manufacturers to concentrate on a single type of equipment for stations and the public, and eliminate confusion on the part of the public, Mr. Poller said.

Milwaukeeans have invested $30 million in uhf conversions, Mr. Poller said. There are now 100,000 receivers in the Milwaukee area which can receive uhf, he said. WCAN-TV spent more than $50,000 in publicizing uhf from February to September 1953, he recalled. It spent $100,000 in putting up its antenna atop the Schroeder Hotel, he noted. WCAN-TV

Deadline Extended

ON PETITION by Uhf Industry Coordinating Committee, FCC last week extended until June 15 its deadline for comments on the proposed amendment to Sec. 3.638(b) of its chain broadcasting rules on territorial exclusivity. Deadline for replies to the comments was extended to June 25.

FCC’s proposal would cut down an affiliate’s exclusive rights territory from its coverage area to the principal community which the station serves. This is considered by some as a potential fillip to uhf stations in secondary markets while others see greater competitive injury [B&W, May 10, April 2].

**Muncie Uhf Operators Think Things Are Swell**

SLIGHTLY off-beat—after the doleful stories told by other uhf operators last week by uhf broadcasters seeking succor from Congress—was the testimony of two uhf operators from Muncie, Ind.

Donald A. Burton, president and treasurer, and William C. Craig, vice president and commercial manager of uhf WLBC-TV in Muncie, told the subcommittee that they are making out just fine—even with 10 vhf signals coming into the market.

WLBC-TV, operating on ch. 49, began broadcasting last May, and uses a 1 kw transmitter and a beam-tilted antenna 542 ft. above ground.

While the station began telecasting, Messrs. Burton and Craig said, Muncie was 67% saturated with vhf sets receiving 10 different signals from Indianapolis, Dayton, Cincinnati and Louisville.

Six weeks after WLBC-TV began, 26% of those sets had been converted to uhf, the Senators were told, and today 60% of the area and 80% of Muncie has been converted—a total of 760 homes.

It was done by ensuring a better technical picture, and with careful and heavy promotion, Messrs. Burton and Craig related.

**AMONG network officials present at the Senate subcommittee’s hearing on uhf are (I to r) Keeton Arnett, assistant to the president, Allen B. DuMont Labs; Neal McNaughten, RCA (back row); Joseph V. Heffernan, financial vice president, NBC; Thomas E. Knade, manager of station relations, NBC; Jim Greeley, attorney with Cahill, Gordon, Zachry & Reindel, counsel for NBC; Thomas E. Ervin, vice president and general attorney, NBC; Leon Brooks, CBS attorney; George Wheeler, assistant vice president, NBC Washington.**

story in which the uhf experimental station (RCA-NBC) was set up in 1949 and two years later dismantled and shipped to Portland where it became KPTV (TV).

RCA’s 1-kw transmitter is designed to serve as a driver of a 12-kw amplifier and when used with the company’s high-gain uhf Pylon antenna, the combination could provide an ERP 200 to 300 kw. Also developed is a new uhf high-gain, high-power antenna which when combined with the 12-kw transmitting apparatus will provide ERP of from 400 to 500 kw.

Explanation of results obtainable from a properly contoured high gain antenna coupled with a low rated power transmitter; introduction by RCA of what he described as “the most powerful beam transmitter ever developed;” development of receiver tubes—some 23 types and of transmitting tubes—some 18 types.

has already invested $150,000 for a higher power transmitter, Mr. Poller said, and has ordered a 30 kw transmitter and color equipment as soon as they are available. WCAN-TV carries 90% of CBS-TV’s programs, he revealed.

Mr. Poller made slighting reference to “quickie” mergers, which he referred to as a “temporary expedient resulting in trafficking with the public’s facilities at premium prices. Such ‘quickie’ grants are for personal gain and serve no public-enfence.”

He also related the history of the Milwaukee and Whitefish Bay allocations, to indicate the problem he was facing in keeping his CBS affiliation.

Call for the removal of the 10% excise tax from uhf and all-wave tv receivers was made by Sarks Tarzian, Bloomingom, Ind., electron-
TV REVENUE REACHED $430.8 MILLION IN 1953, HYDE TELLS SENATE GROUP

FCC Chairman testifies revenue was nearly 33% above 1952. Income before taxes was $68.4 million.

TOTAL television revenues in 1953 were $430.8 million, with income (before federal taxes) $68.4 million. (Chairman Rosel H. Hyde disclosed in testimony Wednesday before the Senate Interstate & Foreign Commerce subcommittee investigating uhf and multiple ownership (story page 117).

Total revenue amounted to 32.8% above the $324.2 million of 1952 while 1953 income before federal taxes was 23.2% above the $35.5 million income of 1952 (see Table 1).

Expenses also exceeded last year, the statistics reported by Chmn. Hyde showed, with 1953 totaling $362.4 million, or 34.8% higher than the $268.7 million of 1952.

The average pre-freeze station (vhf) had revenue of $1.9 million in 1953 and income of almost $658,000 before taxes, Chairman Hyde said (Table 3). The four networks and their owned-and-operated stations as a group, he said, had revenue of $231.7 million and income of $18 million.

The report showed that 26 of the 108 pre-freeze stations had income (before taxes) of $1.5 million and over while seven had income of $100,000 or less and 11 reported losses (Table 2). Median income of the 97 showing a profit was $654,000.

No Pre-Freeze Data

Comparable data was not available for the post-freeze vhf-uhf stations because of the newness of their operations, but profit and loss reports were given for January-March 1954. In that period, 33 of 88 post-freeze vhf stations reporting and 13 of 87 uhf stations showing a profit (Table 5).

However, in one or two months of the period, 20 vhf and 10 uhf outlets showed a profit and 12 vhf and 11 uhf approached the break-even point.

Continuing "substantial losses" were reported.

### TABLE 1

| Broadcast Revenues, Expenses and Income of Television Networks and Stations | 1952-1953 |
| --- |
| Broadcast Revenues | | |
| 4 Networks and 16 Owned Stations | 231.7 | 180.2 | 28.4 |
| 92 Pre-Freeze TV Stations | 174.5 | 143.4 | 31.1 |
| Pre-Freeze TV Stations | 113 VHF Stations | 406.2 | 323.5 | 25.6 |
| Post-Freeze TV Stations | 102 UHF Stations | 15.8 | 0.6 |
| Industry Total | 430.8 | 374.2 | 25.8 |

### TABLE 2

| Original Cost of Tangible Broadcast Property of Post-Freeze TV Stations | VHF | UHF |
| --- |
| Over $100,000 | 26 | |
| $100,000 - 200,000 | 33 | |
| 200,000 - 300,000 | 33 | |
| 300,000 - 400,000 | 33 | |
| 400,000 - 500,000 | 33 | |
| 500,000 - 600,000 | 33 | |
| 600,000 - 700,000 | 33 | |
| 700,000 - 800,000 | 33 | |
| 800,000 - 900,000 | 33 | |
| 900,000 - 1,000,000 | 33 | |
| 1,000,000 and over | 33 | |
| Total Stations | 108 | 180 |
| Median Income | $645,000 |

### TABLE 3

<table>
<thead>
<tr>
<th>AVERAGE PER STATION BROADCAST REVENUES OF 92 PRE-FREEZE TELEVISION STATIONS 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To Networks</td>
</tr>
<tr>
<td>2. To National and Regional Advertisers</td>
</tr>
<tr>
<td>3. To Local Advertisers</td>
</tr>
<tr>
<td>Total Revenues from Time Sales:</td>
</tr>
<tr>
<td>Profit and expenses</td>
</tr>
<tr>
<td>Net Revenues from Time Sales:</td>
</tr>
<tr>
<td>4. Deduct commission to agencies, representatives, etc.</td>
</tr>
<tr>
<td>B. Revenues from Incidental Broadcast Activities:</td>
</tr>
<tr>
<td>1. Talent</td>
</tr>
<tr>
<td>2. Sponsorship</td>
</tr>
<tr>
<td>Total Incidental Revenues</td>
</tr>
<tr>
<td>C. Total Broadcast Revenues</td>
</tr>
<tr>
<td>D. Total Broadcast Expenses</td>
</tr>
<tr>
<td>E. Broadcast Income (before Federal income tax)</td>
</tr>
</tbody>
</table>

### TABLE 4

<table>
<thead>
<tr>
<th>SUMMARY OF PROFIT AND LOSS STATUS OF POST-FREEZE TELEVISION STATIONS DURING PERIOD JANUARY THRU MARCH 1954 ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Total Post-Freeze TV Stations (in operation on Nov. 1, 1953)</td>
</tr>
<tr>
<td>2. Stations Reporting Usable Data</td>
</tr>
<tr>
<td>Number Reporting Loss for Three Month Period, Jan.-March 1954</td>
</tr>
<tr>
<td>Number Reporting Loss During Some Period:</td>
</tr>
<tr>
<td>1. But reporting profit in one or two months of period</td>
</tr>
<tr>
<td>2. But approaching break-even</td>
</tr>
<tr>
<td>3. With continuing substantial losses in each month</td>
</tr>
<tr>
<td>Operating as of May 1, 1954</td>
</tr>
<tr>
<td>Ceased operating by May 1, 1954</td>
</tr>
</tbody>
</table>

### TABLE 5

**Graybar can supply a Complete TV Station "PACKAGE", too—everything needed to put you on the air...and keep you there.**

Experienced Graybar Broadcasting Specialists will be glad to help you with specifications and prices for any TV need, and if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station—just call your nearby Graybar office.

**A COMPLETE TV PACKAGE**

| via Graybar | Broadcasting | Telecasting |
Using built-in oscilloscope, W. H. Jetton, WDIA Transmitter Supervisor checks tuning adjustment of new 50 kw Continental transmitter. Grounded grid construction of final amplifier is an important Continental feature. Machlett tubes, also stocked and distributed by Graybar, are standard original equipment on all Continental equipment.

**WDIA goes “On The Air” with new 50 kw Continental AM transmitter ...via GRAYBAR**

—Henry N. Fones, Chief Engineer
WDIA, Memphis, Tenn.

“Anything I could say about Graybar wouldn’t be good enough when it comes to describing the service they give and the quality of the products they deliver.

“Just take our new Continental 50 kw transmitter — from its advanced circuit design right down to its lightweight, rustproof all-aluminum cabinet, I’m convinced it’s the finest high-power transmitter unit available anywhere. And just to be sure we’d get maximum dependability right from the start, Continental engineers spent over a month here deliberately trying to force components into failure and replacement before we hit the air.

“It’s efficient and economical too — for reduced power from 50 kw to 5 kw for night time operation, final amplifier can be turned off and the signal driver-fed to the antennae.

“Everything here at WDIA — from antennae to emergency generator — was ordered from Graybar. They sure proved their point — one source ... and one responsibility does make a big difference!”

**EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR... via GraybaR**

Graybar ELECTRIC COMPANY, INC.
Executive Offices: Graybar Building, 420 Lexington Ave., New York 17, N. Y. OFFICES AND WAREHOUSES IN OVER 110 PRINCIPAL CITIES.
by 22 post-freeze uhf and 45 vhf stations as of May 1. Breakdown of profit and loss record of the post-thaw stations on average monthly basis for January-March and by size of market also was offered (Table 6).

Post-freeze uhf stations have nearly $41 million in plant investment, or an average of over $316,000 per station, the statistics offered by Chairman Hyde showed. Uhf station plant investment totals over $30 million, or almost $300,000 per station average (Table 4).

**Table 6**

<table>
<thead>
<tr>
<th>Population of City in Which Station Is Located</th>
<th>VHF Stations Average Monthly Revenues, Expenses and Profit or Loss of Post-Freeze Television Stations During the Three Month Period—January Through March, 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Av. Age</td>
<td>Revenues</td>
</tr>
<tr>
<td>----------------</td>
<td>----------</td>
</tr>
<tr>
<td>I. 500,000 &amp; over</td>
<td>5</td>
</tr>
<tr>
<td>II. 250,000 - 500,000</td>
<td>3</td>
</tr>
<tr>
<td>III. 100,000 - 250,000</td>
<td>1</td>
</tr>
<tr>
<td>IV. Under 100,000</td>
<td>1</td>
</tr>
<tr>
<td>V. Population Groups</td>
<td>9</td>
</tr>
<tr>
<td>All Stations</td>
<td>37</td>
</tr>
</tbody>
</table>


**UHFTA Lists Suggestions to Aid UHF**

Here is the text of "immediate remedial action" requested by UHF Television Assn. to aid uhf. It was given last week in testimony by its counsel, William A. Roberts, before the Communications Subcommittee of the Senate Interstate & Foreign Commerce Committee.

Mr. Roberts told the Senate the association "feels that any and all of these suggestions and recommendations are workable, are helpful and are reasonable," but acknowledged there is no panacea for uhf broadcasting. Recommendations:

(A) Litigation—A minimum 90 to 180 day hiatus, effective upon all applicants and holders of construction permits who have not yet tendered their applications for concurrent uhf and vhf assignments, is recommended. This would permit the uhf industry to study solutions to the problem and establish a permanent solution. Note: Every day the hiatus is postponed further aggravates the already chaotic condition in the most important branch of the nation's communications industry.

(B) Transfer from vhf to uhf—Ultimate transfer of all television broadcasting to the universal vhf band is desirable, and barring the perpetuation of present monopolistic conditions, inevitable.

(C) First Step: Eliminate Interference—It is the considered judgment of the UHF Assn. that the above could best be accomplished by stages, the first stage to be an immediate reallocation eliminating vhf and uhf interference on a market-by-market basis. This to be accomplished by Congressional mandate permitting the substitution of all uhf channels between markets, the change of existing operating frequencies from uhf to vhf in accordance with current law. This remedy may require, in some instances, the extension of the right to operate by the same station with both uhf and vhf transmitters during an interim period. There is a possibility that it may require the use of one television channel from the fm spectrum.

(D) Network Programming—As to programming, no voluntary solution is in sight. There has been undoubtedly an undesirable concentration of control of television broadcasting through advertisers and television outlets. This is in the main attributable to governmental regulations and for the protection of the public welfare.

(E) Receiver Production—Production of uhf receivers and components of the desired type on the part of the viewing public will be initiated upon application for improved equipment, can be expedited by local FCC rulings; by FCC regulations such as the restriction of spurious emission from inferior equipment, or by a preferential rate for uhf users which results in reducing the cost of uhf systems.

(F) Equipment Research—A federal contract for uhf television transmitters and receivers research as is presently carried on by the Department of Commerce for uhf operators can constitute a valid method of assisting the uhf broadcasting industry.

(G) Financial Assistance—Authority for refunding of loan and capitalized interest on qualified existing and future uhf stations for a limited period, to offset the injury inflicted by improper and inadequate governmental regulations.

Mr. Roberts said "there is a long, hard road before the uhf owner as it has ever been for any pioneer. The uhf industry does not want any handouts nor any special considerations that will get our government to guarantee us a profit on his investment."

"Rather," he said, "what the uhf operator wants is only a "fair" opportunity to compete against the already entrenched vhf competitors who presently control the market place."

**GPL Announces 50 Kw Uhf Transmitter for '55**

DEVELOPMENT of a 50 kw uhf transmitter was announced Thursday by General Precision Laboratory, Pleasantville, N. Y. The GPL-Continental transmitter will use the Eimac Klystron transmitting tube, according to E. A. Hungerford Jr., manager of GPL's television department, who noted that Continental had supplied transmitters with power up to 1,000 kw for Voice of America. The 50 kw uhf transmitter will be ready for delivery in July 1955.

Blair Foulds, GPL vice president, and John Million, vice president of Wickes Engineering & Construction Co., Camden, N. J., have reached an agreement by which GPL will distribute Wickes-Continental uhf transmitting equipment. Mr. Foulds said GPL's line now covers all broadcast requirements. The Wickes products include color subcarrier generators, coders, multiburst generators and many similar items.
A report that concerns everyone!

THE BUSINESS OF FINDING, refining and bringing to market the world's oil is a big and continuing job—one in which Standard Oil Company (New Jersey), among many others, plays a significant part.

How this job is done affects America in many ways—and is therefore important to every American. Our Annual Report for 1953, recently mailed to the 284,000 shareholders who own this company, tells about our part in this job, and some of its highlights may interest you.

Today, when many thoughtful people are wondering about the economic future, we're glad to say that things look good to us. As far as we can see from the evidence available, the economy of the free world is stronger now than at any time since World War II.

But more important than hopeful words are positive actions.

Since 1946 Standard Oil Company (New Jersey) and its affiliated companies have spent nearly 4 billion dollars on new facilities to help supply the oil needs of free people... a 4-billion-dollar vote of confidence in the future. This year we intend to invest even more than the 500 million dollars we spent last year.


Our customers used more oil in 1953 than ever before—outstanding gasolines and lubricants were among the results of dynamic progress in this field.

These activities—these investments made to get people the oil they need—are vital factors in our nation's economy, for they directly affect thousands of businesses and individuals. And everybody benefits.

This is a continuing process. It has been our job for 72 years. It will continue to be our job.

IF YOU'D BE INTERESTED in receiving a copy of our 1953 Annual Report, write Standard Oil Company (New Jersey), Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY) and affiliated companies
CELLER, KLEIN HIT ANTI-BEER AD BILL; HOUSE UNIT HEARS BRYSON MEASURE

Temperance spokesmen attack radio-tv commercials of alcoholic beverage advertisers. Advertisers label 'dry' move as attempt to get foot in the door toward eventual return of Prohibition.

Picture cards were missing. But Wednesday through Friday of last week, a parade of "drys" and "wets" testified on Capitol Hill respectively for and against the Bryan bill (HR 1227).

That's the measure to outlaw alcoholic beverage advertising in all media.

The dry witnesses, led by Bishop Wilbur E. Hammerak, president of the National Temperance and Prohibition Council, and Mrs. Glenn G. Hays, president, National Woman's Christian Temperance Union, deplored the evils of alcohol and attacked alcoholic beverage advertising in media, especially on radio and tv.

An overflow spectator audience forced the hearing before the House Interstate & Foreign Commerce Committee to shift from the regular hearing room to the much larger Caucus Room in the Old House Office Bldg.

Bishop Hammerak set the prohibitionist theme asserting "beverage alcohol advertising is most objectional in radio and television. There it is an insolent intruder."

Several congressmen appeared on the Bryan bill. Rep. Emanuel Celler (D-N. Y.), attacking the measure, demanded: "How can we . . . flich from this [beer, wine and liquor] industry its legal attributes, one of which is the right to advertise?"

To Rep. Celler, the bill was "ineptly drawn," failing to mention advertising media other than newspaper or publication, newsreel, phonograph record and broadcasting. Effects would be to push advertising into certain media. "It is like pressing on one side of the balloon. You thereby enhance the other side."

Rep. Celler pointed out that the measure would encourage bootlegging, curtailing revenue to advertising agencies and broadcast stations, create a loss of government revenue and cut into the industry's employment and prove to be a hardship to the farmer.

Other congressmen testifying, all in favor of the measure, were Rep. John Phillips (R-Calif.), Gracie Pfost (D-Idaho); James C. Davis (D-Ga); Henderson Lanham (D-Ga), and Harold C. Lovre (R-S. D.)

Rep. Arthur G. Klein (D-N. Y.), a member of the committee, scolded the drys, asking why they do not ask outright for prohibition rather than for piecemeal restrictions against the alcoholic beverage industry. "This clearly is an attempt to get a foot in the door," he asserted.

If people want to drink they should be permitted, Rep. Klein said. It is the excesses which are harmful. Passage of such legislation, the Congressman continued, would set a precedent, opening the gates for other restrictive legislation. He asked why requests for a ban of firearms advertising could not be made of the Congress since firearms are injurious to life? He observed, "nudists could ask for a prohibition of all advertising of clothes."

Rep. Oren Harris (D-Ark.), who headed the special committee of the 82d Congress which investigated radio-tv programming, developed the record on voluntary policing by the distillers and breweries of their advertising. References also were made to NARITB's tv code.

The proponents' arguments, set forth by the distillers and breweries, advertising and union associations in the field, centered on the bill's questionable constitutionality and alleged discriminatory nature.

Lack of jurisdiction by the House Commerce Committee to ban liquor or beer advertising—availed by Clinton M. Hester, Washington counsel for the U. S. Brewers Foundation—precipitated a strong controversy on the constitutionality of the Bryan bill.

Mr. Hester's declaration that the 21st Amendment forbade the Federal government from interfering with the manufacture and sale of alcoholic beverages aroused some of the House committee to protest.

To questions on how a state could prohibit the advertising of alcoholic beverages over the air from a radio or tv station outside the state's border, Mr. Hester replied that a state could not, and that the Federal government could not. This was termed a twilight zone by some members of the committee.

Calling the bill a prohibition bill, Mr. Hester estimated that its passage would reduce beer sales by 50%. He alluded to the number of ball games sponsored by brewing companies, and said their elimination as sponsors would be disastrous on the brewing industry.

A dry witness, Dr. Sam Morris, conductor of The Voice of Temperance radio program and president of the Preferred Risk Mutual Insurance Co. of Des Moines (writes auto insurance exclusively for non-drinkers), charged radio networks and stations with refusal to sell him time to reply to alcoholic beverage advertising.

Congressmen said they would question representatives of the broadcast industry closely on the subject. NARITB was slated to testify Friday [see AT DEADLINE].

Dr. Morris, who said he had lost a complaint before the FCC against two 50-kw stations (WHAS Louisville and KRLD Dallas) whose license renewals he contested, asserted he had offered CBS up to $10,000 for choice evening air time and had been refused. He
Specify the most advanced and reliable TOWER LIGHTING KITS and CONTROLS available

PHOTO ELECTRIC CONTROL
Automatically turns tower lights ON and OFF—eliminates FCC requirement for daily recording.

MULTI-CIRCUIT FLASHER
Minimizes peak lighting load requirement and beacon circuit fluctuations.

LAMP MONITOR PANEL
Provides signal voltages to the Remote Lamp Failure Indicator Panel for each lighted lamp.

AUTO-TRANSFORMERS
Most practical means of meeting CAA socket voltage requirements...

JUNCTION BOXES
With built-in insulated cable supports—meets National Electric Code requirements.

CONDUIT BREATHER SYSTEM
Permits air circulation. Condensation moisture is readily dissipated.

YOU ARE INVITED to visit our display at the 32nd Annual NARTB convention, Room 762, Palmer House, Chicago, May 23rd through 27th, 1954. We will welcome the opportunity to demonstrate our products and discuss your tower lighting problems with you.

NBC Executive, John L. Selbert, inspects the new Hughey & Phillips Remote Lamp Failure Indicator Panel recently installed by NBC Television Station WNBW, in Washington, D.C.

WRITE FOR INFORMATION regarding your particular tower lighting requirements.

HUGHEY & PHILLIPS, Inc.
TOWER LIGHTING DIVISION
3300 NORTH SAN FERNANDO BLVD.
BURBANK, CALIFORNIA

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also said NBC and a number of stations also refused him paid time. He said networks and stations had in the past permitted him sustaining time but that the show was programmed after midnight.

R. E. Joyce, vice president of the Distilled Spirits Institute, charged that WTCU urged members to "flood the committee with letters, postal cards and petitions" in support of the bill. Chairman Wolverton publicly acknowledged during the hearing that the committee had been swamped with some 20,250,000 letters.

Arthur P. Bondurant, vice president of Glenmore Distillers Co., Louisville, denied a temperance charge that alcoholic beverage advertising "presents a flagrant violation of good taste or good manners."

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, said the

FCC to Initiate New Setup July 1

REORGANIZATION of the Federal Trade Commission and major changes in its working procedures will take place July 1, FTC Chairman Edward F. Howrey announced last week. He also announced realignment of personnel to fit the new organization.

The reorganization, first step of a plan recommended by a survey by an independent firm of management consultants, is designed to streamline the agency and eliminate delay in its procedures, Chairman Howrey said. It would, among other things: (1) simplify the form of organization, (2) group related functions for most effective administration, (3) provide "clear-cut" centers of responsibility and control, (4) develop best use of manpower and (5) strengthen various segments of the FTC to fit present and probable future needs dictated by the work load.

Major FTC functions will come under four bureaus, three of them new. All investigative activities will be centered in a new former Bureau of Investigation, with Harry A. Babcock as director; all trial work in a new Bureau of Litigation, with Joseph E. Sheedy, director; voluntary compliance programs in a new Bureau of Counseling, with Charles E. Grandey, director. Jesse W. Markham continues as acting director of the Bureau of Economics, which has been modified.

The four bureaus will be under the operational supervision of Alex Akerman Jr., Executive Director. Continuing in their previous positions are David G. Murchison, legal adviser and assistant to the chairman; Robert M. Parrth, secretary; Earl W. Kinzer, general counsel, and Everett F. Haycraft, director of hearing examiners.

NARTB representatives at the House hearing of the Bryson bill are (l to r) Oscar Elder, assistant to the vice president, Government Relations Dept.; Vincent T. Wastlewski, chief attorney, Legal Dept., and Ralph W. Hardy, vice president, Government Relations Dept.

measure would discriminate against a lawful industry and against advertising as a legitimate and necessary form of selling. Mr. Gamble cited government and private industry figures showing the nearly negligible amount of questionable advertising by the beer-wine-liquor industry.

The American Newspaper Publishers Assn. offered for the record a statement saying "any commodity or service which may be legally offered to the public should not be prohibited from advertising."

Meanwhile, this performance will be repeated in the Senate when a hearing June 21 will be held by the Business & Consumer Interests Subcommittee (of Senate Interstate & Foreign Commerce Committee) on the Langer bill (S 3294) which is a companion to the Bryson proposal.

According to Frank S. Lane, of KRMG Tulsa, president of Oklahoma Broadcasters Assn., the association's membership voted to oppose both measures. Protest was sent to Sen. A. S. Moore, Senate Minority leader (D-Okl.), a member of the Senate Commerce Committee. Mr. Lane said many of the members balloting against the bills represent stations which refuse to accept any alcoholic beverage advertising.

Congressmen React Against Sponsors

HOT ON THE HEELS of Sen. Karl F. Mundt's (R-S.D.) announcement a fortnight ago (B&T, May 17) that commercial sponsorship, although on a limited basis, will be permitted in the broadcast coverage of the McCarthy-Army hearing, came the following developments:

Sen. Wallace F. Bennett (R-Utah) last week introduced a resolution that would ban "commercialization on Senate business."

Another Republican, Sen. Homer E. Ferguson (Mich.), acknowledged to B&T that the problem had gone as high as the GOP policy committee in the Senate.

A veteran Democrat, Rep. Emanuel Celler (R-N.Y.), introduced a bill (HR 9152) that would prohibit commercial sponsorship of any congressional committee hearing covered by radio or tv (see page 169 for text).

Sen. Bennett's resolution (S Res 249) would amend Senate rules. The proposed amendment would not bar radio or tv coverage of a hearing, but it would require the radio or tv firm receiving permission to cover a hearing to file assurances that the broadcast would not be made available for sponsorship. Violators would be banned from further coverage of Senate committee hearings for at least a year. Pickups used for a news summary program are exceptions under the Bennett proposal.

Sen. Bennett told the Senate Tuesday that "the very idea" of commercial sponsorship in the upper chamber was "improper" and "a threat to the integrity of the Senate." To him, the Senate cannot sell its name to any other program. He also charged the commercial sponsorship of the radio-tv covered Army-McCarthy hearings "opens the door to a new whole range of possible improper relationships and subtle means for influencing legislation."

While Sen. Bennett spoke to the Senate, a closed door meeting was held that day by the Republican Policy Committee. Purpose was to tack down the GOP legislative program and to hear formal proposals to amend the rules of the Senate. Members heard informal proposals from the Republicans to amend the Senate's rules to allow radio- tv sponsorship of hearings. Sen. Ferguson, after the meeting was over, said that while

Broadcasting  Teletesting

Daytimers' Plea Asks Grass-Roots Approach

"FOR some people the public interest, convenience and necessity of the Communications Act goes down with the sun," FCC has been told in a petition filed by Daytime Broadcasters Assn. DBA is asking the Commission to amend its rules to permit daytime stations to operate starting from sunrise or 5 a.m., whichever is earlier, to sunset or 7 p.m., whichever is later. The petition says daytime stations are limited in their ability to serve the public because "entrenched interests in the industry" hold an advantage by rule of the Commission.

Describing program services offered by daytimers and supplied by no other service, DBA suggested that if these communities "have a need for the service while the sun shines, they have a need after the sun sets as well."

But DBA suggested that members of the FCC "spend some time in one or more small stations to renew their background of information on small station operation. On such a tour the Commission would realize how important the earlier days of radio when the station was close to the people and the people were close to the station."

The DBA brief added that on a tour of this type, the Communications Commission saw "how often it held hearings in the field "to help examiners decide if the applicants might be expected to become a part of the community."

The 800-odd daytime operators provide a necessary service that is even more curtailed during the short winter days when popular programs must leave the air, the petition noted.

Submitting the petition for DRA were W. Kenneth Patterson, WSTV Pekin, Ill., and Ray Livesay, of WLBH Matteson, Ill., representing DBA, and Harry Daly, DBA counsel.
try the key to BETTER PROGRAMMING with NTA's Golden Hours

"Trade Excitement" is the best way to describe the largest...most diversified library of quality television programs on film. We have it...you'll see it...at the NARTB convention in the Palmer House...Room 700 1/2.

ASK ABOUT: THE JAMES MASON SHOW featuring James and Pamela Mason and Richard Burton.

HOLIDAY with Ida Lupino, Edmund O'Brien, Joan Fontaine.

THE PASSERBY with exciting dramatic celebrities like Veronica Lake, Jackie Cooper, Fay Bainter, Kent Smith.

INTERNATIONAL PLAYHOUSE loaded with mystery, melodrama, intrigue.

CHINA SMITH featuring Dan Duryea.

ORIENT EXPRESS featuring Jean-Pierre Aumont, Patricia Roc, Cathy O'Donnell, Colette Marchand.

PLAY OF THE WEEK with top Hollywood names like Eddie Albert, Joan Leslie, Teresa Wright, Cesar Romero, Pat O'Brien and others.

THE BILL CORUM SPORTS SHOW with 26 of the GREATEST ATHLETES of the last half century.

BOBO THE HOBO with tuneful, musical puppets in each program.

plus...OVER 250 HOURS OF AMERICA'S TOP FEATURE FILMS including:

CHAMPAGNE FOR CAESAR, Ronald Colman, Celeste Holm, Vincent Price.

MILLIONAIRE FOR CHRISTIE, Fred MacMurray, Eleanor Parker, Richard Carlson.


THE FIREBALL, Mickey Rooney, Pat O'Brien, Marilyn Monroe.


MR. UNIVERSE, Jack Carson, Janis Paige, Bert Lahr.

IMPACT, Brian Donlevy, Ella Raines, Charles Coburn.

THE THIEF, Ray Milland.

AND...31 of the FASTEST ACTION "WESTERNS" THAT EVER SWEPT ACROSS A SCREEN...REAL ACTION FROM START TO FINISH! Many of these series are now delivering mass audiences to advertisers...at low, low cost...in many markets.

If you want "real excitement"...TRY THE NTA KEY TO TOP TELEVISION PROGRAMMING...IN THE PALMER HOUSE, ROOM 700 1/2...NARTB CONVENTION.

or wire—write—phone

National Telefilm Associates, inc.

Executive Office: 625 Madison Ave., New York 22, N.Y. - Plaza 5-8200

Other offices: Boston, Beverly Hills, Detroit, Pittsburgh, St. Louis, Minneapolis, Denver, Chicago, District of Columbia, Dallas, Memphis, Miami, Philadelphia
the matter came up, no policy decision was made.

Rep. Celler said he was "amazed" at the original Mundt decision, adding that the dignity of the Court of Appeals would not be enhanced and that "this show in particular is sufficiently grotesque." He warned that while there are current restrictions on the sponsor’s messages, "the new interruption of the proceedings to advertise the sponsor!"

Said the Congressman: "Congressional activities are, and should be, seriously deliberative and should not be substitutions for the Show of Shows."

FOUR MORE UHF PERMITS DELETED

FOUR more uhf permits were deleted by FCC last week for lack of prosecution while a fifth permit was surrendered for cancellation. Post-haw deletions increase to 66 uhf and 12 vhf.

Home News Pub. Co., permittee of ch. 47 HDWN (TV) New Brunswick, N. J., returned the application for the permit to the Commission for deletion by citing the uhf set saturation in the area, availability of seven vhf signals from New York and the general plight of uhf in the U. S.

FCC deleted the following for lack of prosecution: ch. KMER (TV) Merced, Calif.; ch. 41 KWTU (TV) Payette, Idaho; ch. 31 KMSL (TV) Marshall, Tex., and ch. 41 WTTM-TV Trenton, N. J. All four permits expired and requests for extension were not filed, the Commission said.

KMER, KWTU and KMSL were headed by a New York group including Albin May, investments, and attorneys George Becker and Joseph Law. WTTM-TV was under permit to Peoples Broadcasting Corp., which operates WTTM-TV in Decatur, Ill., and KMSL was under permit to WTTM-TV in Marshall, Tex., and ch. 41 WTTM-TV Trenton, N. J. All four permits expired and requests for extension were not filed, the Commission said.

Senate Would Surpass House In Allowing FCC More Money

THE SENATE would give FCC more money to operate in fiscal 1955 than would the House.

The Commission’s proposed budget, cleared by both House and Senate, now is in joint conference because of the differences, not only with FCC funds but also the recommended spending for other Independent Offices.

The Senate Wednesday cleared the appropriations agency’s fiscal 1955 budget, which includes $770,000 includes $150,000 which FCC did not spend during fiscal 1954.

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Nielsen Tv Rating Scores ‘Lucy’ First, Then ‘Dragnet’

THE I Love Lucy (CBS-TV) and Dragnet (NBC-TV) shows that have occupied the top two positions of the various rating services since the current tv season began are still on top, according to the latest national Nielsen-Ratings of the top 10 tv programs based on a two-week survey ending April 24. This is the second report for April.

<table>
<thead>
<tr>
<th>NUMBER OF TV HOMES REACHED</th>
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<tbody>
<tr>
<td><strong>PROGRAM</strong></td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>I Love Lucy (CBS)</td>
</tr>
<tr>
<td>Dragnet (NBC)</td>
</tr>
<tr>
<td>Bob Hope Show (NBC)</td>
</tr>
<tr>
<td>Jack Webb Show (NBC)</td>
</tr>
<tr>
<td>Colgate Comedy Hour (NBC)</td>
</tr>
<tr>
<td>Jackie Gleason Show (CBS)</td>
</tr>
<tr>
<td>Your Life (NBC)</td>
</tr>
<tr>
<td>Arthur Godfrey’s Scouts (CBS)</td>
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<tr>
<td>Ford Theater (NBC)</td>
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<tr>
<td>Goodyear Tv Playhouse (NBC)</td>
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</tbody>
</table>

**PER CENT OF TV HOMES REACHED PROGRAM STATION BASIS**

<table>
<thead>
<tr>
<th><strong>PROGRAM</strong></th>
<th><strong>HOMES (%)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy (CBS)</td>
<td>60.4</td>
</tr>
<tr>
<td>Dragnet (NBC)</td>
<td>56.4</td>
</tr>
<tr>
<td>Bob Hope Show (NBC)</td>
<td>55.1</td>
</tr>
<tr>
<td>Jack Webb Show (NBC)</td>
<td>54.8</td>
</tr>
<tr>
<td>Arthur Godfrey’s Scouts (CBS)</td>
<td>54.2</td>
</tr>
<tr>
<td>Colgate Comedy Hour (NBC)</td>
<td>53.9</td>
</tr>
<tr>
<td>Your Life (NBC)</td>
<td>51.0</td>
</tr>
<tr>
<td>Ford Theater (NBC)</td>
<td>40.6</td>
</tr>
<tr>
<td>Goodyear Playhouse (NBC)</td>
<td>38.5</td>
</tr>
</tbody>
</table>

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‘Lucy,’ ‘Talent Scouts’ Lead May 1-7 Trend

CBS-TV’s I Love Lucy and Arthur Godfrey’s Talent Scouts took first and second place, respectively, in the Trendex ratings for evening sponsored tv network programs for the week of May 1-7. The complete listing follows:

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Direct Mail Ads Increase

DIRECT MAIL Advertising Assn. has reported that American business spent an estimated $121,280,000 for direct mail advertising during March 1954, an increase of 6.43% over the expenditure for March 1953. The amount for the first three months of 1954 was listed at $330,693,928, an increase of $16,768,524 over the same period of 1953.

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Radio Mon.—Tv Sat.

MONDAY is top night for radio listening, Saturday for tv viewing, according to the Nielsen Radio Index. The December-February data showed 15.9% of homes using radio during the 6 p.m.—midnight period on Monday, with Tuesday almost as high, 15.8. In tv, 55.6% of tv homes had their tv sets tuned in on Saturday. Sunday ranked second with 55.0.

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**FACTS & FIGURES**

**Facts & Figures**

**RTNDA SEeks Speedy TV Film Delivery**

Methods of converting from physical transportation of news films to an electronic means is considered by radio- tv news directors’ seminar.

TRANSMISSION of motion picture news film by color television is still "a long way off" whether on a local or network programming basis. Technology will mean splitter ty tv news transmission by electronic forces. But transmission of news film by coaxial cable or microwave relay will prove feasible only when the public demands it.

These opinions represented some of the highlights of the tv news seminar conducted jointly by the National Radio-Television News Directors Assn. and Northwestern U.’s Medill School of Journalism last week in Evanston, Ill., by C. G. McCall, executive producer of NBC-TV’s Camel News Caravan, cited color problems Thursday during one of 22 sessions held at the Orrington Hotel, which drew newsmen and managers from some 20 states and comprised facility meetings from broadcast, wire service and school fields.

Mr. McCall described problems of high cost and the time factor, along with the relatively poor quality of color news film. He said NBC has experimented with Kodachrome film for regular black and-white and that local stations eventually would be airing community color film, but “not for several years.” Feeding of NBC engineers, he added, is that color tv news will be on 35mm film.

Second in Significance

The second most significant subject touched on was whether a tv station can re-film newscasts off the picture tube and use them in its local news programs. Sherman Headley, WCCO-TV Minneapolis, felt the procedure could stop the up process “12, 24 or 36 hours” but that stations will suffer a hiatus in immediacy, and cost, with the airlines making most of the money.

Both Mr. McCall and Howard Kany, manager of CBS-TV Newsfilm in New York, expressed doubts that this film could be practical. Mr. Kany said this might be a thing for the future, citing poor picture quality and extensive cost of processing such film. Mr. McCall’s opinion is not quite that desired but thought that “in the long run some form of transmission will take over from the airplanes.”

John Cooper, radio-tv news director, INS New York and W. C. Payette, UP New York, tv manager, favored the kinescoping method and Mr. Cooper even expressed regret over what he called the attitude of NBC and CBS. He said he thought it was a matter up to stations and a question of quality, as well as of the facilities of AT&T. Mr. Payette said it all boiled down to what viewers considered acceptable, and added UP was prepared to deliver film by cable if the public wants it.

Prof. Fred S. Selbert, director of U. of Illinois’ journalism and communications school, said the delay in kinescoping would probably be legal if the station involved were affiliated with the network involved—and if not, then this might well violate the Fair Trade Act. Messrs. McCall and Kany said their respective networks have probed into the precise legality of such things.

The rapid ascendancy of tv as a news me-
He makes sales go up in a downpour

"Women, weather and fashion are fickle," says Milton Kaufman. "Put 'em together and you have our business—all-weather garments.

"When a town is hit by heavy rain—especially without warning—the demand for Aquatogs shoots up.

"We call on Air Express, ship and deliver in a matter of hours—and cash in on this peak demand. As you might guess, our customers are flattered by this service.

"We regularly send orders out Air Express every week in the year throughout the country.

"We also depend on Air Express to move goods without a hitch from our door to the retail store receiving room.

"Yet, practically all of our orders cost us less with Air Express than with other air services."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express
GETS THERE FIRST via U.S. Scheduled Airlines
CALL AIR EXPRESS . . division of RAILWAY EXPRESS AGENCY
PERMITTEES SET TV COMMENCEMENTS

WKNY-TV Kingston, N. Y. (ch. 60), is the station now closest to beginning commercial operations with regular programming probably getting underway this week. The uhf outlet, serving the mid-Hudson valley, will be affiliated with all four networks and represented by Meecker TV Inc.

Reports from other stations:
John F. Patt, president of WJR, The Goodwill Station Inc., Detroit, which last week received a grant for ch. 12 at Flint, Mich., announced that construction of the uhf transmitter will start within 60 days. “We plan to originate local and regional programs of the highest quality from Flint,” Mr. Patt said. He also revealed that the radio and tv stations will be carried on as separate operations each with its own staff and studios.

WMTW (TV) Poland, Me. (Mt. Washington, N. H.), expects to start operation this summer. The ch. 8 outlet, owned by the Mt. Washington Hotel Co. with construction of studios at the Poland Spring Hotel, Poland Spring, Me. John H. Norton Jr., former vice-president of ABC, has been appointed general manager.

WGAN-TV Portland, Me. (ch. 13), which started regular programming May 16, plans a formal dedicatory program early in June, C. E. Gatchell, vice president and general manager, reported. WGAN-TV is a primary CBS affiliate and also is affiliated with ABC.

The following stations have reported they expect to begin regular programming by June 30:

WMSL-TV Decatur, Ala. (ch. 23); KQED (TV) Berkeley, Calif. (ch. 9), educational; KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WNTV (TV) Waterloo, Ind. (ch. 15); WBOC-TV Salisbury, Md. (ch. 16); KDRO-TV Sedalia, Mo. (ch. 6); WCET (TV) Cincinnati (ch. 48), educational; KTN (TV) Ada, Okla. (ch. 10); KGO-TV Etnid, Okla. (ch. 5); WLAG-TV Old Hickory (Nashville), Tenn. (ch. 5); KVDO (TV) Corpus Christi, Tex. (ch. 22).

WBAQ-TV Inaugurates Local Colorcasting

A THREE-HOUR colorcast inaugurated local live color tv broadcasting from WBAQ-TV Fort Worth last week. The program was preceded by a luncheon at Fort Worth's Hotel Texas, attended by Brig. Gen. David Sarnoff, RCA board chairman, and Amon Carter, chairman of Carter Publications Inc. (Fort Worth Star-Telegram), and southwest telecasters, advertisers, advertising men and state and local dignitaries.

The show was seen on receivers placed in department and appliance stores in the Fort Worth-Dallas area, as well as at the Hotel Texas.

In a speech at the luncheon preceding the program, Gen. Sarnoff predicted that all tv programs will be in color in the future. “The viewer will be able to see the programs in color or in black and white simply by turning a knob on his set,” Gen. Sarnoff said. “Within 10 years,” he added, “it will be just as inconceivable to build a set that could not take color as it would be now to build a screen that could get pictures in color.”

Gen. Sarnoff also said that in 10 years, “nothing that exists in radio or television today, on the transmitting or receiving side, will be anything but a museum piece.”

Color receiver prices, now about $1,000, will, in three or four years, be selling “within the range of the masses,” Gen. Sarnoff said. And, the RCA board chairman went on, eventually all advertising on tv will be in color.

Coming are 3-D and international TV, Gen. Sarnoff predicted. Also, said Gen. Sarnoff, eventually the set owner will be able to make his picture as large or as small, as light or as dark, as he desires.

The next development in radio, Gen. Sarnoff said, will be the personal radio, built so that each individual can carry his radio set in his pocket. “In 10 years,” he predicted, “this will be regarded as essential as a timepiece—and it will have a market equal to the number of persons in the world.”

Mr. Carter pointed out that the trend to color advertising is being felt in the newspaper business as well as in television. He recalled that he didn’t think radio was worth a “blanket-blank” 32 years ago when Harold Hough, then circulation manager of the Star-Telegram and now vice president and director of radio-television for Carter Publications, told him that “we should get into the radio business.”

WBAQ, which began operating in 1922, now radiates 50 kw on share time channels 820 kc and 570 kc (with WFAA Dallas).

WBAQ-TV began in 1948. It operates on ch. 5 with George Cranston as manager.

Among those present at the luncheon were Robert Sarnoff, NBC executive vice-president; Harry Bannister, NBC vice president in charge of station relations, and Sheldon Hickox, NBC manager of station relations.

A. Roland Trenchard Dies

ALFRED ROLAND TRENCHARD, 56, public relations director for the Bremer Broadcasting Corp., operators of WAAT-WATV (TV) Newark, N. J., died May 13 in Fort Pierce, Fla., where he had lived the past eight months following a leave of absence from his radio-television post because of ill health.

His wife, Janice, and a sister, Mrs. H. W. White, survive him.
Eddie Reynolds, formerly with Haven, named radio program director, WNHC.

Fred scheduled manager of KHOF Chicago, to Television manager, WLIB New York, to WINS.

Ada Alfred, formerly WBBM Chicago. Al was appointed sales manager, WLIB New York, to WINS sales dept., that station.

Ed Boghosian, sales dept. account executive, WJAR- TV Providence, R. I., placed in charge of national sales.

Frank E. Wilson, sales representative, WIRK West Palm Beach, Fla., appointed local sales manager, WIRK TV. Bill Stokes, WIRK copywriter, appointed copy director and publicity writer, WIRK-TV.

Ada Alfred, formerly in radio representative and advertising agency fields, named assistant advertising and program manager, WINS New York. Charles E. Seitzman, formerly sales manager, WLIB New York, to WINS sales staff.

Robert W. Schellenberg, account executive, WTOP TV and WTOP Washington, appointed sales manager, latter station.


Joseph C. Fisher, account executive, Free & Peters TV, Chicago, to Television Diablo Inc., as sales manager of KHOP Stockton, new vhf station scheduled to start operating in August.

Fred Mathews named commercial manager, KETX-TV Tyler, Tex.

Keith Royer named promotion manager, WON Omaha, Neb.

Lee Mansour, announcing staff, WLFI New Haven, named radio program director, WHN New Haven.

Eddie Reynolds, formerly with WBBM Chicago and Foote, Cone & Belding, to sales and sales promotion staff of WAIIT Chicago.

WGN-AM-TV, WPIX (TV) '53 Sales Up—McCormick

COMBINED sales volume of WGN-AM-TV Chicago and WPIX (TV) New York in 1953 was the largest in their history," Col. Robert R. McCormick, president, has announced.

In an annual report to stockholders, Col. McCormick listed combined gross revenues of the Tribune Co. and 11 subsidiaries as totaling nearly a quarter-billion dollars. He cited, among new investments since 1945, a new building for WGN and television facilities for WGN-AM-TV and WPIX. Sales volume of the radio-tv outlets was not revealed. WPIX is licensed to News Syndicate Co., publisher of the New York Daily News.

Four TV Executives Named By Jefferson Standard

FOUR executives have been appointed at WBT (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., Charles H. Crutchfield, executive vice president and general manager of the Jefferson Standard Broadcasting Co., announced last week.

Appointed managing director of WBTW was J. William Quinn, WBTV program supervisor. Robert Rierman, WBT Charlotte program director, will be WBTW program-production head. Mr. Quinn will be replaced as program super-

No More Groping...

NEW MODEL C

"BALANCED" TRIPOD HEAD

gives you correct center of gravity

...in a Flash!

No more groping for center of gravity. The new Model C "Balanced" Tripod Head is equipped with a convenient, accessible positioning handle mounted below the top plate, which allows the operator to reposition the camera to the correct center of gravity. No matter what focal length lens is used on the camera turret, the camera can be balanced on the Model C Head without loosening the camera tie-down screw.

It has all the features which have made the "Balanced" head a gem of engineering ingenuity—quick release pan handle, tilt-tension adjustment to suit your preference. It's a Cameraman's dream!

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case — 18" x 12" x 36". Weights only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

Dolly assembled—with tripod mounted. Also mounts Baby tripod.

WE SELL, RENT & SERVICE CAMERAS & MOVIOLAS & EDITING & LIGHTING EQUIPMENT Complete line of 16mm and 35mm equipment for rent.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. BELL & HOWELL: Standard, Shift-over, Eyemo. MAURER: 16mm Cameras. ARRIFLEX, MOVIOLA Editing Machines. Synchronizers, DOLLYES.

WE CALIBRATE LENSES—Precision "T" Stop calibrations of all types and focal lengths.

Broadcasting • Telecasting May 24, 1954 • Page 139
Gold Leaves NSSC, Organizes Own Firm

Mel Gold Productions will produce TV program, industrial, theatrical and commercial films and will produce and package live TV shows.

RESIGNATION of Melvin L. Gold, for the past seven years director of advertising, publicity and television for National Screen Service Corp., New York, was announced last week by Herman Robbins, NSSC president. The resignation takes effect this Friday.

Simultaneously, Mr. Gold announced he will form his own organization, Mel Gold Productions, New York, for production of TV program films, industrial films, theatrical films, and TV film commercials and for packaging and producing live TV shows. He has set up headquarters at 1639 Broadway (Capital Theatre Bldg.).

Mr. Gold was one of the founders in 1948 and the first president of the National Television Film Council, an industry-wide organization representing film distributors and producers, advertising agencies, networks and stations. He served as president four terms and was twice board chairman.

Mr. Gold entered the motion picture industry in 1930 as a poster clerk for Metro-Goldwyn-Mayer, and later served as assistant office manager of M-G-M's Chicago offices. Before joining National Screen Service Corp. in Hollywood in 1943 in theatrical exhibition work, Mr. Gold had been with Filmack Trailer Co. as advertising manager. Later in 1943 he was named director of advertising and publicity for NSSC and in 1947 was delegated the additional responsibility for films production. In the latter capacity, he established the television department, said to be one of the largest TV commercial producing organizations in the country.

Mr. Gold, who is serving again as president of the National Television Film Council, is a member of the Associated Motion Picture Advertisers, the Publicity Club of New York, the Radio & Television Executives Society and Cinema Lodge, B'nai Brith.

Screen Gems Revamps Production Department

LARGE-SCALE reorganization of the production department of Screen Gems Inc., New York, TV subsidiary of Columbia Pictures, was announced last week by Ralph Cohn, vice president and general manager of Screen Gems, in a move said to result from "the large increase in eastern TV film production."

As part of the reorganization, Mr. Cohn announced that Benedict Berenberg has been named executive producer of Screen Gems. Mr. Berenberg will be in complete charge of all East Coast production, with responsibility for the creative department, studio and location filming, editing and laboratory supervision. He will continue personally to produce The Big Playback, quarter-hour sports program currently sponsored for the second year by The Ethyl Corp. on a spot basis in 50 markets.

Among the personnel who will work with Mr. Berenberg, Mr. Cohn said, are Howard Magwood, producer-director, who was a freelance producer before joining Screen Gems, and Selmer Chalfi, who becomes production manager.

Simultaneously Mr. Cohn announced that Mr. Peter Keane has been appointed director of technological development for Screen Gems. Mr. Keane will be responsible for technological research and progress, with emphasis on color work.

Mr. Cohn said that a new animation department under Mr. Berenberg will be created shortly, and that he has been interviewing leading animators on the West Coast to fill these positions. This department will round out Screen Gems facilities for various types of TV and commercial film production in New York, Mr. Cohn added.

KTTV (TV) Acquires 'Fabian' in 12 States

KTTV (TV) Hollywood last week completed negotiations with Telefilm Enterprises for rights to Fabian of Scotland Yard in 12 Western states. One of the largest regional TV deals consummated, it marks Telefilm's first major sale of property. The series, starring British actor Bruce Seton, is based on authentic case histories from the files of Robert Fotheringham, former superintendent of Scotland Yard. The group of 39 half-hour films is made by Anthony Beauchamp Productions in London. The contract gives KTTV control of the series in California, Oregon, Washington, Idaho, Utah, Arizona, Montana, Wyoming, Colorado, Nevada, New Mexico and Texas.

The station two months ago acquired rights to Stories of the Century in California, Oregon, Washington and Arizona from Hollywood Television Service, and announces recent sale of the series to Anheuser-Busch Inc. (Budweiser) in six markets. The firm will sponsor the program in Seattle, Portland, Spokane, Boise, Twin Falls and Idaho Falls for 52 weeks. Agency is D'Arcy Adv. Co., St. Louis.

Flamingo Films Draws Response to Offering

FLAMINGO Films, New York, reported last Thursday that 12 advertising agencies have expressed interest in the TV film company's new plan to produce at no cost or obligation to the agency two pilot films of a projected dramatic series.

As outlined by Sy Weintraub, Flamingo president and controller of sales, the plan ties in with Flamingo's all-round program development strategy, which forms the basis for the company's 26-program dramatic series to be produced overseas by Monte Carlo Productions.

The latter company consists of a partnership of Flamingo Films and Ed Grubkin, Marty Poll and Toney Bartley.

Mr. Weintraub explained that of the 26 half-hour programs, 13 sets of two "pilots" each will be produced, with a similar format or story line to be used as the basis for developing separate new series with possibly the same star and format. As Mr. Weintraub envisions it, before production starts, an agency will have the opportunity to select the format and star it has in mind and work out details in conjunction with Flamingo. Following production of the
“pilots” at an estimated cost of $32,500 each, the agency, at no cost to itself, receives first refusal rights on a series embracing its idea. The agency will pay for “the pilots” if it elects to purchase them.

Mr. Weintraub pointed out that the plan will enable an agency to obtain two “pilots” of a series molded to its specifications, and at the same time Flamingo is provided with assistance on formats and story ideas for its 26 films. Production on the “pilot” series will start in July for release in September, and any series developed from the originals will be launched into production in the fall.

Reaction from the 12 interested agencies has been “tremendous,” Mr. Weintraub reported. Several have approached him with a definite star in mind and others with a specific format, he said. Following the NARB Convention, Mr. Weintraub said, he plans to sit down with agency executives and work out details.

Bonded TV Film Service
Names McClure Sales Head

APPOINTMENT of Donald N. McClure, recently associate producer of Owen Murphy Productions, New York, as general sales manager of Bonded TV Film Service Inc., New York, was announced last week by Charles M. Ross, president.

Mr. McClure previously had served three years as director of radio and television production of McCarthy - Erickson and prior to that had been a director of films and tv for N. A. Ayer & Son.

He is a founder and past president of the American Television Society and is a member of the board of directors of the Radio & Television Executives Society.

Bonded TV Film Service handles all phases of tv film shipping, examination, storage, routing and expediting. A West Coast office, managed by Stanley Halperin, was opened in Los Angeles last March. Manny Kandel is vice president and general manager of Bonded.

GT Film Adds Three

ADDITION of three account executives to the staff of General Teleradio Film Division was announced May 14 by Peter Robek, sales manager; William Finkelby of CBS-TV Film Sales, who will work out of the New York office; Wade Barnes, who will cover the Midwest from the Chicago office, and Charles E. Morin, who has handled sales in 11 western states for KTTV (TV) Hollywood’s “Time for Beannie” and who will operate out of General Teleradio’s Los Angeles office. All three formerly were associated with Mr. Robek at Consolidated TV Sales.

Mr. McClure

Mr. Barnes

Mr. Finkelby

Broadcasting  Telecasting

NARTB REGISTRATION

(Continued from page 50)

Booth, John L., Mrs. Booth Radio, Detroit, Mich.
Borin, Leo, KOTA Rapid City, S. Dak.
Bozio, Tommaso C., KIDM-TV Yakima, Wash.
Bostwick, M. N., KXLY Ken., Tex.
Boudoin, Glenn G., WJFK-TV Miami, Fla.
Browning, J. L., WJW-TV Cleveland, Ohio
Bowling, Henry S.
Boyd, Gerald F., WAPY, Portsmouth, Ohio
Bracey, Clayton L., KEK-TV Denver, Colo.
Breeden, Paul F., WPX-FM Middletown, Ohio
Breidam, Douglas M., WTIM Charlestown, R. I.
Brickhouse, Joseph P., WAGM Washington, D.C.
Bromberg, Robert, Screen Gems Inc., New York, N. Y.
Brundt, Otto P., KING-TV, Seattle, Wash.
Braun, C. M., Joint Committee on Educational Television, Washington, D. C.
Brecken, Joseph F., Kalamazoo Spring, Md.
Breecher, Art, Offshore Films Inc., New York, N. Y.
Brenner, Frank V., WKNJ Newark, N. J.
Brenner, Joseph, KBAY-TV San Francisco, Calif.
Brungard, Loren E., KTBB Minneapolis, Minn.
Briggs, J. F., WSM Nashville, Tenn.
Brinkman, Paul C., WJW-TV Cleveland, Ohio
Brinkman, Harold, WXEL-TV Cleveland, Ohio
Britt, Charles B., WLOS Asheville, N. C.
Brody, William, WOR New York, N. Y.
Broman, E. J., Ziv Television Programs Inc., Cincinnati, Ohio
Brooke, Vlach C., WPX-R Parkersburg, W. Va.
Broth, P. J., KOMO-TV Seattle, Wash.
Brown, John E., WJW-SM Cleveland, Ohio
Brown, Kenyon, KWVT Wichita Falls, Tex.
Brown, R. M., WIBZ-AM Chicago
Brown, Robert E., DuMont Television, New York, N. Y.
Brown, Walter E., WSPA-SB TV Spartanburg, S. C.
Buckendahl, Harry H., KOPR Portland, Ore.
Bullard, George F., KXET El Paso, Tex.
Bullen, John, KVNO Logan, Utah
Bullitt, Dorothy S., KING-TV Seattle, Wash.
Burkhart, George, WSUI Louis, Mo.
Burke, Bobby, KXBT Springville, Mo.
Burke, Eugene
Burke, Harry, KFAB, Omaha, Nebr.
Burnett, Leland J., Jr., Adler Communications Labs., New Rochelle, N. Y.
Byrow, Robert J., KATV TV Danville, Ill.
Burton, Don, WLMC-TV Muncie, Ind.
Buxis, James R., KOA Denver, Colo.

C

Caldwell, P. O., KABC-TV Hollywood, Calif.
Caldwell, Spencer W., W. C. Caldwell Ltd., Toronto, Ont.
Caley, Charles C., WMBD Peoria, Ill.
Callahan, J. Vincent, WHNC-TV New Haven, Conn.
Campbell, Dick, KOTV Tulsa, Okla.
Campbell, Martin B., WFAA-TV Dallas, Texas
Campbell, Thomas B., The Branon Co., New York, N. Y.
Carr, Sam S., WWVA Richmond, Va.
Carmo, Larry, KTVF-TV Tacoma, Wash.
Cartis, William, Rust Industrial Co. Inc., Manchester, N. H.
Carpenter, H. K., WHK Cleveland, Ohio
Carpenter, Robert, MBS, New York, N. Y.
Carr, Eugene, WHBC Canton, Ohio
Carver, Ken, WAAM Baltimore, Md.
Carter, W. J., WTVY Troy, N. Y.
Case, Roy F., WTVW Watertown, N. Y.
Casey, C. B., KSYZ Oklahoma City.
Casey, Gerald J., WLDS Jacksonville, Ill.
Castle, Charles X., WTVI Miami, Fla.
Caudle, L. L., KTVQ Charlotte, N. C.
Seman, Robert, WRAM Saginaw, Mich.
Chandler, G. C., CJOR Ltd.
Chapin, Richard W., KFOR Lincoln, Neb.
Chase, Eugene A., WPFG Fort Wayne, Ind.
Chattegerton, C. O., KWLU Longview, Wash.
Chepachet, John W., WHSY Youngstown, Ohio
Chisnuk, Gerald H., KXSY Houston, Texas
Chipp, Rodney D., MD Television, New York, N. Y.
Chism, Thomas P., WVTV-NF Norfolk, Va.
Chimamy, A. H., WTVY Troy, N. Y.
Cline, Norman, WTVY Bloomington, Ind.
Clark, Barnby, WJLA Washington, D.C.
Clark, E. S., Booth Radio, Detroit, Mich.
Clark, V. Y., KXKU Bingham, Mont.
Clark, W. H., KFSB Jo Plinio, Mo.
Clark, William, ABC Film Syndication Inc., Hollywood, Calif.
Clason, Gena, KXIX Iowa City, Iowa
Clark, Henry D., WBZ Boston, Mass.
Clayton, Vincent E., KBL Salt Lake City, Utah
Clemmons, John H., WHIO, Memphis, Tenn.
Cline, Nellie, WHAS Louisville, Ky.
Clintin, George, WPX-R Parkersburg, W. Va.
Clye, Roger W., WITL Philadelphia, Pa.
Close, Richard, WNYC New York, N. Y.
Cobb, Grover C., KXSB Great Bend, Kans.
Cochran, Wallace D., RCA Victor Division—Recorded Program Services, Atlanta, Ga.
Codel, Edward, Katz Agency

May 24, 1954  Page 141
Do You Know This Man?

He is Byron Taggart of WKRC-AM-FM-TV, Cincinnati, Ohio. He says—

"The SESAC Library has fulfilled our every expectation. From every standpoint—quality, artistry, variety—SESAC has it. Probably a good many stations have told you the same thing, but just wanted to go on record with you that we're pleased as punch. Since our station is "King of the Queen City" here in Cincinnati, music is important... and SESAC is helping us stay on top!"

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

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue New York 17, N. Y.
Harvey, George W. WFLA Tampa, Fla.
Harlow, David C. KAAB Salt Lake City, Utah
Hatton, Lynn E. KFOE Minneapolis, Minn.
Hay, John R. KDKO Division, Disrer-Stacey Co., Columbus, Ohio
Hazen, Brad D. KGWB Greensboro, N. C.
Hayford, Beacher, WJHP Jacksonville, Fla.
Headley, Fred, KROI Representatives Co., New York, N. Y.
headley, Sherman, WCCO-TV Minneapolis, Minn.
Hedrick, Phil. WJSW Winston-Salem, N. C.
Heffenger, John B., Consulting Radio and Television Engineer, Kansas City, Mo.
Heinecke, Alain J., SBCA Inc., New York, N. Y.
Heminger, Harold W., WHFJ Findlay, Ohio
Hentauchi, Charles, KLIB-TV St. Louis, Mo.
Herman, A. M., WABAP-TV Fort Worth, Tex.
Hentz, Roy, WHB-TV Houston, Tex.
Hess, Joseph K., IVT Denver, Colo.
Hétel, Julius, WWDY-Fargo, N. D.
Heweyborne, Robert H., KBSI Cedar City, Utah
Hickox, Seldon B. Jr., NBC, New York, N. Y.
Hicks, Tom, WSB-TV New Orleans, La.
High, Arthur L., KSBF Cedar City, Utah
Higgins, Len, KNTV-Tacomawash.
Hill, John E., KDKA Pittsburgh, Pa.
Hillard, L. L., WBNY-Cleveland, Ohio
Hines, T. L., KNTH Houston, Tex.
Hinshaw, Virgil, WAFB-TV Baton Rouge, La.
Hirsch, Robert C., WHQ Cape Girardeau, Mo.
Hix, Robert S., KOA Denver, Colo.
Hixson, George P., WMT-TV Cedar Rapids, Iowa.
Hoblit, Herbert, Telepromter National Sales Corp., New York, N. Y.
Hochauer, Edward Jr., Associated program Service Corp., New York, N. Y.
Hofman, Karl B., WGN-Cafle, N. Y.
one and Andrade, E., WWVA Wheeling, W. Va.
hogan, Thomas F., WPPB Middletown, Ohio
Holbrook, Art, WSB-TV Topeka, Kan.
Holbrook, B. H., WSB-TV Atlanta, Ga.
Holliday, Stanley, WSB-TV New Orleans, La.
Hollinger, George F., George P. Hollinger Co., Chicago, Ill.
Hollister, R. H., Collins Radio Co., Cedar Rapids, Iowa.
Holm, William, WLPQ La Salle, Ill.
Holmesch, Glen, WBNL Green Bay, Wis.
honeycutt, P. B., KRLD-TV Dallas, Tex.
Houd, Harold, WABP-TV Fort Worth, Tex.
Howard, Leo, KTVG-TV (Des Moines, Iowa
Howard, Thomas E., WBTW Charlotte, N. C.
Hubbard, Stanley L., KSTP-TV St. Paul, Minn.
Huffman, Harry E., KLZ-TV Denver, Colorado.
hudnolt, Paul, KFPR-Tampa, Fla.
Hull, Bill, WSB-TV-Atlanta, Ga.
Hull, Marvin H., WMAS Orlando, Fla.
Humiston, Ryno, Inc., Electronics Div., Toledo, Ohio
Hungford, E. Jr., General Precision Lab., Pleasantville, N. Y.
Hunt, William A., WHKZ-TV Zanesville, Ohio
Hurley, William, L. KCBJ-TV Minot, N. D.
Huston, Walter, KCMG-TV Texarkana, Tex.
Hyman, William, CBS Television

I, J

Inman, Don E., KWWL Waterloo, Iowa
Jackson, William J., KCGB San Antonio, Tex.
Jacoby, A., KQSB San Antonio, Tex.
Jachs, Harry N., KGO-San Francisco, Calif.
Jacona, Howard, National Television Co., New York, N. Y.
Jaffe, Herb, Official Films Inc., New York, N. Y.
Jahncke, Ernest Lee Jr., ABC, New York, N. Y.
Jamel, Charles E., WFIAR-TV Baltimore, Md.
Jennison, Robert, CBS, New York, N. Y.
Jenman, John, WBNM Minneapolis, Minn.
Jenney, Dylan E., WBBM-TV Chicago, Ill.
Jenkins, Robert, CBS, New York, N. Y.
Jentzen, Robert W., ABC, New York, N. Y.
Jenness, Richard A., WCCO-TV Minneapolis, Minn.
Jett, J. K., KOMO Seattle, Wash.
Jewett, Carl F., Robert Meeker Associates Inc.
New York, N. Y.
Johans, Howard, 1172 St. Louis, Mo.
Johnson, Albert D., KOY, Phoenix, Ariz.
Johnson, A. K., Michael Reese, Chicago, Ill.
Johnson, Howard, WIBA Madison, Wis.
Johnson, Leslie C., WHBF Rock Island, Ill.
Jones, A., H. H., Limited, Ed., Toronto, Canada
Johnston, David H., WAMI Baltimore, Md.
Johnston, Henry G., WAPI Birmingham, Ala.
Johnstone, M. E., National Assn. of Manufacturers, New York, N. Y.
Jones, Hugh O., WGMG Gulfport, Miss.
Jones, John L., WHB-TV Houston, Tex.
Jones, Merle S., CBS, New York, N. Y.
Jones, Paul M., WFLA Tampa, Fla.
Jones, Robert B., WJRT Baltimore, Md.
Jury, Harold, K4-FM San Francisco, Calif.
We have never encountered a Broadcaster who wasn't interested in this hazard—nor one who wasn't exposed to it! Hundreds, nationwide, have our unique INSURANCE covering this and related risks, Policies tailored to fit your institution. Rates? Almost absurdly low. Details? A letter to us, please.
THESE TEN MEN were the founding fathers of NARB, then NAB. They met in Chicago at the Drake Hotel, on April 23, 1923, to establish the organization. They are (left to right): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO Des Moines, later an NAB president; Comdr. Eugene F. McDonald Jr., then owner of WJAZ Chicago, now president of Zenith; Paul Klugh, manager of WJAZ; William S. Hedges, then radio editor of the Chicago Daily News and president of WMAQ, now NBC vice president, New York; Elliott Jenkins, WDAP Chicago (now WGN); A. B. Cooper, the late John Shepard 3rd, president of Yankee network; Powell Crosely Jr., former head of Crosley Broadcasting Co. (WLW Cincinnati), now of Crosley Motors Inc. They were to guide a rapidly-growing young industry in its earliest years. Those not identified, whereabouts unknown.

Walker, William E., NARTB, Washington, D. C.
Wallace, M. G., American Telephone & Telegraph Co., New York, N. Y.
Wallace, Tom Jr., KTKT Tucson, Ariz.
Walker, John M., WIPG Green Bay, Wis.
Walker, Mary M., WIPG Green Bay, Wis.
William, Granville, WAKU, Laurel, Miss.
Ward, G. Pearson, KYTS Springfield, Mo.
Ware, Les, KSLW St. Louis, Mo.
Watkins, Fred Jr., WOKY Shreveport, La.
Watkinson, Barry J., KJMA-TV Yakima, Wash.
Watts, Duane L., KGBX-TV Hot Springs, Ark.
Watts, W. W., RCA
 Wheat, Irving C., WSM-TV, Nashville, Tenn.
Wayne, Elmer O., WJR Detroit, Mich.
West, William C., WAGB-TV Greenville, S. C.
Weaver, Sherrill, WBIX Nashville, Tenn.
Webb, Frank V., KFPL Wichita, Kan.
Webber, Walter, KGBX Springfield, Mo.
Weidman, Harvey, KZL-TV, Denver, Colo.
Weich, Miller A., WLAG Lexington, Ky.
Wells, Wilt, WISN Milwaukee, Wis.
Weed, C. C., Weed & Co., Chicago, Ill.
Weed, Joseph J., Weed & Co., New York, N. Y.
Wehrmann, Henri P., WPTS New Orleans, La.
Weintraub, S., Flamingo Films, New York, N. Y.
Weisman, Team, KOMU-TV Columbia, Mo.
Weisfeld, Jerry, Unity Television Corp., New York, N. Y.
Wiley, J. C., KGBR Springfield, Mo.
Welpott, Raymond W., WGRB Schenectady, N. Y.
Wilson, Virgil C., Old Scotchman's Scrapbook, Dallas, Tex.
Wessel, Howard, WRCN New Haven, Conn.
Wheelahan, Harold, KSYL Alexandria, La.
Wheeler, Edward A., WPAB Evanston, Ill.
White, Thomas P., WKZO Kalamazoo, Mich.
Witting, Lee L., KEYD Minneapolis, Minn.
Whitlock, E. S., WRN Richmond, Va.
Whitman, Don E., KNOX Grand Forks, N. Dak.
Whiteworth, J. R., WTVN (TV) Jackson, Miss.
Wild, W. L., WTVY Troy, N. Y.
Willens, B. T., WKBV-TV Youngstown, Ohio
Wilks, Arthur, WIBL Lebanon City, Tenn.
Wilkinson, Vernon L., McKenna & Wilkinson, Washington, D.C.
Williams, David B., International News Service, New York, N. Y.
William, Gene T., KWBG Wichita, Kan.
Williams, J. P., Transcription Sales Inc., Springfield, Ohio
Williams, John R., KOY Phoenix, Ariz.
Williams, Marshall A., Philco Corp.
Williams, Robert W., WWJ Detroit, Mich.
Williamson, W. P., Jr., WKBV-TV Youngstown, Ohio
Williamson, J. E., WLBX Lexington, Ky.
Willow, John T., WBAL-TV Baltimore, Md.
Wilson, John, Screen Gems Inc., New York, N. Y.
Wilson, Leo Y., WLOH Hopkinsville, Ky.

Wittling, Paul F., CBS-TV, New York, N. Y.
Witty, W. M., Continental Electronics Manufacturing Co., Dallas, Tex.
Wooling, Mary, WOC Davenport, Iowa.
Wolfsend, Robert C., WMNF Marion, Va.
Wortland, Robert C. (Mrs.), WMEV Marion, Va.
Wolfson, Louis, WTVJ Miami, Fla.
Wolton, Mitchell, WTVJ Miami, Fla.
Wolke, Charles M., Philco Corp.
Wollenberg, J., Roger, Haley, Doly & Schellenberg, Washington, D. C.
Wolfberg, David L., Filming Flins, New York, N. Y.
Wood, Bob, CBS, New York, N. Y.
Woodall, Allen M., WDAR-TV, Columbus, Ga.
Woodland, Cecil, WJAN Scranton, Pa.
Woodruff, J. W. Jr., WRLN-TV Columbus, Ga.
Woods, David C., WKVA Richmond, Va.
Woold, Ted, KGO Seoela, Ariz.
Wooten, Hoyt B., WREC Memphis, Tenn.
Wright, John L., RCA
Wyatt, W. Judd, KKMO Marshall, Mo.
Wylie, William A., ABC, New York, N. Y.
Wyze, Bess Marsh, KBWB Hutchinson, Kan.

Y. Z.
Yarger, C. R., KSD St. Louis, Mo.
Yoder, Lloyd E., WTAM Cleveland, Ohio
Young, Bill, Unity Television Corp., New York, N. Y.
Young, J. E., RCA
Younts, Jack J., WEBS Southern Pines, N. C.
Zellner, Lester, WUXV-TV Eskhart, Ind.
Zilliger, Mr., Standard Electronics

**Weed Delegation Set**

WEED & Co. and Weed Television Corp., station representatives, are maintaining open house during the NARTB convention in suite 820-21-22 of the Palmer House. Joseph J. Weed heads the delegation, which includes Ed Filalimmons, Peter James and Jerry Lyons, New York; the Chicago staff, managed by Neal Weed; Lincoln Simonds, Hollywood; Don Staley, San Francisco; George Swearingen, Atlanta; Bud Pearse, Detroit, and Robert Reardon, Boston.

Local interest? 10,000 Greater Worcester people visited or participated in local shows in last seven months!
Color Tv, Hi-Fi Top Chicago Show

General Electric, among many other manufacturers, displayed five new color tubes.

NEW developments in color tv components and high fidelity sound reproduction highlighted the 1954 Radio Parts and Electronic Equipment Show at Chicago's Conrad Hilton last week.

A record turnout of 10,000 distributors, suppliers and sales representatives obtained a four-day preview of things to come in next year's radio, tv and allied fields. The show ended fast Thursday.

There were no seminars at this year's convention, a procedure which has been abandoned in favor of regional meetings. The show was sponsored jointly by Radio-Electronics-Television Mfrs. Assn., the National Electronic Distributors Assn., the Assn. of Electronic Parts and Equipment Mfrs. and other groups. Barry Ehle, International Resistance Co., heads the Radio Parts and Electronic Equipment Shows Inc.


GE's tube department displayed a new service management program for radio-tv dealers as well as six new tv receiving tubes, five new color tv tubes, high fidelity components and test equipment.

Webster-Chicago Exhibit

Webster-Chicago maintained an exhibit that permitted distributors and service men to see, at a glance, all needed replacements parts for Webcor phonographs, disc-changers, and tape and wire recorders. Chassis of various units were displayed on panels.

Pentron showed a professional tape recorder and multi-speaker systems, the former featuring stereophonic sound of an all-electronic orchestra. Dynacord recorder incorporates six separate record and playback channels on one-quarter inch magnetic tape.

Among other products shown were speakers, amplifiers, tuners, recorders, antennas, cabinets, components and test equipment. Still others included high-fidelity two-speed tape recorders, miniature selenium rectifiers, fuse kits, pre-amplifiers, "rottena" antennas and all-channel uhf converters.

Among the side meetings were those of NEDA's board of directors, as well as a joint session of sponsoring groups of the show, including a combination members-delegates meeting of representatives of radio parts manufacturers. James Secret, RETMA executive vice president, attended sessions Tuesday.

Transmitting Equipment

Station Power Band Use

Gates Radio Co. 44 kw 420 MHz new station

SRMC Merion City, Pa. 500 kw new station

Tabor City Bench, Va. 50 kw new station

Webster-Chicago 1 kw new station

Mr. Turner 44 kw new station

GENERAL ELECTRIC 1 kw new station

WEB-TY Hartford, Conn. 12 kw new station

OTHER EQUIPMENT. GE also evaluated in this phase a three-stack antenna and a two-stack antenna. Also evaluated in this phase was WGMT, Atlanta, Ga.; a 12-stack amplifier for WGMT and a six-stack amplifier for WGN, Chicago. In addition, GE evaluated a three-stack amplifier for KELO-TV, Minnesota, and a two-stack amplifier for KTVI, St. Louis.
Halligan Sees $2.4 Billion Tv Set Production in 1962

DOLLAR volume of tv set production at the factory level will increase from an estimated $1.1 billion in 1953 to $2.4 billion in 1962, largely because of the impetus of color television, it was asserted last fortnight by William J. Halligan, president and board chairman of Hallicrafters Co., Chicago.

Mr. Halligan addressed a luncheon of a professional group at the National Conference on Airborne Electronics in Dayton, Ohio.

He predicted long-term potential at five to eight million tv receivers per year and sales hitting six million sets this year. In color television, receiver sales will grow from 50,000 in 1954 to about five million in 1958 and over 125 stations will be equipped to transmit network colorcasting by the end of 1954, he estimated. This would mean coverage for nearly 75% of all U.S. homes.

Among future electronic developments, Mr. Halligan cited a hearing aid radio, tv tape recording in color as well as in monochrome, "Dick Tracy" radios, projection television and airborne video receivers.

Ty, Forest Ranger

TELEVISION has "arrived" even in the forests. Raytheon Mfg. Co. has reported that the latest use for its new microwave link is as a carrier of tv pictures taken in the forest to seek out fires, game poachers and arsonists. The application involves the mounting of a camera on a fire control tower, with the camera rotated every two minutes by a radiomotor. The resultant picture is relayed to forest headquarters by the Raytheon microwave link, where observers see it on a tv monitor. Raytheon said the equipment and procedure have been tested by the Louisiana Forestry Commission Board and found to be a success.

Ty Side-Tuner Patented

GRANTING of design patent No. 171,962 by the U.S. Patent Office to the side-tuning television receiver developed by Emerson Radio & Phonograph Co. was announced last week by Dorothy D. Israel, executive vice president. The inventors are Emerson President Benjamin Abrams and engineers William Vassar, Walter Lukas and Arthur Eisenkramer.

Mr. Israel said the design enables reduction of overall receiver size without loss of picture area, since the entire front of the cabinet is used for the screen. The controls are placed on one side rather than in the front.

New Camera Mart Lens

THE Camera Mart Inc., New York, has announced the development of the Rotator Lens, accessory to its Camart Optical FX unit that causes unusual motion picture and television camera effects.

By rotating the new lens in either clockwise or counter-clockwise directions, it can make a room seem to revolve so that the subject appears on the walls or ceiling. Among other effects that can be achieved is to create the impression the subject is getting dizzy or blacking out, by revolving the Rotator Lens very slowly, and gradually increasing the speed until it is whirl-

Abrams Voices Pessimism On Emerson's Color Tv Plan

BELIEF that the public "will not be stampeded into color television until more favorable conditions exist" has been voiced by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., in releasing preliminary data on Emerson's color tv leasing plan which went into effect April 1.

Mr. Abrams said it was "much too early to draw any decisive conclusions about our leasing plan," but that consumers have evinced "little desire for color television with small screens and infrequent programming." He said the plan has been in effect in New York, Chicago, Philadelphia and Los Angeles and individual customers have been "reluctant to pay the rental charge set by us as consistent with our costs." Mr. Abrams said the majority of rentals have been made to clubs, hotels and other organizations.

Emerson, Mr. Abrams continued, has not offered its color receivers for sale because prices and services are "too high," screens "too small" and color programming "too infrequent."
**AWARDS**

**CBS Radio, 4 Stations Cited for Highway Safety**

Alfred P. Sloan awards were presented last Wednesday at dinner in New York's Waldorf-Astoria.

CBS Radio Network, two commercial radio stations, a noncommercial station and one tv outlet were among those honored for public service in highway safety promotion in the annual Alfred P. Sloan awards announced last week.

The 1953 presentations were made at an annual dinner in New York at the Waldorf-Astoria Hotel Wednesday evening, with Alfred P. Sloan Jr., board chairman of General Motors Corp. and president of the Sloan Foundation, presenting bronze plaques to the winners. The awards are administered annually by the Nationally Safety Council.

CBS Radio was cited in the national or regional network sustaining class. Other winners were:

WGGG Gainesville, Fla.; KONO San Antonio, Tex., and KDPS Des Moines, a noncommercial station; WTVJ (TV) Miami, Fla., and four commercial sponsors—B. F. Goodrich Co., Esso Standard Oil Co., General Motors Acceptance Corp. and Firch Baking Co., Erie, Pa. WGGG won out in the 1 kw or less category and KONO in the group over 1 kw.

In announcing the awards before 250 business and industry executives as well as civic and government leaders, Mr. Sloan described two areas in which broadcasting can make vital contributions: (1) aiding the individual citizen to develop an attitude of care and courtesy in daily use of roads and highways, and (2) creating public understanding and acceptance of official safety measures.

No awards were given in the tv network sustaining or the 1 kw and under radio commercial categories.

Among the speakers were Harold E. Fellows, NARTB president, and Ned Dearborn, NSC president. The judges included Mr. Dearborn; Robert R. Richards, NARTB administrative vice president; George Jennings, radio director, Chicago Board of Education; Kenneth G. Bartlett, vice president and dean of public relations, Syracuse U., and others. Text of the citations:

**CBS Radio Network (winner in the national or regional network sustaining category)**

For its intelligent promotion of traffic safety through spot announcements and mentions, with particular saturation on the popular program, On a Sunday Afternoon, from 1:30 to 3:30 p.m., every Sunday between May 1 and Sept. 5, 1953, as an outstanding 1-hour documentary, Dead Stop. A remarkably moving dramatization of the highway accident problem narrated by Red Barber. Dead Stop was heard by more than three million persons as a network feature and later was rebroadcast by 104 individual station groups and by several hundred non-CBS stations.

WGGG Gainesville, Fla. (winner in the 1 kw or less category).

For its intelligent use of many varied highway safety appeals, including educational programs, courteous driver award contests, public (forums, talks, etc.) as consistent scheduling of safety facts and reminders. Since Gainesville is a college town, with a large proportion of young drivers, WGGG has diligently sought to develop programs of special interest to this group. Notable is the 30-minute Monday-through-Sunday show Traffic Jam, a lively disc jockey show created in cooperation with the Gainesville Tech-Age Drivers Club and the Citizens Safety Council.

KONO San Antonio, Tex. (winner in the over 1 kw sustaining category).

For its continuing efforts in traffic safety through all its programs, and the initiatives shown in development of the weekly So You Want to Be a Cop program. Many of its traffic audience are featured, with instructive comment by police officers on traffic rules, violations and safe driving. KONO, by literally devoting time and facilities to cooperate with local civic groups and officials, has become a spark plug in the community's traffic safety program.

**KDPS (FM) Des Moines, Iowa (noncommercial educational station category)**

For aggressive coverage of highway safety in the school-age area, as demonstrated in 39 fifteen-minute programs, 13 thirty-minute programs and 2,400 safety spots aired during the 1953 calendar year. Special emphasis was given to the expansion of driver training for high school students and to safe use of the highway by young drivers. Operated by the Des Moines Technical High School, KDPS is an example of what the noncommercial educational station can do in instilling the habits necessary for safe living in the motor age.

**WTVJ (TV) Miami, Fla. (television station sustaining category)**

For a carefully planned and executed job of public education in traffic safety, covering all aspects and closely geared to the needs of the community. Highlighting the 158 special programs telecast last year was You May Be Next, a tri-weekly feature developed in cooperation with the Miami Police Department. Motor vehicle accidents were presented as spot news. Mobile equipment was rushed to the scene, with the resulting film being telecast within an hour of the accident occurrence.

B. F. Goodrich Co., Akron, Ohio (national or regional radio network commercial category).

For consistent contribution to traffic accident prevention through an ingenious safety program that hints on a commercially sponsored network of stations. The B. F. Goodrich 1953 schedule totaled 7,904 separate station spots on traffic safety, including a number on a segment of the cycle Michaelangelo's David.

Eso Standard Oil Co., New York (television network commercial category).

For effective use of high-rated television news programs in a medium for encouragement of safe driving. Eso Reporter safety messages, with special network coverage, reached millions of viewers every week of the year.

General Motors Acceptance Corp., New York (over 1 kw radio station commercial category).

For continuous emphasis on good driving practices and safe car conditioning on its commercially sponsored radio spots over WNEW and WIP in the New York and Philadelphia areas. The clear, lively and original presentation is aimed particularly at a large car radio audience during peak traffic hours and weekend travel periods. Every commercial, whatever its nature, included the slogan, "The best safety device if a careful driver."


For initiating and sparking a spectacularly successful "Watch For Kids" campaign on sponsored television programs over WKBW-TV and for additional effort in behalf of safety on its weekly 15-minute "live" studio show and in its Gene Autry commercials. As a result of the Firch Baking Co. public-spirited drive on traffic accidents, 71,000 motorists in the Erie region signed safety pledges, and 12,153 school children entered the company's safety slogan contest.

**WBTV (TV) Pittsburgh Chief Engineer Raymond C. Rodgers (r) receives the first annual Channel Master Award for outstanding service in television engineering from Harry J. Copeland.**

WDTV (TV) Pittsburgh Chief Engineer Raymond C. Rodgers (r) receives the first annual Channel Master Award for outstanding service in television engineering from Harry J. Copeland (l), president of the National Broadcasters Association.
Four Chicago Outlets Win CFAC '54 Awards

NBC Chicago and its two odo outlets, WMAQ and WNBQ (TV), along with CBS' WBBM-TV and NBC Chicago Tribune's WGN-TV, walked off with the 1954 Chicago Federated Adv. Club program awards for 1954 in Chicago last week.

Among the winning advertisers and their agencies for commercial radio-tv announcements were Standard Oil of Indiana and McCann-Erickson; Toni Co. with Weiss & Geller and Clinton E. Frank; Hallmark Cards and Foote, Cone & Belding; Armour & Co. with Foote, Cone & Belding; Minneapolis-Honeywell Regulator Co., Foote, Cone & Belding; W. F. McLaughlin & Co., Earle Ludgin & Co.; Bell & Howell, McCann-Erickson; Miles Labs and Geoffrey Wade Adv.

The awards were made Thursday at a special presentation in the Morrison Hotel. Showing of the film, "The Future of America," co-sponsored by ANA and AAAA, highlighted the dinner. Theodore S. Regpiller, president of the Advertising Council, introduced the film.

NBC Chicago's Hawkins Falls won the tv network drama program category. Television award-winners on local programs were WON-TV's Spotlight on Chicago (promotion of civic awareness), WBBM-TV's Farmtown, U.S.A. (public service), WNBQ's Championship Bowling (sporting event), WBBM-TV's Standard News Roundup (news), and WGN-TV's sports coverage (special citation).

WMAQ won in radio with its The Northerners for music and Case Dismissed for public service. Standard Oil and Toni won for local commercial announcements and Hallmark for network spots.

In tv commercial announcements these advertisers were cited—Toni Co. (long film—live action), Armour & Co. (long film—live and animated action) and Minneapolis-Honeywell (long film—animated action). Honorable mention went to McLaughlin. Short film winners were Bell & Howell (live action) and Miles Labs (non-live action), with Toni drawing an honorable mention.

WRNL Richmond receives an appreciation award from Swift & Co. for merchandising on behalf of the "Don McNeill Jamboree." E. S. Whitlock (l), WRNL manager, accepts the plaque from G. C. Simms, manager of Swift & Co.'s Richmond branch. Swift participates on Don McNeill's ABC Radio Breakfast Club.

NFPA Honors Adv. Council

NATIONAL Fire Protection Assn.'s first "Sparky" award was presented Wednesday to the Advertising Council in appreciation of "all the forces of advertising and business" for conducting a nation-wide public service campaign to help prevent fires. It was estimated the campaign thus far has had support of $4.5 million of donated advertising. Presentation was made to Stuart Peabody, assistant vice president of Borden Co. and board chairman of the Council, during NFPA's annual meeting in Washington.

Guild Honors CBS Figures

NEWSPAPER GUILD of New York's "Page One" award for radio-tv was presented May 14 to J. L. Van Volkenburg, president of CBS-TV, for CBS-TV's You Are There, while the Page One award for public affairs went to CBS news commentator Edward R. Murrow. The awards were among those presented during the organization's 1954 Page One Ball.

In Recognition

Jim Deline, WSYR-AM-TV Syracuse personality, received a bronze plaque from Helen Kipp, editor of Lake Ontario edition of TV Guide, in honor of his winning recent poll of central and western New York television viewers, as most popular locally-produced tv show in the Syracuse, Rochester, Toronto and Buffalo areas. Michael Breen, director, WSYR-TV, received the first St. Gabriel's award of 1954 given by Court Grimes, Catholic Daughters of America for "... wholesome contribution to the field of local television ..."

Grant Foster, news director, WKY-AM-TV Oklahoma City, won a commendation in the form of a resolution adopted by the Oklahoma Pharmaceutical Assn. during its annual convention thanking him for "... getting an accurate statement (on a broadcast) before the public, and correcting some of the erroneous statements that have been made previously by press and radio ..."

Robert W. Booth, vice president-general manager, WTAG Worcester, Mass., accepted for that station the first annual traffic safety award of the Automobile Legal Assn.

Two United Productions of America's commercial films, "Look Who's Driving," produced for the Aetna Casualty & Surety Co., and "It's Time for Everybody," made for CBS Radio, won merit awards at the Golden Reel Film Festival in Chicago, according to Stephen Boastow, president of UPA.

Bill Forst, CKOM Saskatoon, Sask., received the Col. Keith Rogers Memorial Engineering award presented by Canadian General Electric Co. in recognition of his pioneering efforts in the field of unattended operation of broadcast transmitters at annual CARTB dinner.

Ted Mack, m.c. of Original Amateur Hour on NBC-TV, received annual award of Goodwill Industries of America for having provided many handicapped persons opportunity to display their talents in public, thus giving them chance to gain employment.

WSAZ-TV Huntington, Va., has been given a citation by American National Red Cross for

looking into space?

Yes, you see a new era . . . "TALES OF TOMORROW" . . . 26 science fiction, proven, top rated network shows, now available for city to city syndication. Guaranteed excellent quality . . . AT A PRICE YOUR SPONSOR CAN AFFORD TO PAY.

For "TALES OF TOMORROW" exclusive in your city, YOU MUST ACT PROMPTLY! . . .
write, wire or phone, NOW!

Broadcasting • Telecasting

May 24, 1954 • Page 151
DUNTON SEES PERIL IN MEDIA CONTROL

The CBC board chairman says he is aware he is among 'the few' who can control ideas, but adds, 'Commercial arithmetic alone cannot be a guardian of effective freedom in mass communication.'

CONCENTRATION of power over mass communication by a few people has brought "inherent danger" to the fair discussion and interchange of ideas, A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., said at Saskatoon May 14, where he received an honorary doctorate of law degree at the U. of Saskatchewan.

Chester A. Bloom, member of the Parliamentary Press Gallery, recently had charged that Mr. Dunton as chairman of the CBC board "holds tightly in his hands the enormous power of managing the thinking of the great masses of Canadian people..." (BT, May 10). Mr. Bloom made the statement in a broadcast taped for release by members of the Canadian Assn. of Radio & Tv Bstts.

Mr. Dunton said he was aware of the danger because "I and others of the CBC belong to the few, together with controllers of publishing, film and other broadcasting organizations," who "can control a large part of the ideas and impressions that reach the minds of most people." He said the "tyranny of majority" trends to have a restricted influence on freedom of expression.

"There is true freedom in mass communication only if ideas which happen to appeal to a lesser number have a reasonable opportunity to be heard," Mr. Dunton said. "The essence of freedom lies in freedom to choose from a variety of alternatives; if there are no alternatives, in kinds of ideas and material presented, there can be no freedom of choice.

Commercial arithmetic alone cannot be a guardian of effective freedom in mass communication for a wide range of ideas."

'Threat to Freedom' Fears

With regard to the CBC, Mr. Dunton said some people feel there is a threat to freedom from the CBC because it is a public body. Mr. Dunton said he felt that "some latent danger exists but I think it is no greater than from the existence of any very large organization, whether public or private, occupied in conveying ideas to people. By law and in practice, the CBC is free from any government control in its broadcasting and it must stay so if freedom for ideas is to prevail on the air."

There is a restricting influence from commercial factors operating machines of mass communication, Mr. Dunton said. Most of them have an "incentive to attract the greatest number of people for the lowest cost." There is a need to realize "where continuing pressure to interest the biggest number can lead us."

While it is argued that freedom of communication is safe in the hands of large commercial organizations because they must provide "what the public wants," the term usually means only what a large section wants as opposed to what a small section wants, Mr. Dunton said. Competition among mass units during April was material for popular consumption, if it leads to two or three organizations vying in producing the same restricted kinds of material, would not help freedom for a wider range, he added.

Mr. Dunton said he doubted if the number of mass communication units under different control can be expected to increase. The tendency, he pointed out, has been for the number of daily newspapers and film and broadcasting organizations to decrease, and the size of those that do exist to increase.

The sense of responsibility by those who control the means of mass communication is the first safeguard for free movement of ideas, he said.

August Exhibition

To Show Color Sets

COLOR TELEVISION still is a long way off in Canada but Canadians will see what color tv sets look like at the Canadian National Exhibition next August when a number of manufacturers are expected to have sets on display.

Canadian General Electric Ltd., Toronto, has announced it will have a small screen set on display, with a retail price of $1,300.

Meanwhile, informal discussions on Canadian color tv will take place early in April at Ottawa, with representatives of the Canadian Broadcasting Corp., Canadian Assn. of Radio & Television Broadcasters and Canadian Radio-Television Mfrs. Assn. One informal meeting between CBC and CARTB stations took place earlier this year at Ottawa, and the forthcoming meeting will continue discussions on the use of color tv by stations and on how manufacturers are progressing with Canadian production of equipment for transmitters and receivers.

Farm Broadcasters Form Organization in Europe

THE European Farm Radio & Tv Assn., an organization of professional farm broadcasters in Europe, was formed May 7 at a workshop session of the Organization for European Economic Cooperation at Frascati, a town just outside Rome, Italy.

Goal of the EFRTA is "to improve efficiency of farm radio and television in Europe as a means of bettering food production . . . and to encourage the development of farm broadcasting in those areas where it is now lacking."

Total of 17 professional farm broadcasters from 10 western European countries participated. Members of the organizing committee are:

Harry C. Munt, BBC London; Hendrik Groenendijk, radio director, Ministry of Agriculture, The Hague, Netherlands; Arne Alten, Radio Norway, Oslo, and Wolf Peters, Radio Munich, Germany; Layne Beatty, formerly of WBAP-AM-TV Fort Worth and now with Foreign Operations Administration, was a technical advisor to the workshop.

U. S. Tv Programs Keep First Place in Canada

AMERICAN tv programs continue to draw most viewers in Canada, according to the April "Teleratings" reports of Elliott-Haynes Ltd., Toronto. The service also reports 634,000 sets in use in Canada at the end of April, with about half in the service area of CBLT (TV) Toronto and WBEN-TV Buffalo.

Toronto continues to gain a higher percentage of the viewing audience, the report said. First five shows during April were Dennis Day Show with a rating of 54.7; Our Miss Brooks, 52; Toast of the Town, 50.1; Jackie Gleason Show, 49.1, and Holiday Ranch (Canadian) 48.7. Buffalo's WEN-TV had the following top
five programs, according to Canadian tastes: Arthur Godfrey, 62.6; Boxing, 60.1; Loretta Young Show, 59.2; Kraft Theatre, 59.1, and Wrestling, 58.5.

CBMT (TV) Montreal (English), had a mixture of Canadian and U. S. shows at the top, with Ford Theatre, 91.4; NHL Hockey, 87.2 (Canadian); Toast of the Town, 86.3; Showtime, 84 (Canadian), and Douglas Fairbanks Presents, 82.3 (British).

All programs on CBFT (TV) Montreal, French-language stations were of Canadian or French origin. CPFL-TV London showed first five shows all U. S. imports. CBUT (TV) Vancouver had four out of five top rated shows as U. S. imports. CBUT is increasing its share of the audience, according to the report, in April having 44.7% of the audience, with three U. S. stations, KING-TV Seattle, KVOS-TV Bellingham and KOMO-TV Seattle, sharing the rest of the audience.

CBWT (TV) Starts June 1

CBWT (TV) Winnipeg, first tv station to begin telecasting in the Canadian midwest, is due to start operations on June 1 on ch. 4, with 56 kw video and 28 kw audio. Rates for summer months start at $160 an hour for class A time, a discount of 20% from the announced rate of $200 an hour.

CANADA Canada Television, tv station representation firm, has announced. All-Canada also reports a set count of 6,782 for CKSO-TV Sudbury, Ont. The representation firm also said signals of CHSJ-TV St. John, N.B., are being received in 180 towns and cities in the Maritime provinces of Canada. CHSJ-TV went on the air last month.

Canada Tv Sets Pass 700,000

Canada now has more than 700,000 tv receivers, according to Radio & TV.

CANADA Mfrs. Assn. of Canada figures showing 701,610 at the end of March. Province figures showed 450,417 in Ontario, 200,633 in Quebec, 34,458 in British Columbia, 3,867 in the Atlantic Coast provinces, 2,500 in the prairie provinces and 9,735 throughout other parts of Canada.

CHEX-TV Names All-Canada

CHEX-TV Peterborough, Ont., has named All-Canada Tv as its exclusive representa- tive, an All-Canada spokesman has with Ford Theatre, 94.7; NHL Hockey, 87.2 (Canadian); Toast of the Town, 86.3; Showtime, 84 (Canadian), and Douglas Fairbanks Presents, 82.3 (British).

April Top Canada Am Shows Originated in U.S.—E-H

GREATER part of the leading evening radio network shows heard in Canada during April were of U. S. origin, according to national ratings of Elliott-Haynes Ltd., Toronto. Leading 10 shows were Radio Theatre, rating 24.5, Amos 'n' Andy 23.7, Our Miss Brooks 22.9, Ford Theatre 16.8 (Canadian), Suspense 16.5, Great Gildersleeve 18.6, The Tylers 16.1 (Canadian), Share the Wealth 13.5 (Canadian), Championship Fights 12.4 and Singing Stars of Tomorrow 12.2 (Canadian).

Leading evening transcribed shows heard nationally were People Are Funny 21.4, Take a Chance 18.3 (Canadian), Bing Crosby Show 16.4, Danny Vaughn Show 16 (Canadian), and Ozzie and Harriet 15.7.

Leading daytime network shows were Ma Perkins 14.8, Pepper Young's Family 14.6, Right to Happiness 13.5, My Friend Irma 13.5, and Laura Limited 12.8.

In French-language evening shows, all Canadian leaders were Le Homme et Son Peche 44.1, Le Survenant 29.7, NHL Hockey 25.2, Metropole 24.5, and La Famille Plouffe 24.

The leading five French-language daytime shows were Rue Principale 30.5, Je Vous ai Tant Aime 30, Les Joyeux Troubadours 29.6, Jeunesse Doree 29.1, and Vies de Femmes 29.

CBUT (TV) Gets Mobile Unit

CBUT (TV) Vancouver, B. C., will have its new $100,000 mobile tv unit in operation by mid-June, according to an announcement of the Canada Broadcasting Corp. at Toronto. The unit was built on a Canadian automobile chassis shipped to England, where the Marconi Wireless Telegraph Co. built and installed the equipment for the mobile tv transmitter and studio. It has been shipped to Vancouver, and is currently undergoing dry-run tests. The unit is equipped with two tv cameras and has space for a third unit to be added later. It also has a self-contained microwave transmitter and power equipment.

Fire Destroys CKNW Studios

STUDIOS OF CKNW New Westminster were destroyed May 9 when a million-dollar blaze devastated the five-story office building where the studios were located. Announcer Sid Lancaster, who turned in the alarm, and chief control operator Bill Duncas, the only persons in the building at the time, aired a running account of the fire until the cable into the studio was burned and they were ordered out of the building by the fire chief. Other station employes, summoned by the broadcasts, helped carry out some of the studio equipment.

CHCH-TV Starting Date

CHCH-TV Hamilton (ch. 11) was to go into operation yesterday (Sunday), ac- cording to Canadian Broadcasting Corp. CHCH-TV has been delayed about a month by construction obstacles. It becomes the 10th Canadian station on the air and will be part of the CBC tv network, with connection by microwave link to CBLT Toronto, CPFL-TV London, CKCO-TV Kitchener, CBOT (TV) Ottawa, CBMT (TV) Mont- real, and CFCCM-TV Quebec.

WATC1510: WATCH ANNOUNCEMENT OF NEW RAYMOND MASSEY SERIES JUNE 14

Imperial WORLD films, inc.

CHICAGO, ILL.
Chicago Meet Explores Educational TV Problems

DISCUSSION of potential audiences for educational television was to highlight a number of subjects slated for exploration during a two-day conference which opened in Chicago last Friday under auspices of the Illinois Institute of Technology.

Among the topics to be aired were the role of the professional educator in educational tv; a report on plans for educational WTTW (TV) Chicago on ch. 11; the community television station; talent training; program content; production formats for the medium, and others.

Clyde Hart, director of the National Opinion Research Center, was slated to open Saturday's agenda with a talk on audience potential. Ben Park, program manager, WNBNQ (TV) Chicago, was scheduled to analyze production formats for educational video.

Edward L. Ryerson, president of the Chicago Educational Television Assn., permitted of WTTW, was to review his station's planning Friday. On Saturday's agenda was a report by Robert J. Blakely, central region office manager of the Fund for Adult Education; a prize-winning model educational tv program, and a summary of conference reports.

Theme of the conference was to be pursued by John Ross Winnie, tv director at Iowa State U. (WOI-TV) with a talk on the professional educator's role.

F. Feddersen, chairman of Northwestern U.'s radio-television department, will direct the institute, with Miss Judith Waller, education and public affairs director at NBC Central Div., serving as co-director.

Among speakers will be George Heine mann, WMAG-WNBNQ (TV) Chicago program director, who will help coordinate the course on "Television Station Management"; Don Meier, WNBNQ production director, who will talk on "Television Production Techniques," and Ben Park, NBC Chicago program manager, who will teach "Television Production Procedures." Curt Nations, WNBNQ art director, and David Park, the station's tv director, will assist Mr. Park.

WCTC-FM Offers Time To School Systems

WCTC-AM-FM New Brunswick, N. J., has offered its fm facilities for five hours daily Monday through Friday to the school systems of Middlesex and Somerset counties for educational broadcasting. James L. Howe, president, has announced.

Mr. Howe said the plan has been submitted to Dr. Frederick Raubinger, state commissioner of education, after discussion with educational leaders in the two counties. The county educational systems would use WCTC-FM from 9 a.m.-noon and 1-3 p.m., with no commercials during these hours, but WCTC-FM would reserve the right to cancel any part of the time on short notice to present any other programs or announcements it considers in the public interest.

Communications Workshop

A COMMUNICATIONS workshop will be held July 30 by the Div. of University Extension of the Massachusetts Education Dept.'s Office of Audio-Visual Education at the Massachusetts School of Art, Boston. Cooperating are WNACT-TV, WBZ-TV, WEEI, WHDH, all Boston, and Advertising Club of Boston, Boston U., Emerson and Simmons colleges and Massachusetts Library Assn. Among visiting lecturers scheduled are Maurice B. Mitchell, president of Encyclopaedia Britannica Films, Wilmette, III., and NARTB President Harold E. Fellows.

NYU Radio-Tv Workshop

NEW YORK U.'s 19th annual summer workshop in television and radio will open June 28 and run six weeks, offering 14 courses, to be directed by Robert J. Landry, formerly a producer with CBS-TV. Guest lecturers will include Leon Goldstein, vice president in charge of programs, WMCA New York; Gustav B. Margulies, vice president in charge of talent negotiations, NBC; Lawrence Mekun, director of programs, WOR-TV New York; Walter Craig, vice president and director of advertising, Pharmaceuticals Inc., New York.

JCET Elects Henry

DR. DAVID D. HENRY, executive vice chancellor of New York U., has been elected chairman of the Joint Educational Television. He represents the American Council on Education on JCET. For the past year, Dr. Henry has been active in planning for New York City's non-commercial educational station on reserved ch. 25, to be operated by the Metropolitan Educational TV Assn.
DuMONT FILE KIT

DuMONT Television Network sent to several hundred key businessmen last week a new file kit on the uses and costs of closed circuit television for sales meetings, conventions and demonstrations. Designed as a permanent office file folder, the kit will be kept active by DuMont with additional mailings on the latest developments in closed circuit television. Among the business concerns described as users of DuMont's closed circuit service are: The Atlantic Refining Co., Chevrolet Division of General Motors Corp., Essex Standard Oil Co., Schenley Distributors Corp. and Sheraton Corp. of America. The DuMont file kit and other information may be obtained from Morris A. Mayer, general manager of closed circuit operations, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

LAND JUDGING TURNOUT

ELEVEN foreign countries and 23 states were represented by about 2,000 contestants and observers attending the third annual "Land Judging Contest," sponsored by WKY-AM-TV Oklahoma City, according to that station. Winners received a total of $1,800 in prizes in addition to handsome trophies and certificates donated by the station. Harold Dedrick, station farm director, said that the ultimate goal of the project is "to establish land judging in every county in the nation." Land judging contests have been declared by the Future Farmers of America, to be: "one of the 20th century's greatest contributions in the fight to save the soil."

KROX ACCOUNT CARD

INSTEAD of sending out "past due" and "please remit" letters to its accounts on the 10th of each month, KROX Crookston, Minn., made itself and some of its accounts feel better by sending the following card: "Ordinarily when sending out a letter following due, we have a sincere pleasure to have your business and personal friendship. Radio station KROX, its management and staff, wish to take this opportunity to compliment you on your application of an excellent code of business ethics, and on your prompt payment of bills rendered."

‘PARTY LINE’ ACCLAIM

FOUR-week old, unhearsed Jones Party Line on WCOG Greenboro, N. C., a listener-participation program which airs satisfactions and/or gripes via telephone to host Bob Jones has achieved "incredible" success, according to that station, and was the subject of an article by Newsweek, May 10. All types of people discuss all types of subjects—only race and religion are taboo—on the nightly, hour-and-a-half show, and problems that run the full gamut of human nature are aired. Most calls, however, roughly 85% of them, are concerned with the local issues that concern the average citizen.

PHILADELPHIA'S Junior Baseball Federation will sponsor a June 28 game between the Athletics and Phillies, designed to benefit "30,000 sandlot ball-playing boys." Radio and tv backing to the project includes (1 to 1): William B. Caskey, WPEN, chairman for the event, and Arthur N. Hinkel, Federation executive, shown seated with caps and bats. Standing—John LaCerda, The LaCerda Agency; Gordon Davis, KYW; William Banks, WHAT; Stan Lee Broza, WPTZ (TV); Pat Stanton, WJMJ; Murray Arnold, WPEN; Joseph Connolly, WCAU; Varner Paulsen, WIP; Doug Hibbs, WTEL, and Rupe Werling, WIBG.

WJAS DOUBLES UP

TWO sports reporters participate on a different kind of sports program over WJAS Pittsburgh. Aptly titled Sports Daily Double, the show features Charlie Reichblum, its originator, and an assistant, Hilyar Bogden, who discusses sports in general, report up-to-the-minute news and conduct guest interviews. The station reports that with two people participating, it facilitates carrying a lot of information and the mail indicates that the program is getting more popular week after week.

KTVA (TV) MARKET REPORT

KTVA (TV) Anchorage, Alaska, has issued a market report on its coverage area, which states that the 75,000 population spends $120 million annually on retail sales, $13 million of which is spent in 30 grocery stores. Also contained in the report is geographical, transportation and distribution information plus other financial information relating to bank deposits and corporations. A description of station facilities is presented along with a description of the market, referred to as a "quality market," where 98% of the products used are national brands. Programs, personnel, station policies, promotion and publicity and rates—compared to other media—are outlined to round out the report.

AAA ELECTS ‘MR. DRAGON’

"OLIVER J. DRAGON," co-star of NBC-TV's Kukla, Fran & Ollie, was elected to serve as honorary Grand Marshal in the 18th annual American Automobile Assn. School Safety Patrol Parade & Assembly, held in Washington (D. C.) May 7-8. The AAA reports that Ollie was delighted to show his friend, Kukla, who was "really top man," to the nation's 550,000 School Safety Patrol members. Last year,
URGED READERS WITH TV SETS TO HAVE THEIR SETS CONVERTED SO THEY COULD RECEIVE CH. 58 WRTV.* A LIST OF SERVICEMEN AND DEALERS WHO DISPLAY THE WRTV SEAL OF APPROVAL WAS INCLUDED AS WELL AS PICTURES OF STATION PERSONALITIES AND SCENES FROM VARIOUS PROGRAMS. ALSO LISTED WAS A PROGRAM SCHEDULE OF IMPORTANT COMING EVENTS TO BE TELEVISION IN MAY WITH THE HINT THAT JUNE HOLDS THE PROMISE OF EVEN BETTER THINGS TO COME. THE AD POINTS OUT THAT ARRANGEMENTS WITH A LARGE NEW YORK AGENCY ARE BEING CONCLUDED TO USE WRTV TO TEST "BIG NEW" SHOWS BEFORE THEY GO ON THE NETWORKS. A WELCOME TO SEVEN NEW ADVERTISERS IS EXTENDED WITH AN INVITATION TO OTHERS INTERESTED TO CALL FOR RATES AND DETAILS.

WTAG CELEBRATION
OVER 300 LISTENERS ATTENDED THE SECOND ANNUAL WTAG WORCESTER, MASS., "JULIE IN JOHNNY" BREAKFAST, BROADCAST FROM THAT CITY'S SHERATON HOTEL, WHICH WAS CLIMAXED BY A $500 SALE FOR A LOCAL APPLIANCE DEALER WITHIN 15 MINUTES AFTER SIGN-OFF, ACCORDING TO THAT STATION. AMERICAN AIRLINES DONATED CARNACTIONS FOR ALL LADIES ATTENDING AND SIX WTAG HOSTESSES MODELED AN ADVERTISER'S HATS. DIAMONDS VALUED AT MORE THAN $10,000, LOANED BY A JEWELRY SPONSOR, WERE ModeLED BY WTAG FOLK SINGER, CLARE CASSIDY. PRIZES WERE AWARDED IN VARIOUS CATEGORIES, INCLUDING ELDEST BIRTHDAY AND ANNIVERSARY CELEBRANTS. COMMERCIAL DISPLAYS INCLUDED EIGHT CASES OF PARAKEETS FROM A PET STORE SPONSOR, AND A REFRIGERATOR FROM A LOCAL APPLIANCE DEALER---WHICH PRECIPITATED A REFRIGERATOR AND ELECTRIC STOVE SALE. A WINNER SELECTED FROM AUDIENCE MAIL ON "WHAT MAKES A WOMAN ATTRACTIVE?" RECEIVED A COMPLETE HAIR-STYLING ONSTAGE AND HAD AN ORIGINAL HAIR STYLED BY A LOCAL DESINGER. A BAKERY ADVERTISER PROVIDED ATTENDANTS WITH A MINIATURE ANNIVERSARY CAKE, AND THOSE INTERVIEWED ON THE PROGRAM RECEIVED ENLARGED PHOTOGRAPHS, TAKEN ON THE SPOT BY A LOCAL CAMERA SHOP OWNER.

ANNE LEE CEGLIS, WOMEN'S AFFAIRS DIRECTOR OF WGH NORFOLK, VA, WHO AS "MISS VIRGINIA" WAS RUNNER-UP IN THE 1953 "MISS AMERICA" PAGEANT, WAVES GOODBYE AS SHE DEPARTS BY PAN AMERICAN AIRWAYS FOR A TWO-MONTH TOUR OF GREAT BRITAIN, DENMARK, SWEDEN, BELGIUM, GERMANY, SWITZERLAND, ITALY AND FRANCE. SHE WILL TAPE-RECORD HER DAILY HALF-HOUR PROGRAM AT FOREIGN RADIO STATIONS FOR BROADCAST BY WGH DURING HER ABSENCE.

LIKE FATHER, LIKE SON
THE CROSBY NAME WILL CONTINUE ON CBS RADIO, WITH SON GARY SUBSTITUTING FOR BING ON HALF-HOUR SUNDAY EVENING (9:30-10 P.M. PDT) TIME PERIOD AS SUMMER REPLACEMENT. FORMAT OF 13-WEEK PROGRAM, STARTING JUNE 6, WILL BE SIMILAR TO FATHER BING'S, WITH GARY SINGING AND ACTING AS HOST TO GUEST STARS. WRITER AND CO-PRODUCER BILL MORROW AND CO-PRODUCER MURDO MCKENZIE OF BING CROSBY SHOW WILL CONTINUE IN SAME CAPACITIES ON GARY CROSBY SHOW.

KTUL MARKET KIT
KTUL TULSA ANNOUNCES THE AVAILABILITY TO AGENCIES AND ADVERTISERS OF A NEW MARKET KIT FOR THE TULSA-NORTHEASTERN OKLAHOMA MARKET. MADE UP IN FOLDER FORM, THE KIT POINTS TO A BILLION DOLLAR MARKET OF OVER 800,000 PEOPLE WHO SPEND MORE THAN $157 MILLION FOR FOOD, OVER $22 MILLION FOR DRUGS, OVER $177 MILLION FOR AUTOMOTIVE PRODUCTS AND OVER $36 MILLION FOR FURNITURE AND HOUSEHOLD GOODS. THE TULSA COUNTY AVERAGE FAMILY HAS A LARGER INCOME THAN THE NATIONAL AVERAGE, ACCORDING TO THE REPORT. THE MARKET KIT BREAKS THE FIGURES DOWN INTO COUNTIES AND COPIES OF LETTERS FROM SATISFIED KTUL ADVERTISERS ARE DISPLAYED. SPONSORS WHO WOULD USE KTUL ADVERTISERS ARE SHOWN THE AIDS AND BENEFITS TO BE RECEIVED IN "THE OIL CAPITAL OF THE WORLD."

WJR DOWN UNDER
WJR DETROIT, 50-KW CLEAR CHANNEL STATION ON 760 KC, REPORTS ITS EARLY MORNING PROGRAMS AND SOME OF ITS LATE EVENING BROADCASTS ARE RECEIVED AS FAR AWAY AS NEW ZEALAND, ACCORDING TO LETTERS RECEIVED BY THE CBS AFFILIATE.

WJR PROGRAMES HAVE BEEN RECEIVED IN ALL THE 48 STATES AND IN NEW ZEALAND, BRITISH COLUMBIA, SASKATCHEWAN, NEWFOUNDLAND, NOVA SCOTIA, ICELAND, THE AZORES, CUBA, PANAMA, MEXICO, ALASKA, GREENLAND, VENEZUELA AND OTHER Parts OF SOUTH AMERICA AS WELL AS IN SWEDEN. MANY REPORTS UNUSUALLY CLEAR RECEIPTION, WJR SAID.

KUKLA WAS MADE AN HONORARY LIFETIME MEMBER OF THE PATROL AND MR. DRAGON'S AVOIDED INTEREST IN THE TRAFFIC SAFETY MOVEMENT WAS OVERLOOKED BY THE AAA, BUT DESPITE HURT FEELINGS OVER KUKLA'S PREFERENTIAL TREATMENT OF LAST YEAR, THE INVITATION TO LEAD THE YOUNGSTERS IN THE PARADE THIS YEAR FINALLY BROUGHT MR. DRAGON "... AROUND."

WRTV (TV) ADVERTISEMENT
WRTV (TV) ASBURY PARK, N. J., RAN A FULL-PAGE ADVERTISEMENT IN THE MAY 6 ASBURY PARK PRESS WHICH BOOSTED THAT STATION'S "MORE AND GREATER PROGRAMS" FOR THE MONTH OF MAY, AND

COLORCASTING
Advance Schedule
Of Network Color Shows

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

NBC-TV
May 24-June 2: Bride & Groom, 12 noon-12:15 p.m. EDT (ANDREW JERGENS THROUGH ROBERT W. ORR & ASSOC.)
[NOTE: THIS SCHEDULE WILL BE CORRECTED TO PRESS TIME OF EACH ISSUE OF B-F]

82% of Cincinnati's Big "Out of Home" Audience listen to WCKY
In 504 quarter hours weekly
(6 a.m. to midnight — 7 days a week)
1st Place Rating
WCKY — 412
All Four Network Stations Combined — 170
Get this big "PLUS" This Summer

Page 156 • May 24, 1954

Broadcasting • Telecasting
Early Birds Get Worms
AN announcement on WIP, Philadelphia's The Dawn Patrol (12:30-6 a.m.) on the morning before the trout season opened brought more than 125 fishermen to a West Philadelphia fishing shop which advertised it would give away free worms. Fishermen began arriving at 12:45 a.m. and continued until the last of the 1,500 worms was given away at 8 a.m.

CKOV 'STORK CLUB'
CKOV Kelowna, B. C., has a thrice-weekly sponsored Stork Club program, in which a local druggist presents gifts of dusting powder, cologne and other drug store items to new mothers at the local hospital. The new baby also receives a small gift, and a cigar manufacturer supplies the new father with a cigar. A "Stork Club Membership Book" is on display in the local drugstore.

MERCHANDISING BROCHURE
A MERCHANDISING file-brochure, which shows 13 additional merchandising and promotional services available to sponsors, is being sent to agencies and advertisers by KPTV (TV) Portland, Ore. Aids available to sponsors who meet certain requirements include: preferred chain store display, mailing pieces, news releases, direct mail announcements, point-of-sale aids, on-the-air promotion, free photos of stars for self-promotion, free station stickers for products on retail display, an ad in TV Life, station window display, newspaper promotion, program schedule announcement and a 13-week report on what KPTV has done to promote the sponsor's program or product. The brochure emphasizes that "... Extra sales action for your KPTV advertising."

REPORTING SERVICE NEWS
WHO Des Moines has issued a leaflet describing its Sports Reporting Service, organized by Sports Director Jim Zabel, which has produced such complete coverage that, according to the 1953 Iowa Radio-Tv Audience Survey, WHO is preferred for sports by more Iowans than the next five leading stations combined. The station sends students a sports correspondent card, which states that all courtesies extended to the bearer in covering high school games will be appreciated by the station; the student, oftentimes coaches and teachers, call in the scores of varsity games collect, as soon as the results are determined. The leaflet contends that more than 800 Iowa high schools, representing about 1,500 teams, were covered by WHO sports reporters during the 1953 school year. The station reports that Jim Zabel handled more than 7,000 high school scores during 1953—90% of which were called in long distance by sports reporters, real "grass roots" coverage.

BAB HONORS WTTM
WTTM Trenton, N. J., and three of its advertisers were honored by Broadcast Advertising Bureau at a special luncheon a fortnight ago. R. David Kimble, director of local promotion for BAB, in New York City, presented the station with one first prize and two third prizes in the recent "Radio Gets Results" contest, the only station in the country, according to WTTM, to win in three separate categories. The three advertisers, J. B. Van Sciver Co., Volk Motors and the Hurley-Tobin Co., also received prizes at the luncheon.

CONTEST ENTRY RECORD
A RECORD-breaking 75,000 cards and letters were received in the recently concluded Stop, Look & Listen contest conducted by host Tom Moorehead on WFIL-TV Philadelphia. The contest, which started to introduce the new model Nash automobile in the Philadelphia area, brought mail from more than 40 counties in the WFIL-TV four-state coverage area. A Nash "Metropolitan" was top prize in the contest which spurred sales on that model to such an extent, a complete sellout on all available "Metropolitans" occurred within three days, according to that station.

WARM POSTER PROMOTION
A THREE-color, 24-sheet poster with three-dimensional quality, is being used in its Scranton-Wilkes-Barre coverage area by WARM-TV Scranton to call attention to its facilities. The billboard-type poster, designed by the Morse Adv. Agency, Scranton, reads: "See WARM-TV Now... Ch. 16... ABC Television Network."

COLGATE REPLACES COLGATE
EFFECTIVE June 6 the summer replacement for the Colgate Comedy Hour will be the Colgate Summer Comedy Hour, NBC-TV, Sun. 8-9 p.m., an hour long game with the accent on youth, James C. Douglas, director of radio and tv, and Austin Peterson, partner in the

CKOV, the 'STORK CLUB'

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The 'Little Guy', Too
RADIO pays off for the "little guy" as well as the big advertiser, according to Palm & Shields Variety & Hardware Store, Fresno.

Terming himself a "little business man on a neighborhood basis," owner Ed Ohanian, believing radio was only for the big advertiser, bought a schedule of 25 spot announcements on KBIF that city in April, "against my better judgment." He reported the first two spots brought 40 direct inquiries which resulted in sales of everything from garden hose to hedge shears, "I was wrong and enjoyably so." The spots were so successful that he contracted for a 26-week schedule in May.

Hollywood office of Ted Bates Inc., announced last week. Nat Karson will produce the New York originating shows and Jack Donohue and William Ather will produce the Hollywood telecasts.

T. B. PROGRESS REVIEWED
IN CONNECTION with the 50th annual convention of the National Tuberculosis Assn. in Atlantic City last week, the Johns Hopkins Science Review (DuMont, Thurs., 9-9:30 p.m. EDT) presented May 20 a history of the prog-

NOW... A WICHITA STUDIO!
NOW, a studio in Kansas' largest metropoli-

May 24, 1954 • Page 157
Campus Campaigners
OPPOSING campus political parties at the U. of North Carolina, Chapel Hill, bought five-minute segments of time on a late evening disc jockey show on 50-kw WPTF Raleigh, 30 miles away, on the night before elections, to place their causes before the students. The Student Party bought its segment of Our Best to You, aimed at college audiences and the University Party bought a preceding segment on the same show to "relatiate," according to WPTF, which says the two parties should be able to get 80% of the 7,000 students to listen and thus pay "only $4.29 per thousand listeners," which WPTF said is one-third less than the cost of sending post cards to each student.

ress that has been made in the fight against tuberculosis during the past 50 years, with emphasis on the development of X-ray and radiological techniques.

'THAT ALL MAY LEARN'
A THIRTEEN-week dramatized documentary of the 100-year history of Texas schools titled That All May Learn, produced by the U. of Texas Radio House, has been scheduled on 100 radio stations making the programs available in every community in the state, according to Gale R. Adkins, Radio House director. The Texas Education Agency supplies broadcast tapes to cooperating radio stations, and although intended primarily for a general audience, the centennial series is being heard in many Texas classrooms. Every school system in the state has been informed concerning the content and station availability of the series, according to Radio House.

PROGRAMS & PROMOTION

THE FOR THE RECORD

Station Authorizations, Applications
(As Compiled By B·T)
May 13 through May 19

includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit
D—directional antenna
FM—frequency modulation
RTY—radio television
studio-link transmitter
synch. amp—synchro-

nuous amplifier
ultra high frequency
UHF—ultra high frequency
vis.—visual
kw—kilowatts
mc—meters.

megacycles
d—day
n—night
LS—local sus-
et
S—special
spec.—special

FCC Commercial Station Authorizations
As of April 30, 1954

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>License (all on air)</td>
<td>2,549</td>
<td>528</td>
</tr>
<tr>
<td>CPs on air</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>112</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>2,894</td>
<td>544</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,894</td>
<td>544</td>
</tr>
<tr>
<td>Applications heard</td>
<td>572</td>
<td>58</td>
</tr>
<tr>
<td>New station requests</td>
<td>158</td>
<td>0</td>
</tr>
<tr>
<td>Facility change requests</td>
<td>34</td>
<td>6</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>762</td>
<td>110</td>
</tr>
<tr>
<td>License dated during</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPs deleted in March</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.
‡ Includes 14 already granted.

Applications filed since April 14, 1954:

<table>
<thead>
<tr>
<th>Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Commercial on air</td>
</tr>
</tbody>
</table>

Applications filed since May 14, 1954:

<table>
<thead>
<tr>
<th>Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Noncommercial on air</td>
</tr>
</tbody>
</table>

Television Station Grants and Authorizations
Since April 14, 1952

<table>
<thead>
<tr>
<th>License holders</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>238</td>
</tr>
<tr>
<td>Educational</td>
<td>12</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>License holders</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>235</td>
</tr>
<tr>
<td>Educational</td>
<td>3</td>
</tr>
</tbody>
</table>

 existing time on tv.

Top 10 New stations:

Marshall, Wis. (15%), stock voted by Mr. Quirt. Grant was made possible by dismissal of competitive bid of by Mr. Quirt. Grant was made possible by dismissal of competitive bid of Wausau, Wis., $260,379, 27% owner WSAU, acquires 25% option in new tv venture. John R. Toney, 25% owner WSAU, is retained as consultant. Granted May 15.

APPLICATION AMENDED

Boston, Mass.—Allen R. DuMont Labs. Inc. amends bid for new tv station, to change studio location to Glenayre Terrace, Boston; antenna height above average terrain 1,006 ft. Filed May 12.

Existing TV Stations

APPLICATIONS TO FCC

WCGV Montgomery, Ala.—Capitol Best, Co. granted StA to operate commercially on vhf ch. 5 for the period ending June 14. Granted May 17; announced May 18.

WVTI-TV Mason City, Iowa.—LeRaine Radio Inc. granted STA to operate commercially on vhf ch. 3 for the period ending June 14. Granted May 17; announced May 18.

WHEC-TV Rochester, N. Y.—WHEC inc. granted modification of CP for share time operation on vhf ch. 10 to change ERP to 123 kw visual, 117 kw audio; antenna height above average terrain 450 ft.; completion date 11-14. Granted May 14; announced May 18.

WVTY-TV Rochester, N. Y.—Veterans Best, Co. granted modification of CP for share time operation on vhf ch. 10 to change ERP to 123 kw visual, 117 kw audio; antenna height above average terrain 450 ft.; completion date 11-14. Granted May 14; announced May 18.

WTPS-TV Youngstown, Ohio—Ohio-Observer Printing Co. granted modification of CP for uhf ch. 21 to change ERP to 91.2 kw visual, 45.7 kw audio; change transmitting antenna location to Mable Ave., between Gibson and Zedaker, Youngstown; antenna height above average terrain 594 ft. Granted May 13; announced May 18.

BROADCASTING • TELECASTING

4 Reasons Why

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. National Market coverage

Send for a copy of "WNY's WHO ON WNY"

Harry Goodfield, Managing Director
WNYW 117-118 West 40th St.
New York 19

Page 158 • May 24, 1954
New Am Stations

** ACTIONS BY FCC **

Naples, Fla.—George Dewey Polly granted 1270 kw to announce general construction cost $20,245, first year operating cost $22,700, revenue $30,700. Station is in real estate sales and development in Naples. Post office address Mote Yacht Club Inc. on Old Ferry Landing, charter. Free May 17, 1952. FCC granted $23,100. Granted May 17.

Redwood Falls, Minn.—Harry Willard Linder granted 1460 kc 100 kw unlimited. Post office address 203 P.O. Box 383, Willmar, Minn. Estimated construction cost $19,816, first year operating cost $42,500, revenue $64,000, Mr. Linder is licensee of KMHL Marshall, Minn., president 40% stockholder KOE Minnekauda, Minn., president 30%, Secretary-KXTK Mankato, Minn. Granted May 17.

Jamesstown, N. D.—James River Best. Co. granted 1400 kc 250 kw unlimited. Post office address 640 4th Ave. S., Jamestown, N. D. Estimated construction cost $14,040, first year operating cost $39,000, revenue $64,000. Principals include President Robert E. Ingrada, (16%), President Management, Manager KVCY Valley City, N. D. Vice President James J. N. H. Alderman, Secretary-KVCY Valley City, N. D. Granted May 17.

Chattanooga, Tenn.—Greenwood Best. Co., (WZCO) 500 gc 100 kw 1500. FCC granted 1050 kc. Post office address 52 Howard, Greenwood, Ga. Estimated construction cost $11,000, first year operating cost $33,000, revenue $50,000. Owner is Cy M. Bahanek, (70%). Granted May 17.

Wheeling, W. Va.—Bell Telephone & Telegraph Co. granted 900 kc 250 kw 1500. FCC granted 1080 gc. Post office address 52 Howard, Greenwood, Ga. Estimated construction cost $11,000, first year operating cost $33,000, revenue $50,000. Owner is Cy M. Bahanek, (70%). Granted May 17.

** APPLICATIONS AMENDED **

** Existing Am Stations **

** ACTIONS BY FCC **

WLAK Lakeland, Fla.—Lakeland Best. Corp. granted CP to increase daytime power from 1 kw to 5 kw directional. Granted May 5.

WJLB Lebanon, Ky.—Lebanon-Springfield Best. Co. granted CP to change from 5 kw to 1 kw directional. Granted May 15.

WPAC Patchogue, N. Y.—Patchogue Best. Co. granted CP to increase power from 250 kw to 1000 kw on 1580 kc. Granted May 15.

WLAN Leadership, P. O. Box 4, Lincoln County Best. Co. granted CP to change from 1500 kw to 500 kw. Granted May 15.

** APPLICATIONS **

KSNW Salinas, Calif.—Salinas Best. Corp. seeks CP to change power from 1 kw to 5 kw on 1580 kc. Granted May 15.

WJME Milwaukee, W. M. B. Mills & Douglas T. Turner d/b a/b Colquad Best. Co. seeks CP to change from 1 kw to 5 kw on 1580 kc. Granted May 15.

WMIL Meyersdale, Pa.—WJAC Inc. granted request for CP and deletion of call sign for new station on 600 kc. Granted May 15.

WEAR Redford, Va.—Rollins Best. Inc. seeks CP to change from 1560 kc 250 kw to 1000 kc 1 kw. Granted May 15.

** Existing FM Stations **

** ACTIONS BY FCC **

WFMT (FM) Chicago, Ill.—Gale Best. Co. FCC seeks sideband change of April 28 license application for change of frequency of FM station on 97.0 to 98.0 kc. Granted May 15.

** New AM Stations **

** ACTIONS BY FCC **

WNIC (FM) DeKalb, Ill.—Northern Ill. State Teachers College granted CP for new noncommercial educational station. Granted May 15.

A Machlett ML-5677

has given 32,500 hours of service in the final AF stage of the WWV 20 megacycle transmitter.
Ownership Changes...

**ACTIONS BY FCC**

KDNS El Dorado, Ark.—Radio Station KDMS Inc., granted voluntary assignment of license to James A. West Sr., James A. West Jr. and Paul E. Norton d/b a as El Dorado Bestg. Co. for $63,000. Principals in partnership include J. A. West Sr. (15), retail dry goods chain stores; J. A. West Jr. (16), retail dry goods chain store; and Paul E. Norton (15), commercial manager KDMS. Granted May 19.

KLVR Denver, Colo.—Frank Donald Hall t/a as Denver Bestg. Co., granted voluntary assignment of license to George Basli Anderson for $27,000. Mr. Anderson is owner of KJJKS Columbus, Neb., and KJJK Newton, Kan. Granted May 18.

WNAR New Port, Fla.—William Avera Wyne granted voluntary assignment of license to Radio Station WBAB Inc. for $50,000. Principals include President W. A. Wyne (69.09%); Vice President Anne H. Wyne (30.58%); Secretary-Treasurer Clarence E. Kremer (17.67%); vice owner WPNN Phoenix City, Ala.; Roy M. Greene (2.67%); majority owner WNEW Hollywood, Fla.; owner WPNN and WPXO owner WLTN Atlanta. Granted May 19.


KAKE-TV Wichita, Kan.—KAKE Bestg. Co., granted assignment of CP for vhf ch. 10 to KAHE-TV Inc. Application is for carry out comparative coverage. Co., Kaiser Broadcasting, seeking sale of Kansas Television Inc. withdrew its application and received option to purchase its interest. Principals include President Mark H. Adams (85%); Vice President Theodore Gore (6%); Vice President Franklin M. Beatty (14%); Vice President H. Zoller (12%); Secretary Ralph Gore (5%); Ass't Secretary-Treasurer Charles E. Jones (65%); and Treasurer Robert H. Dockum (9.5%). Granted May 19.

WKEF Holyoke, Mass.—Valleym Bestg. Corp, granted voluntary transfer of control to Wakenal Corp, through sale of 51% shares for $71,000. Principals include President William H. Wakenal (33.9%); Treasurer Abbe H. Wakenal (16.3%); Royalton (4.7%); and Fordham (3%). All principals deal in real estate. Granted May 18.

WCLD Cleveland, Miss.—Cleveland Bestg. Co., granted voluntary transfer of control of WCLD to C. W. Cappe & Lowery Inc. as Cleveland Bestg. Co., for $35,000. Granted May 18.


KISD Sioux Falls, S. D.—KISD Inc. granted voluntary transfer of control to Verl K. Thompson of Kansas City for $140,000. Mr. Thompson will now be sole owner. Granted May 19.

KSDK Denison, Tex.—R. V. Hammond Jr. and L. Hendrick d/b a as Radio Station KSDK granted voluntary assignment of license to KSDK Inc. No consideration involved. As each file, retains identical interest in new corporation. Granted May 19.

KUTA Salt Lake City—Utah Bestg. & TV Co., granted assignment of license to Compare Broadcasters Inc. and CP to Frank C. Carman, Grant R. Whisnant, Edwin W. Powell and William J. Seiler. Powell and Seiler are shareholders in Sharon Law Powers and Continental Bank & Trust Co. Principals include President David G. Smith, deceased, d/b a as Utah Bestg. & TV Co. Granted May 13; announced May 18.

KWSM-AM World-Reach, Midland, Tex.—World-Reach Corp., granted involuntary transfer of control to First State National Bank of Midland, Tex., as executor and trustee of the estate of J. P. Fish, deceased. Granted May 12; announced May 18.

**APPLICATIONS**

KWBW Warren, Ark.—Paul Fiser and John G. Rye d/b a as Pines Bestg. Co. seeks voluntary assignment of license to Emmet Colyer in exchange for $12,000. Mr. Reaves is in control of Pines Bestg. Co. through sale of 51% interest to Mr. Reaves for $10,000. Filed May 11.

KOCO, KEDO-FM Ontario, Calif.—Mrs. Jerdine Appleby Harshin, Carlton R. Appleby, Walter Appleby, Ernest Simons, Andrew B. Appleby & Ralph Falchid as d/b a as The Daily Report Co., seeks voluntary assignment of license to same group. Mrs. Harshin gives 5% interest to each of Balden H. McAdams, Andrew B. Appleby (5%); and Ernest Timms (5%). Filed May 10.

WPPX Greenville, Miss.—Thomas H. Golding, d/b a as Radio Station WPPX Inc., seeks voluntary assignment of license to Emmet Holmes McMurry Jr. and Frank Wilson Baldwin d/b as Radio Service Inc., through sale of 50% of stock of license to Mr. Baldwin for $5,000. Mr. Baldwin will now be sole owner. Filed May 11.

KDKD Clinton, Mo.—Clinton Bestg. Co. seeks voluntary acquisition of control by David M. Segal through sale of 9.9% of stock of license to Lee E. and Jeanne F. Baker for $5,000. Mr. Segal owns KUDL Kansas City, Mo., 71% of VGUM GM & CM Inc., 79% of KXPS Texarkana, Tex. Filed May 17.


KVKM Monahans, Tex.—Monahans Bestg. Seeks assignment of license to J. Ross Tucker, Joe Vandiver, and C. G. Greenlee through sale of 9% of stock to Mr. Tucker as KVKM manager, and Mr. Greenlee is food store manager. Filed May 15.

WJWS South Hill, Va.—Mecklenburg Bestg. Corp., seeks voluntary assignment of license to Old Bell Bestg. Corp. for $50,000 and assumption of obligations for $4,800. Principals include President C. D. Pennington Jr. (38%), farm suppliers; John A. and John C. Butts (24.5%), soft drinks bottler; Secretary W. B. Hofer (7.5%), miscellaneous. Filed May 11. Secretary, department store owner; J. F. Watkins (14.8%), retail food; Eberfer Greenlee (14.8%), wholesale oil distributor. Filed May 11.

Hearing Cases...

**INITIAL DECISIONS**


Oxford, Miss.—FCC hearing examiner Panney Eberfer Greenlee, Mr. Butts’ assistant in the hearing of the initial decision of the application of Ole Miss Broadcasting Co., Inc. for a CP for new tv station in Oxford, Miss. on 1250 Kc., 100 w., unlimited. Action May 19.

OTHER ACTIONS

Phoenix, Ariz.—VHF ch. 3 proceeding, FCC hearing examiner William G. Butts issued initial decision looking toward grant of the application for a CP for new tv station on vhf ch. 3 and retained in hearing application of Arizona TV Co. Action May 19.

Memorandum Order and Opinion, the Commission denied petition filed Oct. 30 by Arkansas Television Co., seeking approval of additional allocation of channel 10 as site for third vhf station in the area, finding the issues in proceeding involving its application and the proceeding involving the second application for new tv station on ch. 11, to add comparative coverage to same site is merited. Hearing examiner to require applicants to exchange information regarding their "estimated budgets," gave examiner authority to enlarge the issues to include evidence of available funds. Granted May 19.


Petersburg, Va.—VHF ch. 8 proceeding. By Memorandum Order, the Commission on May 19, granted motion of Southside Virginia Telecasting Corp. to withdraw its petition for new tv station on ch. 8 in Petersburg, Va. Filed May 19.

Hearing Calendar...

**May 13**

Miami Beach Fla.—VHF ch. 16, further hearing before Examiner Herbert Sharfan—WKAT, Channel 16, Inc., National Policy Telecasting Service Inc. Filed May 12; granted May 13; hearing continuing.

Richmond, Va.—VHF ch. 9, before Examiner Thomas R. Donahue—WYTV, WOCL, WOCL, Owingsboro, Ky. Filed May 13.


Whitfield Bay, Wis.—VHF ch. 6, before Examiner John W. Butts—WISW Milwaukee, Independent Telecasting Inc. May 17.

Routine Roundups...

**May 13 Decisions**

Actions on Motions

By Commissioner John C. Doerfer

Providence, R.I., Channel 16 of Rhode Island Telecasting Inc., grants motion to withdraw and to include May 14 in which to file exceptions to initial decision in re application of Chelsea & Webb Bestg. Co., applicant for ch. 12 (Docket 8277), and dismissed petition filed May 4 which

**FOR THE RECORD**

**Broadcasting**

**Telecasting**

Page 160 • May 24, 1954
May 3 Applications

ACCEPTED FOR FILING

Modification of CP

WAJR Adrian, Mich., Gerty Bestg. Co.—Mod. of CP (BP-6121), as mod. which authorized change in frequency, hours of operation; transmitting equipment and type of transmitter for extension of complete date (BMP-5519).

WOKJ Jackson, Miss., W. L. Kent & J. M. McLeodton d/b as Dextiland Bestg. Co.—Mod. of CP (BP-6109), which authorized new standard broadcast stations for approval of antenna, transmitter location at 1013 High Street, Jackson (BP-6523).

KLTV Glasgow, Mont., James C. Carson, Carson & Co.—Mod. of license to assign frequency to station and to extend the Glasgow Bestg. Co.—Mod. of CP (BP-6109), which authorized new standard broadcast station for change of type of transmitter and studio location at 501 1st Ave., South, Glasgow (BP-6523).

Modification of License

WGR Buffalo, N. Y., Niagara Frontier Amuse-ment Corp.—Mod. of license to change name to WGR Corporations, Inc. (BML-1988).

Remote Control


Renewal of License

WJWL Georgetown, Del., Rolloes Bestg. Inc.—(BP-6464).

WAMS Wilmington, Del., Wilmington Tri-State Bestg. Co.—(BP-6082).

WDEL Wilmington, Del., WDEL Inc.—(BP-6141).

WHFA Allentown, Pa., Roy F. Thompson & Thomas Thompson, d/b as Thompson Bestg. Co.—(BP-7059).


WBVP Beaver Falls, Pa., WBVP Inc.—(BP-6062).


WCHA Chambersburg, Pa., Chambersburg Bestg. Co.—(BP-6060).

WCOJ Coatsville, Pa., Chestier County Bestg. Co.—(BP-6062).

WCHB Harrisburg, Pa., Brownmeyer Corp.—(BP-6058).

WAZL Hazleton, Pa., Hazleton Bestg. Co.—(BP-6057).

WDAD Indiana, Pa., WDAD Inc.—(BP-6733).


WJAC Johnstown, Pa., WJAC Inc.—(BP-6733).


WLSF Lansford, Pa., Miners Bestg. Service Inc.—(BR-2748).

WAKU Latrobe, Pa., Clearfield Bestg. Inc.—(BP-6298).


WCAE Pittsburgh, Pa., WCAE Inc.—(BR-368).


WEEU Reading, Pa., Hawley Bestg. Co.—(BR-802).

WATS Sayre, Pa., Thompson K. Cassel—(BR-2463).


WPIC Sharon, Pa., Sharon Herald Bestg. Inc.—(BP-6066).

WMAJ State College, Pa., Centre Bestg. Inc.—(BP-2014).


WKBW Wilkes-Barre, Pa., Louis G. Baltimore—(BR-777).

WGR Buffalo, N. Y., Leo J. Fitzpatrick & I. R. Launsbrook, Amended to change name to Niagara Frontier Amusement Corp. and then to WGR Bestg. Corp.—(BR-233).

WNME New York, WNEW Inc. Amended to change agent name to WNEW Bestg. Co.—(BR-1809).

License for CP

WAPB (TV) Birmingham, Ala., The Television Corporation—License to cover CP (BPCT-GRT) as mod. which authorized changes in facilities of existing TV station. (BLCT-290).

KTLN Denver, Colo., Radio Station KTLN Inc.—License to cover construction permit (BP-8746) as modified which authorized change frequency, install new transmitter, DA for day and night use, change hours of operation to Unlimited and change transmitter location and increase in power (BL-5906).


KFR Fort Stockton, Tex., Clyde E. Thomas and George L. Thomas, d/b as Fort Stockton Bestg. Co.—License to cover construction permit (BP-8750 as modified which authorized new standard broadcast station. (BL-5910).

May 17 Decisions

Actions on Motions

By Hearing Examiner Millard F. French

Chief Broadcast Bureau—Dismissed as moot petition for extension of time to file certain pleadings in the proceeding for re applications of Cowles Bestg. Co. and Murphy Bestg. Co. for License to cover stations. (BP-8001, 8002).

Des Moines, Iowa, Murphy Bestg. Co.—Accepted proposed corrections to the transcript in re proceeding for ch. 8 (Docket 6006, etc.).

By Hearing Examiner Elizabeth C. Smith

WCUE Akron, Ohio, Akron Bestg. Corp.—Granted motion insofar as it requests continuance of time to respond to notice of hearing on objections filed by the FCC to the applications for am ken (Docket 10531-697).

By Hearing Examiner Herbert Sharman

Estherville, Iowa, Estherville Bestg. Corp.—On the Examiner's own motion, continued indefinitely the hearing scheduled for May 18 in re application for am CF (Docket 6050). In order

The MYCALEX glass-bonded mica tube socket...
May 17 Applications

ACCEP TED FOR FILING

Renewal of License
WDOV Dover, Del., Delaware State Capital Broadcasting Corp., to continue application.
MLWY Millville, N. J., Union Lake Bestex, Inc.
WILL Hempstead, N. Y., FM Bcstg. Corp.—(BR-2138).
WLIB New York, N. Y., New Bestex, Co.—(BR-2138).
WRKS Oyster Bay, N. Y., Key System Broadcasting Corp.—(BMP-305).
WLNA Peekskill, N. Y., Highland Bcstg. Corp.—(BMP-305).
WESB Bradford, Pa., Radio Station WESB (BMP-305).
WGBR Red Lion, Pa., John M. Norris—(BR-2589).
WFSC Denver, Colo., Francisco V. (Paco) Sanchez—(BMP-309).
WTUX Wilmington, Del., Port Frere Bcstg. Co.—(BMP-309).
WHOW Clinton, Ill., Cornelb Bestex, Co.—(BMP-309).
WKAI Macomb, Ill., The Macomb Bestex Co.—(BMP-309).
EWTH Des Moines, Iowa, Northwestern Schools, Bible College, College of Liberal Arts, Theological Seminary—(BMP-309).
WKBC Jackson, Miss., Rebel Bestex, Co. of Mississippi—(BMP-309).
KNAF Fredericksburg, Tex., Gillespie Bestex, Co.—(BMP-309).
WBDU Green Bay, Wis., Green Bay Bestex, Co.—(BMP-309).

Modification of CP
WJJK Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BPCT-282) as mod., which authorized change in frequency, increase in power to 15,000 kw., and approval of new transmitter and antenna for day and night use and change transmitter location for extension of completion date (BMP-6589).
WFAR Farrell, Pa., Sanferd A. Schaefer—Mod. of CP (BPCT-282) as mod., which authorized new standard broadcast station to change call letters from WNFZ to WQZK and approval of new transmitter and antenna for day and night use and change transmitter location for extension of completion date (BMP-6589).
WJYV (TV) Nampa, Idaho, Idaho Broadcasting and Television Co.—Mod. of CP (BPCT-282) as mod., which authorized new tv stations for extension of completion date to 11-11-34 (BMPCT-282).
KFAZ (TV) Monroe, La., Delta Television Inc.—Mod. of CP (BPCT-282) as mod., which authorized new tv stations for extension of completion date to 11-11-34 (BMPCT-282).

May 18 Decisions

BROADCAST ACTS

Actions of May 16

Granted License
WPPF Park Falls, Wis. & N. Bcstg. Corp.—Granted license covering increase in power: 1450 kw., 250 w. U. (BL-5278).
KJEF Jennings, La., Jennings Bestex, Co.—Granted license covering change in hours of operation and installation of GA for night use only: condition 1290 kw., 500 w., U. DA-N (BL-5260).
WNDR Syracuse, N. Y., Syracuse Bcstg. Corp.—Granted authority to transmit baseball games from Syracuse to Station CFBA, Ottawa, Canada (BMP-239).

Modification of CP
WGR-Buffalo, N. Y., Niagara Frontier Amusement Corp.—Granted Mod. of CP to change corporate name to WGR Corp. (BMPCT-282).
The following were granted Mod. of CP’s for extension of completion dates as shown:
KFAZ (TV) Monroe, La., to 11-11-34, KGNC-TV Amargosa, Tex., to 11-11-34, KGNC-TV Hollywood, Calif., to 11-11-34, KBAK-TV Bakkerfield, Calif., to 12-11-34.

Actions of May 13

Remote Control
WTPR-FM Paragould, Ark. & N. Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Actions of May 12

Modification of License
WGR Buffalo, N. Y., which authorized Frontier Amusement Corp.—Granted Mod. of license to change name to WGR Corp. (BMPCT-282).

WGR-Buffalo, N. Y., which authorized Frontier Amusement Corp.—Granted Mod. of license to change name to WGR Corp. (BMPCT-282).


Modification of CP
WAMC American, N.Y.,Amtv, Inc.—Granted Mod. of CP for approval of antenna, transmitter location, specify studio location and change type transmitter; condition (BMP-6515).

WADM-Vero Beach, Fla., Central Florida Bcstg. Corp.—Granted license to approve of antenna, transmitter and studio location; condition (BMP-6514).

Actions of May 10

Granted License

Modification of License
KYTV-AM-FM Minneapolis, Minn., Northwestern Theological Seminary and Bible Training School—Granted license to change name to Northwestern Schools-Bible College, College of Liberal Arts, Theological Seminary (BMP-1584; BMP-1584).

R. C. Crisler & Co.
Cincinnati, Ohio
CONVENTION HEADQUARTERS
Palmer House

Richard C. Crisler
Linton Wells
PERFORMANCE GUARANTEED* SYSTEMS

FEATURING

VSWR low enough for color television
- New Andrew copper clad steel waveguide
- Andrew UHF Coaxial line
- Andrew high efficiency Steatite line for VHF

Andrew transmission systems for today's TV will not be obsoleted by tomorrow's colorcasting—
* Our high technical standards are backed by a 20 year record of accepting systems responsibility, and we invite you to write for a copy of our guarantee policy.

Andrew will design and engineer a complete system for your station now—and accept a contingent order to be placed through your transmitter manufacturer at a later date.
May 19 Decisions

**ACCTIONS ON MOTIONS**

By Hearing Examiner Basili P. Cooper

**Texas Telecasting Inc., Big Spring, Tex.—**Granted motion of Texas Telecasting for continuance of hearing re ch. 4 from June 1 to June 31 (Dockets 10099-96). (Action of 5/18.)

Howard King, Mayport, Fla.—Continued hearing scheduled for May 18 in re Show Cause Order directed toward Howard King, Mayport, Fla. (Docket 10085) until the petitioner has acted on the pending motion of the Chief Safety and Special Radio Services Bureau requesting final action to be taken in this proceeding. (Action of 5/17.)

Chief Safety & Special Radio Services Bureau—Granted motion for continuance of hearing in 9284, in re Show Cause Order directed toward Miller M. Dace, Aransas Pass, Tex. (Docket 10085) from May 18 until a date later to be specified. (Action of 5/14.)

By Hearing Examiner Herbert Sherman

On request of WKAAT Inc., Miami Beach, Fla., continued from May 18 to May 24 the further hearing conference in re proceeding for ch. 15 in Miami (Dockets 10031 et al.).

By Hearing Examiner Fanney N. Litvin

Arkansas TV Co., Little Rock, Ark.; Ark. Telecasters Inc., Little Rock, Ark.—Amended Order After Hearing Conferences dated Nov. 13, '54 to add the following: The next recorded session of this proceeding is hereby scheduled for June 20 at which time opportunity will be afforded the parties to offer in evidence the respective written statements on the questions of witness presented to examiner and distributed to each other on Jan. 15, '54 etc. (Dockets 10010, 11.)

By Hearing Examiner Charles J. Frederick

Huntinghouse Best & Co., WWBSW Inc., Pittsburgh, Pa.—On motion of applicants ordered that points of reliance in proceeding ch. 11 be submitted by May 25 and further hearing conference will be held June 2 (Dockets 8964 et al.). (Action of 5/17.)

Upon agreement of all parties, the further hearing in the ch. 12 proceeding, Jacksonville, Fla. (Dockets 10083 et al.) is continued from May 19 to May 30. (Action 5/18.)

By Commissioner John C. Doerner

Allegheny Best & Co., McKeesport, Pa.—Granted petition for an extension of time to May 23, within which motions may be filed to enlarge or change the issues re its application (Docket 7267 et al.) for ch. 4.

By Hearing Examiner Isadore A. Honig

Upon request of Chief of the Commission's Broadcast Bureau and agreement by Herald Corp., Omaha, Neb., extended the time for filing responsive pleadings to petition of KFDB, Fort Worth, Tex., for a change in its licensing plans.

Upon request of the URF Industry Coordinating Committee, extended time for filing comments to June 15 and for replies to these comments due June 25, in the matter of Amendment of Sec. 3.638(b) of the Commission's Rules and Regulations (Docket 10089) (Action 5/18).

By Hearing Examiner John B. Poldexter

Greater Huntington Radio Corp., Huntington, W. Va.—By Memorandum Opinion and Order, denied motions by Greater Huntington requesting that the "Evansville" issue be added by the examiner in proceeding involving its application and that of Huntington Best, Inc., for new television station in Huntington, W. Va., on ch. 13, so as to permit evidence as to funds available to Huntington Best, Inc., to be considered by the Commission, the examiner has determined that the assurance that its proposals will be effectuated (Dockets 10083, 10085; BPM, 1762).

Referred to the full Commission Petitions to intervene filed by Telecasting Inc. and Allegheny Best & Co. for an order in its proceeding for Irvin, Pa., etc. (Dockets 7287, et al.)

Referred to the full Commission Petition to intervene filed by Summit Radio Corp. and by the Chief of the Commission's Broadcast Bureau in proceeding re Akron Broadcasting Corp. (Docket 10081).

By Commissioner John J. Reddick

Mutual Telecasting Corp., Chicago, Ill.—By Memorandum Opinion and Order, denied petition for an extension of time to May 23, within which motions may be filed to enlarge or change the issues re its application (Docket 7267 et al.) for ch. 4.

By Hearing Examiner Edward D. Zalkof

Milwaukee Area Telecasting Corp., Milwaukee, Wis.—Granted petition for leave to amend application for ch. 12 (Docket 10070; BCPT-1716) to refile an agreement it has entered into with the other applicants (Wisconsin Best & System, Inc., et al.) and resultant changes in its staffing plans.

By Hearing Examiner Edward D. Zalkof

Milwaukee Area Telecasting Corp., Milwaukee, Wis.—Denied petition for leave to amend application for ch. 12 (Docket 10070; BCPT-1716) to refile an agreement it has entered into with the other applicants (Wisconsin Best & System, Inc., et al.) and resultant changes in its staffing plans.

Powers Tavern Road Inc., Mt. Airy, Md.—By Memorandum Opinion and Order, denied petition for an extension of time to May 23, within which motions may be filed to enlarge or change the issues re its application (Docket 7267 et al.) for ch. 4.

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MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 3202
P. O. Box 7027 Kansas City, Mo.

SPOT YOUR FIRM’S NAME HERE, TO BE SEEN BY 75,956* READERS—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.

* 1953 ARB Projected Readership Survey

To advertise in the service directory
Contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash. 4, D. C.
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 • Help Wanted 25¢ per word—$5.00 minimum

All other classifications 30¢ per word—$1.00 minimum • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

APPLICATIONS SUBMITTED. $5.00 charge for mailing (Forward compliments separately, please). All transcriptions, photos, etc., sent in box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their delivery or return.

Help Wanted

Managerial

Manager, young, ambitious with previous sales and managerial experience small station, for a metropolitan market. Excellent opportunity for manager of new station. Box 396D, B-T.

One kw daytime station has immediate opening for manager. Send picture, complete background, references and salary. Box 409D, B-T.

Have excellent opportunity for radio salesman who seeks sales management and eventual executive management of leading radio station. Location: Hawaii. Address communications, full details to "radio" office. Applicants will be contacted for personal interview.

Immediate opening for sales manager for 250 watt Mutual affiliate in central Virginia. Prefer young man with strong, aggressive approach and some knowledge of radio. Good potential market—car required. Send all replies to Box 271, Orange, Virginia.


Salesmen


Staff announcer, experience preferred, not neces- sarily full time, for small WPMM—play-by-play extra. Car advantageous. Salary commensurate with experience. Send full background, references, any requirements, photo and audition to KSSB, Liberal, Kansas.


Fulltime independent kw needs experienced aggressive, strong salesman for dreamers or floaters. Adequate draw against fine commission. Send picture and full background to General Manager, WTVY, Danville, Illinois.

Salesman at once, man or woman, 25% commis- sion, 5000 watt day and night. WKNK, Muske- gan, Michigan.

Announcers

Combo-program director-long morning personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of am-tv operation in coastal New England city. Must also and able to work both morning show and full time nat panel. Box 385C, B-T.

Salesman or announcers with list tickets. Western Ohio. Box 171D, B-T.

Disc Jockey with experience and established reputation. Excellent opportunity for right man on 5,000 watt music station—big market, good deal. Box 455D, B-T.

Seasoned disc jockey—first class ticket. Engineering ability secondary. Powerful independent station offering good, full time opportunities. Commercial schedule city over 100,000. Must be strong and familiar with all equipment. Must like country music. No musicians desired. We have three. Must be good with figures. Box about $3,000 weekly. Send audition tape and complete information, Manager, KDAX, Lubbock, Texas.

Combo man interested in permanent position. WOZK, Ozark, Alabama. Has personable early morning DJ show. Salary and talent. Temperature extreme. Send full background and drifter not considered. Box 393C, B-T.

Help Wanted—(Cont'd)

Announcer for full time play-by-play sports and staff, Small Colorado town. Good salary. All star tape. References. Send resume to Community Network Central Office, Montrose, Colorado.

Technical

Ohio network affiliate of more than 25 years' experience open for engineer with first class license, age 21-30, experience unnecessary but desirable, am-tv operation. Only individuals who are willing, interested and interested in their work, looking for permanent employment should apply. Furnish complete information, references, and salary requirements in your application. Box 82D, B-T.

Wtv-tv and am station in midwest needs experienced and inexperienced engineers and operators. Supply data and experience, education and snap- shot. Box 394D, B-T.

Engineer. Large east coast city, am-fm. Strong on microphonics, experienced. 40 hour week. Box 395D, B-T.

First class engineer desired for vacation work 3 to 6 months, New York area. $75.00 for 40 hours. Permanent employment. Reply, Box 402D, B-T.

Chief engineer for western New York station. Wonderful opportunity for right man to invest in growing station. Excellent 40 hour permanent employment. Reply, Box 403D, B-T.

Chief engineer—Montana's most modern station. 250 watts. Network affiliate, immediately opening. Fine future for right man who can take complete charge. State qualifications, experience. If you can announce send tape. Contact I. A. Elliott, Manager, KAP, Miles City, Montana.


First phone engineer-announcer. Strong on an- nouncing WGTN, Georgetown, S. C.

Transmitter engineer for summer vacations full time starting June 1st. Minimum 3 months of fulltime employment after September in television construction. Contact WWIN, Binghamton, New York. Immediate.

1st phone engineer—450—490 hours. Time and one-half all over 40. WYOT, Wilson, N. C.

Production-Programming, Others

Good local newsmen. Progressive newscasts and special events needed. Writing, announcing ability essential. Some news "know how" new newsmen will have eagerness to learn challenges of good covering. Good working conditions, opportunity. Box 801C, B-T.

Journalism graduates attention. Especially M. U. men. We're looking for a radio news editor with emphasis on local coverage. Latest and complete electronic equipment. Pleasant community and working conditions. Must have radio work experience. Top pay for man who can fill the bill. Prefer background, actual radio experience. Apply to Box 326B, B-T.

Local newscast man capable of producing, top-notch reporting. Disregard experience and some air time for aggressive eastern CBS station in medium market. Split shift, 48 hours a week, salary open to real worker. Box 398D, B-T.

Opportunity male copywriter with announcing experience. Submit samples. KFRO, Longview, Texas.

Experienced continous writer—preferably young, sophisticated, college educated, formal resume. Good salary, good future. Send sample copy, photo and background material to Program Director, WFDP, Flint, Michigan.

Television

Help Wanted

Managerial

New vhf tv station with CBS affiliation in thriving southern market has opening for sales manager with tv experience. Box 435D, B-T.

Salesmen

Excellent opportunity for experienced television salesman. Rochester, New York, area. Send complete resume and recent photo. Box 212D, B-T.

Alert tv salesman in a well established vhf station in mountain west. If you are willing to work hard in a community offering excellent living conditions, here is a better than average salary and commission job. If you are a drifter, a lazy, or a telephone answer, don't apply. This is a top job and we want a top man. Box 324D, B-T.

Experienced salesman to sell in competitive mar- ket. Must be strong on sales and ideas. Send all replies to Box 259, Anchorage, Alaska.

Amazing 24-hour timeshew automatic tape re- corder $34.75 enables producers, performers, agencies aircheck without attendance, holiday, salary. Box 443D, B-T.

Situations Wanted

Managerial

Mature manager available immediately. Stress small or low operating cost. Have money to invest if desired. Box 182D, B-T.

Management team. Husband, wife take complete charge small station. Practical, profit conscious, mature, experienced in anywhere, prefer B. W., West, Rocky Mountains. Would lease or buy-in. Box 424D, B-T.


Manager, mature, small and media size market. 12 years' experience in all phases, 5 years in management. College graduate. Married. Successful record. Will invest. Prefer upper midwest. Box 417D, B-T.

Manager-commercial manager: Now manager in North Carolina . . . ready for advancement, Prefer N. C. C. or Virginia. Consider others. Can organize and take over small station. Make small investment. Write Box 414D, B-T.

Station manager, radio and/or tv. Fully experienced one of top 75 markets. Emphasis sales and promotion. Possible investor. Not a drifter. Immediate available. Will be at convention. Call in Chicago—Dee-Dee 7-2755 or wire or write Box 445D, B-T.

Sob, experienced manager-salesman will entertain offers from good stations. Want permanent home. Employed now as commercial manager big town station. Box 446D, B-T.

Salesmen

Experienced salesman-announcer, details and tape by return mail. Box 443D, B-T.

Sales-programming coordinator seeks connection, north. Currently doing daily shows; experienced as programmers, sales, promotion, advertising. Prefer: managerial positions. Mature, creative, responsible. Box 446D, B-T.

Announcers

Sports director. Experienced in all phases radio-television. Employed. Immediate reply. Box 191D, B-T.
Situations Wanted—(Cont’d)

Combo man—3rd class permit, college graduate. Experienced on-play-by-play football and baseball. Car, can travel. Strong news, sports, commercial. Box 8884, B-T.

Announcer—First class license, experienced. Northern Ohio or vicinity preferred. Box 8919, B-T.

Professional staffer—7 years personality dee jay; news, sports, copy, capable, dependable, married. Married. Box 8802, B-T.

Play-by-play sports man with 16 years experience looking for a “break,” top-notch dee jay, special events, references. Play-by-play a must. $85 plus talent. Write Box 8665, B-T.

College graduate, married, four years varied experience. Hopes network affiliate duties in radio or television announcing, midwest, upon naval discharge June 7. Box 3912, B-T.

Crack announcer, voice, personality, single, vet. 6 years experience. Good. Best references—work anywhere east coast. Tape on request. Box 8412, B-T.

Experienced, mature announcer. Summer re-placement or now thru September. Experienced production, direction, copy. Box 8041, B-T.

Negro staff announcer, DJ, spirituals to sweet music. Married, 4 years experience. Available immediately. Dict. Box 8404, B-T.


Wanted—One staff job in midwest. Good voice, training, lots ambition, no experience. Recent Midwest Broadcasting graduate. Disc. Box 4215, B-T.

Announcer, experienced newsman, mature, details on request, east or south. Box 8145, B-T.


Announcer—Seven years radio, desires tv work. Married, mature, veteran. Tape, photo on request. Best references. Box 4210, B-T.

Experienced announcer, programming, play-by-play, special events. College graduate. Family man. Interested south, southwest location. Box 4224, B-T.

Combo 1st phone, young, experienced, versatile announcer. Sales training, desires position with possible future in sales and management. Present employed. Available Sept. 15. Box 4224, B-T.

Negro combo man, First class license, Single, 26, own car. Graduate leading radio-television school. Spoken English, news, copy. Box 4504, B-T.

Hillbilly DJ. Stable, knows subject. Have had same sponsor 4 years, 6-day half-hour show, 1 week, 1 night free. screenshot recorded song. Feel capable of pulling audience in larger market. Box 4217, B-T.

Newman with ability for job demanding ability. Am interested only LA’s good stations in a good market that wants a good Newman. Box 4280, B-T.

Student with first, desires summer job. Work any time. Box 4292, B-T.

Fifteen years sports, special events, news, jockey. Pacific Coast. Will travel for right deal. Box 4292, B-T.

Experienced radio-tv singer desires position in same with within 30 miles of Pittsburgh. Tape available. Box 4341, B-T.

Experienced, versatile staff announcer, 25, veteran. Auto dealer past 14 months, now wishes to return radio with 6 years am experience. Desires PD position with local station. Can start January 1. References available by letter, but no hurry. Will consider offers of any description and all offers. $100 per week minimum. Box 4323, B-T.

Announcer-experienced, mature. Summer update, or now thru Sept. Experienced production, direction, copy. Talked radio. Box 4373, B-T.

Staff and sports announcer, 6 years experience, seeking position with progressive station. Tapes, references available. Box 4382, B-T.

Young experienced morning-night DJ. Knows music, news, staff, board. Box 4392, B-T.

Situations Wanted—(Cont’d)

Announcer—Fine voice—college graduate, Ambitious—all phases—Try me! Box 4410, B-T.

Top-right morning personality with PD and tv experience. Located in the midwest. Ages and experience desired and nigh to ten years experience. Worth $125. Box 4411, B-T.


Announcer—Good all-around staff man. Strong on news, writing, editing, presenting. Three years experience both radio-tv. Photo, disc available. Box 4602, B-T.

Country, western and gospel music DJ. Licensed, go anywhere. Box 4611, B-T.

Combo man, some experience, wishes local station employment. Located at commuting distance of New York City. Box 4630, B-T.

Rhythm blues, DJ, announcer, colored, single, veteran, 3 years experience, including production N. Y. C. Studio. Close contact with show-recording business. Excellent appearance, references, location, tape on request. Relocate Box 4630, B-T.


Negro announcer, DJ. Friendly voice, news, commercials, popular music, interviewing, control board operator, experience, will travel. Box 4660, B-T.


Announcers-writers, hopefully trained all phases by top professionals. Midwestern Broad.-casting Co. 56th & Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical


Chief engineer desires change—experienced construction-maintenance-director, etc. Eastern states. Box 4619, B-T.

Experienced as engineer or chief 250 to 50kw. Available soon. Box 4605, B-T.

Graduate television electronics school. First phone. Available immediately. Will relocate. Box 4510, B-T.

Engineer/administrator, age 33. Sixteen years technical experience, 7 years administration, foreign and domestic. Married, no children. First preference—not in northwestern states. Excellent references. Complete summary on request. Box 4545, B-T.

See Television Situations Wanted Technical regarding am experience. Don Burrows.

Production-Programming, Others

Cherches is woman audience with feminine slant. Woman writer-producer with original tv shows and integrated commercials. Box 3955, B-T.

Sales-service headache? Let me handle the difficult ones. Young woman to service your accounts. Thoroughly experienced in radio-tv sales and continuity. Box 3949, B-T.

Aggressive young man seeks position as program director-announcer. Experienced in all phases of radio. Now employed—good references—1st phone ticket—call. All offers considered and answered. Box 3961, B-T.

Situations Wanted—(Cont’d)

Programmer-Announcer.

Experience program director-morning dee jay, looking for step-up. Prefer east coast, north or south. Box 3892, B-T.

Commercial copy—free-lance (might consider staff). Tv-radio. Located N. Y. C. Box 4615, B-T.

Grl—college graduate—experienced radio production, continuity—seeks N. Y. C. Job. Box 4621, B-T.

What can you offer woman with terrific success background in radio programming, commentating, sales, merchandising and promotion. Box 4635, B-T.

Television

Announcers

Television and radio announcer. 5 years. Presently employed top-rated vhf. Minimum $80. Tape, resume on request. Box 4313, B-T.

Announcer—experienced all phases radio announcing, newscasting, editing-tv background. Desires job with growing tv-am operation. Box 4525, B-T.

Continued on next page

For Your Personnel Needs

LOOK TO

LELAND POWERS

SCHOOL OF
RADIO—TELEVISION—THEATRE

Broadcast and Advertising executives recognize Leland Powers' remarkable leadership in Radio and Television training. Because L.P.S. has trained so many students for successful broadcasting careers—MORE and MORE radio, television, and agency executives are employing MORE and MORE Leland Powers graduates.

Throughout half-a-century, L.P.S. has attained notable prominence for its training in expression through the spoken word. Fifty years old in teaching experience, yet the School is as young and modern in its methods as the newest radio program.

Results are what count! Make Your Needs Known to Leland Powers.

You can count on results!

LELAND POWERS SCHOOL

GRADUATE RELATIONS DEPARTMENT

25 EVANS WAY, BOSTON 15, MASS.
**Situations Wanted**

**Production-Programming, Others, etc.**

Production supervisor, program director—nine years radio and tv. Interested in connection with network or commercial. Reliable, steady. Excellent references. Box 301D, B-T.


Producer, experienced theatre, radio, mature, sales-minded. Box 453D, B-T.

Tv producer-director desires relocate southeastern territory. Graduate tv engineering and producing school. Former experience includes theatre production. Three years, taught at tv production. Qualified to instruct production staff in new techniques. Box 408D, B-T.

Tv producer-director plans to go into tv station. Box 463D, B-T.

**For Sale**

**Stations**

Rocky Mountain indie. 1 kw. $60,000. Down $15,000. Box 169D, B-T.

Midwestern network station in excellent market. Priced for quick sale. Building and equipment excellent. Box 408D, B-T.

California network station in substantial, growing market (sales over $80 million yearly.) Station gross over $138 thousand per year (average 5 years). Operating costs less than $7,000 per month. 1956 business good, $125,000.00 per month. 100% of corporation including cash, accounts receivable. No debts. Station down payment required. Will supply list for one or two good operators. If interested in 50% or less and have to take balance. Financially qualified principals only. (Confidential) Box 412D, B-T.


**Equipment, etc.**

350-W Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. $463D, B-T.

3kw Westinghouse FM transmitter, 73.7 mc crystal, 19 loop Collings-Golden 280 feet Commercial Products line plus fittings, Hewlett-Packard modulator monitor, 2 RCA turntables and Western Electric 25-B audio console. Box 392D, B-T.

G.E. 75 kw model C-1 modulation monitor, type B.M.-1-A, Three Presto 19-A turntables, Tempcool 19-A transmitter, half kw on transmitter and other items. Send for list and prices. Box 411D, B-T.

400 foot EMSCO, supports 6 bay vhf channels 2 thru—make offer. Box 412D, B-T.

**AVAILABLE IMMEDIATELY**

**TELEVISION TRANSMITTER**

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

(Or at the Palmer House, during the Convention.)

**For Sale**


Complete Trans-Lux news sign. Spectacular for radio-television program. Priced well below original cost. Box 412D, B-T.

Tower—170 feet, self supporting. Lehigh with beacon and sail lights. Demantled ready for erecting. F.O.B. site. Make offer Box 456D, B-T.

2 type Paginator 726 tubes, one with 100 hours, one 500 hours. $150. takes both. WAKE, Greenville, S. C.


There’s money in fm. You buy specialized receivers from them. Help you make money with them. Write Ed Wheeler. WSAW-Branson, Illinois, or see him at NABTW Convention.

No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. Emerson 110-A frequency and modulation monitor 97.7 mc, $700.00. 2. Presto T.L-10 tape作文 14 and 16, $65.00. 3. RCA type BE-IA variable line equalizer. $50.00. 4. Westinghouse FM-1 transmitter 1 kw 97.7mc. Loach louder grant you. 5. WTB, Paul Box, Butler, Pennsylvania.

RCA modulation monitor, type 66A. Make offer. A-1 condition. Radio Station WONW, Defiance, Ohio.

One REL model $2070 st. link transmitter and receiver complete with dipole dishes $450. 2450. misc. gear original cost $4,000.00. Make us an offer. WOPL, Inc. Bristol, Tennessee.

230’ insulated self supporting tower. Suitable for tv antennas. Also suitable for building fm antenna. $300. WPAC-TV, Ann Arbor, Michigan.

Noise and distortion set, B & W audio oscillator $5900 and distortion meter #400, guaranteed factory new condition, priced $225.00. For the pair. Frank Keegan, F.O. Box 9, Memphis, Tennessee.

One Blaw Knox insulated self-supporting tower. Type CK, $4500.00 dismantled. J. M. Hamilton & Co., Box 2452, Gastro, N. C.

**Wanted to Buy**

Stations

1000-watt day, going station, cp or grant—in Mississippi, Arkansas, north Louisiana or western Tennessee. Box 395D, B-T.

Manager with proven sales record would like to buy or lease a station in the south. Hard working with references and ability. Box 395D, B-T.

Manager. Small radio station in Arizona, California, Colorado, Nevada, New Mexico, Utah or Wyoming that $25,000 or less down payment would handle. Twenty years as owner-operator. May Brothers & Brokers since 1914, Binghamton, New York.

**Equipment, etc.**

FM antenna, Collins or Andrew, Low end of band. Box 301D, B-T.

**Situations Wanted**

**Managerial**

TOP AM-TV EXECUTIVE

20 years experience, currently employed on one of the highest rated daytime AM-TV programs. Experienced in every phase of AM and 2 years experience in writing and production of TV programs. Would like to leave so-called "Big Time" for peace and security in average market, preferably West or Northwest. Can manage, direct programs, handle public relations or sales promotion. Much contact with advertising agencies and handle top spot in radio-TV department. Salary dependent upon location and future. Box 442D, B-T.

**Television**

**Situations Wanted**

**Managerial**

SALES MANAGER

Young TV sales executive, 3 years in major market would like opportunity to utilize his eight years of TV experience and administer experience more fully as sales-manager of a new station in smaller competitive community. Directly responsible for over half million dollars billing per year. Family man. Write Box 442D, B-T.

**NEED LEADING DJ FOR MORNING**

For Number 1 Station in one of the Top Ten Markets, Midwest Location. Opportunity Unlimited. Must have original ideas and a selling personality! Rush tape, letter and photo to Box 448D, B-T.

**Instruciton**

PCC operator license quickly. Individualized instruction, correspondence or residence, Free brochure, Gramtham, 6064 Hollywood Blvd., Hollywood, California.

**Miscellaneous**


**Help Wanted**

Announcer

**SALES**

Young TV sales executive, 3 years in major market would like opportunity to utilize his eight years of TV experience and administer experience more fully as sales-manager of a new station in smaller competitive community. Directly responsible for over half million dollars billing per year. Family man. Write Box 442D, B-T.

**Television**

**Situations Wanted**

**Managerial**

SALES MANAGER

Young TV sales executive, 3 years in major market would like opportunity to utilize his eight years of TV experience and administer experience more fully as sales-manager of a new station in smaller competitive community. Directly responsible for over half million dollars billing per year. Family man. Write Box 442D, B-T.
DIRECT BILL TO OUTLAW TOBACCO ADVERTISING
(See GOVERNMENT Section)

H. R. 9153

To prohibit the transportation in interstate commerce of any advertisement of tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco, containing the solicitation of an order for tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That it shall be unlawful for any manufacturer, wholesaler, or retailer for the agent, broker, or factor of any of them, or for any person operating any such station, to sell, exhibit, or offer for sale, to cause to be transported in the mails or otherwise from any State or Territory or any place outside of the United States to any place in any State or Territory of the United States, or delivered by any postmaster or letter carrier, or any freight carrier, when made by any person operating any such station, to any place in any State or Territory of the United States by any person operating any such station, to any place in any State or Territory of the United States, or deposited by any person operating any such station, to any place in any State or Territory of the United States, or transported by any person operating any such station, to any place in any State or Territory of the United States, or to use any mechanical means or photographic film, or to record any mechanical reproduction advertising of tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco, or containing the solicitation of an order for tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Sec. 2. It shall be unlawful for any person in the United States, or for any person operating any such station, to sell, exhibit, or offer for sale, to cause to be transported in the mails or otherwise from any State or Territory or any place outside of the United States to any place in any State or Territory of the United States, or delivered by any postmaster or letter carrier, or any freight carrier, when made by any person operating any such station, to any place in any State or Territory of the United States, or deposited by any person operating any such station, to any place in any State or Territory of the United States, or transported by any person operating any such station, to any place in any State or Territory of the United States, or to use any mechanical means or photographic film, or to record any mechanical reproduction advertising of tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco, or containing the solicitation of an order for tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Sec. 3. It shall be unlawful for any common carrier or for any private carrier for hire to transport from any State or Territory or the District of Columbia to any other State or Territory or the District of Columbia in any newspaper, periodical, newswear, photographic film, or record for mechanical reproduction advertising of tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco, or containing the solicitation of an order for tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Sec. 4. It shall be unlawful to broadcast by means of any mechanical or electromagnetic force for which a license is required by any law of the United States, or for any person operating any such station, to permit the broadcast of any advertisement of tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco, or containing the solicitation of an order for tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Sec. 5. No letter, postal card, circular, or pamphlet of any kind containing any advertisement of tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco or a solicitation of any order for tobacco, cigarettes, cigars, smoking tobacco, or chewing tobacco shall be delivered by any postmaster or letter carrier, or any freight carrier, when made by any person operating any such station, to any place in any State or Territory of the United States, or delivered by any postmaster or letter carrier, or any freight carrier, when made by any person operating any such station, to any place in any State or Territory of the United States, or transported by any person operating any such station, to any place in any State or Territory of the United States, or deposited by any person operating any such station, to any place in any State or Territory of the United States, or delivered, conveyed, or transported by any person operating any such station, to any place in any State or Territory of the United States, or by any person operating any such station, to any place in any State or Territory of the United States.

May 24, 1954 • Page 169
KOLN-TV TOWERS 1000 FEET ABOVE LINCOLN-LAND

NEBRASKA’S OTHER BIG MARKET!

The map below shows Lincoln-Land — 34 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people — in the same bracket with Columbia, S. C., Madison, Wis., Lancaster, Pa., Topeka, Kan., Schenectady, N. Y. or South Bend, Ind.) Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, effective June 1st, KOLN-TV will reach over 100,000 families who are unduplicated by any other station ... Ask Avery-Knodel, Inc.

CHANNEL 10
316,000 WATTS

ABC • CBS • DUMONT

Avery-Knodel, Inc.
Exclusive National Representatives
TELESTATUS

May 24, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees’ Target Dates

Editor’s note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (•) indicates stations now on air with regular programming. Each is listed in the city respective set estimates of their coverage areas. Separate figures are shown for each as deemed appropriate. Figures about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate.

ALABAMA

Birmingham—

• WAPI (15) CBS, ABC, DuM; CBS Spot Slg.; 225,000

• WBRC-TV (8) NBC; Katz; 219,454

• WLYN (9), 1/15/54—Unknown

Decatur—

• WMSL-TV (22) Walker; 12/26/53-8/15/54

Mobilet—

• WALA-TV (10) ABC, CBS, NBC; Headley-Kiva; 72,000

• WKAB-TV (48) CBS, DuM; Forjoe; 68,800

• The Mobile Mobile Corp. (45) Initial Decision 2/12/54

Montgomery—

• WCOV-TV (26) ABC, CBS, NBC, DuM; Raymer; 20,000

• WSPA-TV (11) Headley-Reed; 3/25/54-8/15/54

Selma—

• WSLA (4) 2/24/54—Unknown

ARIZONA

Mesa (Phoenix)—

• KFYI-TV (16) NBC, DuM; Avery-Knodel; 70,000

Phoenix—

• KOGE-TV (10) ABC; Hollenberg; 83,200

• KPHO-TV (5) CBS, DuM; Katz; 85,200

Tucson—

• KOPO-TV (13) CBS, DuM; Forjoe; 24,300

• KVUA-TV (1) ABC, NBC, Raymer; 24,300

Yuma—

• KIVA (11) DuM Grant; 13,302

ARKANSAS

El Dorado—

• KBRR (10) 2/24/54—Unknown

Fort Smith—

• KPSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

American Television Inc. (2) Initial Decision 4/20/54

Hot Springs—

• KTVT (20) 2/10/54—Unknown

Little Rock—

• KARK-TV (4) NBC; Petry

• KATV (7) (See Pine Bluff)

• KAYT (16) 10/20/54—Unknown

Pine Bluff—

• KATV (17) ABC, CBS; Avery-Knodel; 60,725

Texarkana—

• KCMG-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—

• KBAK-TV (29) ABC, DuM; Forjoe; 58,000

• KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,300

Berkeley (San Francisco)—

• KQED (9) 7/24/53—May ’54 (granted STA Sept. 18)

Chico—

• KISSL-TV (12) CBS, NBC, DuM; Grant; 42,320

Corning—

• KCOA (52, 9/18/53—Unknown

Erie County—

• KPIC-TV (16) 10/21/54—Unknown

Eureka—

• KIETV (5) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—

• KDIF-TV (33) Meeker; 29,052

• KFEO-TV (47) ABC, CBS; Brinham; 105,558

• KMLI-TV (24) CBS, NBC; Rainier; 65,944

Los Angeles—

• KHEC-TV (22) 2/10/54—Unknown

• KABC-TV (10) ABC; Petry; 1,817,177

• KCOF (13) Katz; 1,817,177

• KLTV (6) Katz; 1,817,177

• KNBH (4) NBC; NBC Spot Slg.; 1,817,177

• KSKV (7) Sette; NBC Spot Slg.; 1,817,177

• KTLA (5) Rainier; 1,817,177

• KNPF (11) Blair; 1,817,177

• KTBE (28)

Merced—

• KNMR (24), 9/18/53—Unknown

Directory information is in following order: call letters, channel, network affiliation, national repr- esentative, market set count for operation sta- tion; date of grant and commencement target date for grantees.

Newest Starters

Listed below are the newest stations that have started regular operation:

KGOLO-TV Mason City, Iowa (ch.3), May 15.

WGAN-TV Portland, Me. (ch. 16), May 16.

XEL-TV Juarez (El Paso) (ch. 5), May 17.

MODESTO—

• KTRB-TV (14) 2/21/54—Unknown

MONTEREY—

• KMBY-TV (8) ABC, CBS, NBC, DuM; Hollenberg; 282,361

SACRAMENTO—

• KBIE-TV (66) 3/25/53—Spring ’54

• KCKC-TV (46) ABC, CBS, NBC, DuM; Weed; 72,200

• McClintock Betsy Co. (10) Initial Decision 11/6/53

SALINAS—

• KSBW-TV (8) ABC, CBS, NBC, DuM; Hollenberg; 384,191

SAN DIEGO—

• KFMB-TV (8) ABC, CBS, DuM; Petry; 141,771

• KPIX-TV (11) NBC, DuM; Katz; 214,771

• KUSH (22) 12/22/53—Unknown

SAN FRANCISCO—

• KFST-DT (18), 3/11/53—Unknown (granted STA Sept. 15)

• KGO-TV (7) ABC; Petry; 355,700

• KPIX (5) CBS, DuM, Katz; 355,700

• KRON-TV (4) NBC; Fee & Peters; 355,700

• KHEA-TV (23) McElivitt

SAN JOSÉ—

• KGXI (11) 4/15/53—Unknown

SAN LUIS OBLISPO—

• KVTC-TV (5) DuM; Grant; 66,444

SANTA BARBARA—

• KEYT (5) ABC, CBS, NBC, DuM; Hollenberg; 450,162

STOCKTON—

• KTVU (56) Hollenberg; 78,000

• KROF (13) 7/21/53—6/7/54

TULARE (Fresno)—

• KVVG (27) DuM; Forjoe; 147,500

COLORADO

COLORADO SPRINGS—

• KEFY (3) ABC, CBS, NBC, DuM; Hollenberg; 450,192

CONNECTICUT

Bridgeport—

• WCTR (71) 1/20/53—Unknown

• WICC-TV (43) ABC, DuM; Young; 72,240

Hartford—

• WNBK-TV (124), 1/20/53—Unknown

• WABC-TV (18), 10/15/53—Unknown

• WNEC-TV (50) CBS; Bolling; 167,022

• WNME-TV (59) H-B; 6/24/53—Unknown

• WABC-TV (8) ABC, CBS, NBC, DuM; Katz; 700,023

• WNLC-TV (28) 1/31/53—Unknown

Norwich—

• WCTN (663), 1/20/53—Unknown

Stamford—

• WSTF (27), 5/27/53—Unknown

WATERBURY—

• WATR-TV (53) ABC, DuM; Stuart; 154,800

For the Record

South Florida’s only VHF Station will deliver your TV message to 1,055,000 permanent residents spending $1,356,320,000 in Retail Sales®

See Your

Free & Peters

Colonel Today
### FOR THE RECORD

**DELUARE**
- Dover—WJRN (48), 3/11/53—Unknown
- Wilmington—WILM-TV (85), 10/14/52—Unknown

**DISTRICT OF COLUMBIA**
- Washington—WMAL-TV (7) ABC; Kats: 585,800
- WBZ (4) CBS; NBC Spot Sis: 612,000
- KDOC-TV (2) NBC; ABC Spot Sis: 595,600
- WTUG (5) ABC; DuM; Blair: 612,000
- WOOL-TV (30) 7/24-54—Unknown

**FLORIDA**

- Clearwater—WPGF (22) 11/21-53—Unknown
- Fort Lauderdale—WFTL-TV (32) NBC; Weed: 118,116
- WTVY (15) ABC; DuM; Vener: 107,200 (also Miami)
- Fort Myers—WINK-TV (11) ABC; Weed: 7,180
- Jacksonvillle—WJAX-TV (36) ABC; NBC; DuM; Perry: 6,936
- WJXR-TV (4) CBS; NBC Spot Sis: 261,906
- WBSB-TV (30) Stars National; 8/12-53—Sept. '54
- Miami—WTVY (17) See Fort Lauderdale
- WMFL-TV (22) Stars National; 12/2-53-53-50/34
- WTAA-TV (22) NBC; ABC, DuM; Free & Peters: 241,000
- WMFL (63), 11/22—53—Unknown
- Orlando—WADB (8) CBS; ABC, NBC; DuM; Blais: 10/14-53-1/5/54
- Panama City—WJND (7) CBS; Hollingsby
- Pensacola—WEAR (2) ABC; Hollingsby
- PEARS (3) ABC; Hollingsby: 55,500
- WPFA (15) CBS; DuM; Young: 14,700
- St. Petersburg—WSUN-TV (38) ABC; NBC, DuM; Weed: 71,700
- Tampa—Tampa Times Co. (13), Initial Decision 11/20/53
- WFLA-TV (8) Blair Initial Decision 7/13/53
- West Palm Beach—WEAT-TV Inc. (12) Walker; 2/18-54—Fall '54
- WKEF (21) ABC; NBC, DuM; Weed: 22,800
- WSBY-TV (4) NBC; Meeker: 11/4-53-1/5/54

**GEORGIA**
- Albany—WALB-TV (10) ABC; NBC; Burn-Smith: 41,504
- Atlanta—WAGA (5) CBS; DuM; Katz: 340,810
- WLAG (12) ABC; DuM; Broady: 183,800
- WSB (2) NBC; Petry: 413,225
- WXJQ (38), 11/19-33-Summer
- Augusta—WJBH (6) ABC; NBC, DuM; Hoyle: 22,400
- WLDT-TV (13) CBS; Headley-Reed: 78,800
- Columbus—WDAM-TV (38) ABC; NBC, DuM; Headley-Reed: 24,640
- WBLO (54) CBS; Hollingsby: 61,471
- Macon—WNTX (47) ABC; NBC; Braham: 34,620
- WMAZ (15) ABC; CBS; DuM; Avery-Knodel: 78,593
- Rome—WRBM-TV (9) Weed; 94,300
- Savannah—WTOC-TV (11) ABC; CBS, NBC, DuM; Katz: 26,000
- WSAV Inc. (15) Initial Decision 3/31/54
- Thomasville—WCTV (6), 12/12-53—Unknown
- Valdosta—WGCO-TV (37) Stars National; 1/8-53-1/5/54

**IDAHO**
- Boise (Meridian)—KOIP (2) CBS; WIP: 5,200
- KIDO-TV (7) ABC; NBC, DuM; Blair: 38,000
- Idaho Falls—KIDT (2) CBS; NBC, DuM; GIF: Perno: 25,000
- KIFF (4) ABC; Hollingsby: 2/16-53—Nov. '54
- Nampa—KTVB (6) 3/11-53—Unknown
- Post Falls—KIDJ (6) CBS; 2/18-53-November '54
- KWIK-TV (10) ABC; Hollingsby: 3/19-53-1/5/54
- Twin Falls—KLIJ-TV (11) ABC; Hollingsby: 3/19-53-1/5/54

**ILLINOIS**
- Belleville (St. Louis, Mo.)—WTVI (54) CBS; DuM; Weed: 238,000
- Bloomington—WBLF (15) McGilvra: 113,242
- Champaign—WCHU (3) CBS; NBC, DuM; Hollingsby: 307,000
- WCUI (17), 7/24-53—Unknown
- WITL (11), 11/4-53—Unknown
- Chicago—WBBM-TV (2) CBS; NBC Spot Sis: 1,618,140
- WBBK (7) ABC; Blais: 1,618,145
- WGN-TV (9) DuM; Hollingsby: 1,618,145
- WHEC-TV (19), 1/8-53—Unknown
- WIND-TV (19), 1/8-53—Unknown
- WMBG (5) NBC; NBC Spot Sis: 1,618,145
- WOIP (14), 11/14-53—Unknown
- WTTV (111) 11/4-53—Fall '54
- Danville—WQRV (2) ABC; Everett-McKinney: 20,000
- Decatur—WTVZ (17) ABC; DuM; George W. Clark; 90,000
- Evanston—WTEZ (32), 11/2-53—Unknown
- Harrisburg—WSIL-TV (23) ABC; Walker: 30,000
- Joliet—WJOL-TV (48) Holman; 6/21-53—Unknown
- Peoria—WPEC (38), 11/12/53—Unknown
- Rockford—WXRF (13) ABC; NBC, DuM; Headley-Reed: 145,927
- WTVF (19) ABC; DuM; Petry: 105,600
- Quincy (Hollinsb, Mo.)—WQHO (7) See Hollingsby, Mo.
- WQGM-TV (10) ABC; NBC; Avery-Knodel: 111,000
- Springfield—WICS (30) ABC; NBC, DuM; Young: 87,000

**INDIANA**
- Bloomington—WTVY (4) ABC; CBS, NBC, DuM; Meeker: 390,620
- Elkhart—WSJV (82) ABC, NBC, DuM; Headley-Reed: 118,000
- Evansville—WTVI (60) ABC, NBC, DuM; Venard: 56,000
- WHST (50) See Henderson, Ky.
- Fort Wayne—WJGL (33) ABC, NBC, DuM; Raymer: 78,657
- Anthony Wayne Best Co. (96), Initial Decision 10/27/53
- Indianapolis—WTRM-TV (6) ABC, CBS, NBC, DuM; Katz: 63,200
- WXYZ (4) CBS; Bolling: 1/28-55-1/21-54 (granted 4/1 April 5)
- Lafayette—WPAM (59), NBC; Ramgeau: 48,000
- Muncie—WLBX-TV (49) ABC, CBS, NBC, DuM; Holman, Walker: 71,300
- Princeton—WRAY-TV (22) Walker: 55,400
- South Bend—WSBT-TV (24) ABC, CBS, NBC, DuM; Raymer: 106,665
- Terre Haute—WTHI-TV (18) CBS; Bolling: 10/7-57-7/1-54

**IOWA**
- Ames—WOI-TV (5) ABC, CBS, DuM; Weed: 246,000
- Cedar Rapids—WKCR (19) ABC, DuM; Venard: 114,444
- WMT-TV (23) CBS; DuM; Katz: 227,200
- Davenport (Moline, Rock Island)—WOC-TV (6) NBC; Free & Peters: 264,811
- Des Moines—KCTV (11) Hollingsby: 46,713
- WHO-TV (33) NBC; Free & Peters
- Fort Dodge—KQFT (21) Pearson: 42,100
- Mason City—KMCB (5) 305,620
- KGLO-TV (3) CBS, DuM; Weed
- Sioux City—KCTV (2), 10/3-53—Unknown
- KXTV (9) ABC, CBS, NBC, DuM; Katz: 107,870
- KTV (4) Hollingsby: 1/31-6/18-54
- Waterloo—KWWL-TV (1) ABC, CBS, NBC, DuM; Headley-Reed: 160,263

**BROADCASTING • TELECASTING**

**NOW 110,764 TELEVISION HOMES**

*In KHQA-TV's 100 mv/m CONTOUR*

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need KHQA-TV—Channel 7 to cover this market

Represented by WEED TELEVISION

Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco

Tower

886 Feet above Average Terrain

12 Bay RCA Antenna

36.3 KW ERP Now

316 KW ERP CP

For availabilities write: WALTER J. ROTHSCCHILD

National Sales Manager

LEE STATION

QUINCY, ILLINOIS

Affiliated with WATD-AM-FM

Page 172 • May 24, 1954
KANSAS
Great Bend—
KCTV (2) 3/3/54-Unknown
Hutchinson—
KTVH (12) ABC, CBS, DuM; H-R; 104,309
Manhattan—
Ksac-TV (9), 7/14/53-Unknown
Pittsburg—
KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565
Topeka—
KTRA (42), 11/5-53-Unknown
— Kbvw-TV (13) ABC, CBS, DuM; Capper Sia.; 48,808
Wichita—
Kake-TV (10) Hollinger, 4/1/54-Sept. '54
— Kedd (18) ABC, NBC, Petry; 80,487

KENTUCKY
Ashland—
Wptv (50) Petry; 4/14/53-Unknown
Henderson (Evansville, Ind.)—
— Wext (60) CBS; Meecker; 43,969
Lexington—
Wlap-tv (27) 12/5/53-See footnote (c)
Wlex (18) 4/13/54-Unknown
Louisville—
— Wave-Tv (3) ABC, NBC, DuM; NBC Spot Sia.; 208,534
— Wlas (21) CBS; Harrington, Righter & Parsons. See footnote (b). 
WKLO-tv (22) 5/13/53-Unknown
WKLX (44) Fortos; 1/15/53-Summer '54
Newport—
Wnop (14) 12/26/53-Unknown
Paducah—
Wtul (43), 9/18/53-Unknown

LOUISIANA
Alexandria—
Kkalb-tv (5) Weed; 12/30/53-9/1/54
Baton Rouge—
— Wawf-tv (28) ABC, CBS, NBC, DuM; Young; 46,000
— Wbrr (2) Hollinger; 1/28/54-1/4/54
Lafayette—
KFVL (10), 9/18/53-1/1/54
Kflf (10), Rambou; 9/18/53-1/1/54
Lake Charles—
Kplc-tv (7) Weed; 11/12/53-9/1/54
— Ktag (25) CBS, ABC, DuM; Young; 17,000
Monroe—
— Knove-tv (8) CBS, NBC, ABC, DuM; H-R; 125,000
Kfaz (42) See footnote (d)
New Orleans—
Wcog (31) Gig-Perna; 4/21-53-Late '54
Wchno-tv (32) Forjos; 4/21-53-Summer '54
— Wdsu-tv (8) ABC, CBS, NBC, DuM; Blair; 256,000
— Wjmr-tv (61) ABC, CBS, DuM; McGiliver; 65,600
— Wtlo (20), 3/16/53-Unknown
Shreveport—
— Klsa (12) ABC, NBC, DuM; Raymer; 39,590

MAINE
Bangor—
— Wabo-tv (9) ABC, CBS, NBC, DuM; Hollinger; 94,000
Murray Carpenter & Assoc. (3) 5/15/54-Unknown
 Lewiston—
— Wlam-tv (17) CBS, DuM; Everett-Mckinney; 19,627
Poland—
— Wmtw (8) 7/1-53-Summer '54
Portland—
— Wcsgh-tv (6) NBC; Weed; 89,975
— Wgan-tv (13) ABC, CBS; Avery-Knodel
— Wpm-tv (85) ABC, CBS, DuM; Everett-McKinney; 40,300

MARYLAND
Baltimore—
— Waam (13) ABC, DuM; Harrington, Haggard & Parsons; 143,917
— WBAL-tv (11) NBC; Petry; 543,327
— Wthw-tv (7) Forjos; 12/18/52-Pool '54
— WMAR-tv (2) CBS; Katz; 543,327
— Wtlf (18) 12/14/52-Summer '54
Cumberland—
— Wtbo-tv (1) 11/12/53-Summer '54
Salisbury—
— Wboc-tv (16) Burn-Smith; 5/11/53-6/12/54

MASSACHUSETTS
Adams (Pitfield) —
— Wmgd (74) DuM; Walker; 134,110
Boston—
— Wbck-tv (58) 2/20/53-Unknown
— Wbzd-tv (4) NBC; Free & Peters; 1,111,111
— Wgbz-tv (9), 7/18/52-10/1/54
— Wwdr (44) 8/12/53-Unknown
— Wnac-tv (7) ABC, CBS, DuM; H-R; 1,111,111
— Brookline—
— Wbch-tv (68), 7/1953-Pool '54
Cambridge (Boston) —
— Wtao-tv (58) DuM; Everett-McKinney; 138,000
New Bedford —
— Wtak-tv (58) Walker; 11/15/53-Summer '54
Pittsfield—
— Wsce-tv (94) 11/15/53-Unknown
Springfield—
— Wbnz-tv (55) CBS, DuM; Brancham; 132,000
— Wwlp (61) ABC, NBC; Hollinger; 128,000
Worcester—
— Waab-tv (20) Hollinger; 8/11-53-Aug. '54
— Wwor-tv (14) ABC, DuM; Raymer; 45,040

MICHIGAN
Ann Arbor—
— Wpap-tv (30) DuM; Everett-McKinney; 9,300
— Wodm-tv (85), 11/15/53-Unknown
Battle Creek—
— Wbck-tv (58) Headley-Reed; 11/20/52-Summer '54
— Wbzk (64) ABC; Weed; see footnote (e)
Bay City (Midland, Saginaw)—
— Wnem-tv (5) NBC, DuM; Headley-Reed; 405,100
Cadillac—
— Wwtt (12) ABC, CBS, NBC, DuM; Weed; 42,772
Detroit—
— Wctv (6), 11/15/53-Unknown
— Wbzk-tv (3) CBS, DuM; Katz; 1,420,500
— WWJ-tv (4) NBC; Hollinger, 1,277,001
— WWJZ-tv (1) ABC; Blair; 1,140,000
East Lansing—
— Wkar-tv (90)
Flint—
— WMU Inc. (13), 5/12/54-Unknown
— WTAC-tv (16) See footnote (d)
Grand Rapids—
— Wodm-tv (8) ABC, CBS, NBC, DuM; Avery-Knodel; 280,070
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— Wils-tv (54) ABC, DuM; Venard; 42,000
— Wjim-tv (6) ABC, CBS, NBC, DuM; H-R; 500,600
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— Wace-tv (8) 4/7/54-Oct. '54
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— Wsba-tv (56) ABC, CBS; Gig-Perna; 78,300
— Wsdb-tv (51), 10/20/53-Unknown
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— Wpbn-tv (7) Holman; 11/25/53-Unknown

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— Kmat (6) ABC, CBS, DuM; Pearson; 78,925
Duluth (Superior, Wis.)—
— Kkd-tv (3) NBC; Avery-Knodel
— Wsde-tv (6). See Superior, Wis.
— Wtptv (38) ABC, CBS, NBC, DuM; Young; 38,000
Hibbing—
— Khtv (10), 12/15/53-Unknown
Minneapolis (St. Paul)—
— Wcco-tv (4) CBS, DuM; Free & Peters; 452,300
— Wtcn-tv (11) ABC; Blair; 427,000
Rochester—
— Krkoc-tv (16) NBC, DuM; Meeker; 70,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.
Page 176 • May 24, 1954

OFFICIAL opening of WSEE (TV) Erie, Pa., was attended by (I to r) Hon. Samuel Y. Rossiter, judge of Common Pleas Court; James R. McBrier, stockholder in WSEE and vice-president of WNAO-AM-FM-TV Raleigh, N. C.; Charles Denny, WSEE general manager; Gov. John S. Fine of Pennsylvania, and attorney John English, WSEE stockholder and president of WNAO-AM-FM-TV.

VERMONT
Montpelier—
WMTV (3) CBS; Weed; 3/12/54-Summer '54

VIRGINIA
Danville—

WASHINGTON
Bellingham—
KVOS (12) ABC; DuM; Forjoe; 188,460

Seattle—
KING-TV (5) ABC; Blair; 351,100

KOMO-TV (4) ABC; Hollingbery; 351,100

KYOU-TV (19) CBS, NBC, DuM; Pearlson: 28,465

KLTV (7) 1/27/54-1/1/54

Victoria—
KNAL (19) Best; 3/28/53-Unknown

Ward—
KANG-TV (34) ABC; Pearlson; 38,000

Weslacon—

KRKV-TV (5) ABC; Raymer

Wichita Falls—

KDFX-TV (3) ABC, NBC; Raymer; 64,695

KETP-TV (6) CBS, DuM; Blair: 85,300

UTAH
Provo—
KVOO-TV (11) 12/2/53-Unknown

Salt Lake City—

KUTV (2) ABC; Hollingbery; 3/29/53-8/1/54
**THE POSTMAN IS ALWAYS RINGING at KCEN-TV**

...Bringing Letters of Praise from a Vast, Responsive Audience

The Rich Temple-Waco Market Listeners write from every county and town in the Heart of Texas area, expressing enjoyment of KCEN-TV programs and reception, and even from areas far beyond engineers' original calculations of coverage. Your sales story covers a radius of over 100 miles... and a population of over a million people.
ON HAND as WSPV-TV Spartanburg, S. C., broke ground for its new studio building May 10 were (l to r): A. Cudd Jr., board of directors member, Spartan Radiocasting Co., licensee; Paul C. Thomas, board member; Rep. Robert T. Ashmore; Russell D. Lentz, board member; D. S. Burnside, Spartan secretary-treasurer; James A. Chapman, board member; Neville L. Holcombe, Spartanburg mayor, with shovel; Henry Grumbling, board member; Walter J. Brown, Spartan president, and State Sen. Charles C. Moore. The ch. 7 station expects to be on air in early fall.

UPCOMING

MAY


June

June 1: National Assn. of 'tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.

June 3-4: Senate Communications Subcommittee resumes hearings on n-url, multiple ownership.

June 3-4: National Assn. of 'tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.


June 18-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of 'tv, radio, motion pictures and publishing.

June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.

June 17-19: Assn. of Broadcasters, Biltmore Terrace, Miami Beach.

June 29-31: Advertising Federation of America, Hotel Statler, Boston.

June 21: Hearing on Larger bill (S 3294) to bar alcoholic beverage advertising in interstate commerce, Senate Business & Consumer Interests Subcommittee.

June 21-July 31: National 'tv Institute, Pasadena (Calif.) Community Playhouse.

June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.


June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

June 28-Aug. 6: Summer Institute of Radio & 'tv, co-sponsored by NMC and Barnard College, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1-Aug. 21: Radio-tv institutes, Boston U.

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST


Aug. 9 (week of): International Alliance of Theatrical Stage Employees, Netherlands Plaza Hotel, Cincinnati.


SEPTEMBER

Sept. 1: Deadlines for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 12-14: British Columbia Assn. of 'tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.


OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.


Oct. 15-16: Ohio State U. advertising conference, Columbus.


NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

SPECIAL LISTING

BMI Program Clinics

June 7: Royal Alexander Hotel, Winnipeg, Man.

June 9: Hotel Saskatchewan, Regina, Sask.

June 11: Hotel MacDonald, Edmonton, Alta.

June 14: Fort Cameron Hotel, Amherst, N. S.

June 14: Hotel Finland, Butte, Mont.

June 15: Sheraton-Plaza, Boston, Mass.

June 16: Bannock Hotel, Pocatello, Idaho

June 18: Poland Spring Hotel, Poland Spring, Me.

June 18: Hotel Utah, Salt Lake City, Utah.

June 21: Broadmoor Hotel, Colorado Springs, Colo.

June 23: Marvin Huggins Hotel, Huron, S. D.

June 25: Indianapolis Athletic Club, Indianapolis, Ind.

BAB Clinics

June 7: Lousiville, Ky.

June 8: Atlanta, Ga.

June 10: Birmingham, Ala.


June 14: New Orleans, La.

June 15: San Antonio, Tex.

June 17: Dallas, Tex.

June 18: Tulsa, Okla.

June 21: Omaha, Neb.

June 22: Des Moines, Iowa.

June 24: Minneapolis, Minn.

June 25: Dakotas.

July 12: Burlington, Vt.


July 15: Syracuse, N. Y.

July 16: New York City.

July 19: Tampa, Fla.

July 20: Charlotte, N. C.

July 30: Detroit, Mich.

July 31: Richmond, Va.

July 23: Washington, D. C.


July 29: Cleveland, Ohio.

Aug. 9: Milwaukee, Wis.

Aug. 10: Chicago, Ill.

Aug. 12: Los Angeles, Calif.


Aug. 16: Portland, Ore.

Aug. 17: Seattle, Wash.

Aug. 19: Montana.

Aug. 20: Boise, Idaho.

Aug. 23: Salt Lake City, Utah.

Aug. 24: Denver, Colo.

Aug. 26: Albuquerque, N. M.

Aug. 27: Wichita, Kan.

Aug. 30: St. Louis, Mo.

Aug. 31: Indianapolis, Ind.

BROADCASTING • TELECASTING
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editorials

NARTB'S 32d Degree

For the 32d year, the nation's broadcasters and their suppliers convene this week. They are the men beyond the mikes and the cameras who keep 162 million Americans the best informed, best educated and best entertained people in this embattled, explosive, teeming world.

There are no reliable records of the first convention of the National Assn. of Broadcasters. It was held in the fall of 1923 in New York. Eugene F. McDonald Jr., president of Zenith and then operator of Chicago's WJAZ, was the first president. The organization then was a social club, with a two-man office in New York and with no representation in Washington. There were 556 radio stations on the air, but many of these were sharing time, or operating one or two hours a day on the two frequencies then available for broadcasting service. The industry's gross was unknown; there were no statistics. In 1927-the first year of record—total gross reached the munificent sum of $4,820,000, divided between network ($3,833,000) and national and local spot ($987,000).

Today in Chicago, 32 years later, there are on hand upwards of 3,000 representatives of all phases of broadcasting. The NARTB's membership exceeds 1,800 licensed stations and associate members. The exhibits alone represent a billion dollars in value. And broadcasting and telecasting represent an annual turnover in excess of $1 billion in time, talent and program charges.

In a field so vast, so close to the commonweal, so important to the nation's social and economic well-being, there cannot be complete composure or peaceful contemplation. So at the convention there will be intramural problems, some very real, others exaggerated, but all geared toward making the broadcast arts better and more profitable for their entrepreneurs.

Today's problems of today are transient. There will inevitably be shifts in the way of doing business. Broadcasting, aural and visual, is a volatile activity. There can be no permanent pattern, except that imbedded in the philosophy of free competitive enterprise.

The broadcast media today are in good hands. Good hands come and go too. Harold E. Fellows has given the NARTB exemplary direction these past three years. He will soon lose his shoes. It's the departure of his administrative vice president, young, brilliant, creative Robert K. Richards, who turns to station ownership and public relations after seven years with NARTB. NARTB soon takes on John F. Meagher, general manager of KYSM Mankato, Minn., as vice president for radio, who has served the association meritoriously for a decade.

The NARTB, like Tennyson's brook, will run on and on. No more stem-to-stem reorganizations of other years. It has achieved stability along with arts it represents so formidably.

As the broadcast media expand their horizons so must the NARTB grow space. Inexorably in its future is a federation of trade groups under the NARTB banner. Indeed, it approaches that point faster than you think. Happy 32d Convention!

What Can Be Done for Uhf?

Last week the Senate Communications Subcommittee heard initial testimony on the back-lash of the FCC's 1952 television allocations which finds many uhf stations in economic straits. The hearings will end next month—after the NARTB convention recess.

What the Potter Committee heard in those initial three days was not pleasant. Nor new. Witness after witness testified that uhf is "doomed to die" if there is not prompt relief. A practical solution—satisfying all elements—seems just as unfathomable today as it was before the hearing began.

The aggrieved allege they are the victims, not of their own misdeeds, but of an unbroken series of broken promises—by the FCC, the manufacturers and, by inference, the networks. The FCC majority, speaking through Chairman Hyde, while sympathetic says it cannot wet-nurse the telecasters or control the networks, advertisers or agencies. It stands behind its Sixth Report.

Com. Frieda B. Hennock, in her role of constant disserter, goes all out for immediate action, through a "sense of the Senate" resolution, to stop new uhf grants, cut powers and antenna heights for uhf, limit them to their own back-yards, in order to give uhf a chance. Her views did not fall on deaf Senatorial ears.

There is some justification for all of the views thus far expounded. But the question is how to find a feasible solution that will not affect existing service, against which the public unquestionably would rebel, will not perpetuate "monopoly" markets, will mete out justice to those who are in hearing, and at the same time will give legal and proper relief to the sufferers.

DuMont proposes radical network surgery, if four, rather than two networks are to survive, and with service assured to uhf stations in the first 100 markets.

If usual legislative procedures are followed, weeks or months could elapse before definitive action. The uhf spokesman feels the patient might not survive. There will be great emphasis, it is evident, on action by agreement with the FCC through use of the good offices of the Senate Committee.

There is seeming agreement that uhf, like vhf, is good television. And there is agreement that the cause of uhf could be helped mightily if set manufacturers would agree to produce all-band receivers. That entails suasion, not legislative action.

Why shouldn't the Radio-Electronics-Television Mfrs. Assn., embracing nearly all of the first-line manufacturers, step into the breach? Couldn't it decree that those manufacturers who do not produce uhf-vhf receivers could not use the RETMA emblem?

Manufacturers are not eleemosynary. They are in business for profit. But they certainly know the value of merchandising and promotion. Every uhf station would promote the sale of all-band receivers. That entails suasion, not legislative action.

So set the business is competitive. The automobile business is too, but manufacturers across the board add innovations from automatic transmissions and power steering to Kleenex dispensers that the buyer pays for without protest. Certainly the cost of the uhf tuner, factory installed, would be no deterrent.

This is no cure-all. But it is a step, pending an expression from Congress. The Potter Committee can't act until it has heard all the testimony. It cannot afford to daily.

Sick Call

The generosity of radio and television stations, networks and talent in broadcasting messages in support of worthy causes is a matter of undeniable fact. We wonder, however, if in one respect generosity is not exceeding reasonable limits.

We refer to the abundance, not to say superfluity, of appeals for public contributions to medical causes. It is impossible to spend more than a few minutes with a television or radio set these days without being urged to send money to fight cancer, tuberculosis, muscular dystrophy, infantile paralysis, cerebral palsy or some other disorder. From casual listening or viewing it is easy to conclude that America may be decimated by a rash of incurable plagues.

The humanitarian motives of those who broadcast such appeals are unassailable, and indeed radio and television have performed wonders in soliciting the money necessary for medical research and treatment. The danger is that such appeals are growing so in number that they are reaching a point of diminishing return. Radio and television would do well to exercise restraint in this regard, before the public develops an indifference to worthwhile projects only because of boredom at being solicited so incessantly.
WKRC RADIO reigns in Cincinnati in Quarter Hours Monday through Friday

**CINCINNATI**

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

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

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

RADIO STATION REPRESENTATIVES
NEW YORK CHICAGO DETROIT BOSTON SAN FRANCISCO ATLANTA HOLLYWOOD