KPRC is FIRST

Quarter-Hour "Firsts" Mon.-Fri. Averages

PULSE (Jan.-Feb. 1954)

KPRC TV 11

Station B 1
Station C 4
Station D 0

HOOPER (April, 1954)

KPRC TV 16

Station B 4
Station C 0
Station D 0

mornings

in RADIO

KPRC

Station B 24
Station C 0
Station D 0

KPRC TV

Station B 12
Station C 0
Station D 0

afternoons

in TELEVISION

KPRC

Station B 22
Station C 0
Station D 2

KPRC TV

Station B 24
Station C 0
Station D 0

evenings

Jack Harris, Vice President and General Manager • Nationally Represented by Edward Petry & Co.
ERIE and WICU

Summer host to the nation on beautiful Lake Erie... Pennsylvania's growing Third City... WICU-TV does a dual job—it puts your message on the air and then follows through with substantial merchandising.

A VERY PRETTY PICTURE
FOR ADVERTISERS

100% merchandising...
Winner of Billboard's 1st Prize for Sales and Viewer Promotion in markets from 500,000 to 1,000,000 population.
95% evening sets in use
80% afternoon sets in use
70% morning sets in use

98.6% set saturation in Erie County... 93% set saturation in the Tri-State Market... WICU-TV, Channel 12, is the only medium completely selling and serving this superior market.

WICU TV
CHANNEL 12 • NBC • ABC • DUMONT

Assured of almost 100% of viewer tune-in because WICU-TV is the ONLY VHF in this tremendous Tri-State market.

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

WHOO—Orlando, Florida
Forjoe

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

The Erie Dispatch—Erie, Pa.
Forjoe

Edward Petry & Co., Inc.

WTOD—Toledo, Ohio
Forjoe

Edward Petry & Co., Inc.
ALL THIS

and

POWER

TOO!

First again . . . I with RCA's new high power equipment . . . WBRE-TV radiates 225,000 watts over Northeastern Pennsylvania . . . higher than any other station as reported by FCC® and in the Fall WBRE-TV will be the highest powered station in the Nation with over 500,000 watts.

As a Time Buyer, the step by step performance of WBRE-TV has been presented to you in as dramatic a way as we know how, and we are sure you'll be interested in the following statistics:

1 . . . Set Saturation . . . 66% in Luzerne and Lackawanna Counties (Population 649,637).

2 . . . May 1, set count in Northeastern Pennsylvania . . . 157,000 . . . ALL UHF

3 . . . Leads in 121 of 140 nighttime quarter hours; 14 of 16 daytime quarter hours.

<table>
<thead>
<tr>
<th>Station</th>
<th>AUTHORIZED</th>
<th>OPERATING NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBRE-TV</td>
<td>1,000,000</td>
<td>225,000</td>
</tr>
<tr>
<td>Station B</td>
<td>170,000</td>
<td>170,000</td>
</tr>
<tr>
<td>Station C</td>
<td>178,000</td>
<td>178,000</td>
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<tr>
<td>Station D</td>
<td>13,000</td>
<td>13,000</td>
</tr>
<tr>
<td>Station E</td>
<td>151,000</td>
<td>15,200</td>
</tr>
</tbody>
</table>

WBRE-TV

Channel 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.
The Home Town Folks...

Know a Good Buy

More local advertisers spent more money on WDEL-TV in March 1954 than in any previous month in the station's five-year history! All goes to prove that the home town folks know a good buy when they see one. With good reason, they are there when the profits roll in!

To get results from your advertising dollars, do as the home folks do—buy WDEL-TV.

Represented by

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco
HEAT IS ON for appointment of Phillip Willkie, son of late Wendell Willkie, to FCC. If named he presumably would become chairman (see early story page 29).

INCIDENT MOVEMENT for complete separation of radio and television functions of NARTB because of their “incompatibility” was talked up during Chicago NARTB convention last week. Some independent radio operators, not identified with tv, sought to agitate groundswell for separate organization, contending both cannot live in same house. There also was complaint against purported “overflowing” of agenda with tv.

AT LEAST one major network has given serious study to possibility of making change from traditional network structure to provide program service to stations for pay, as news services provide news to clients. Study indicates difficult financial obstacles would be encountered, and network officials are bearish about chances it would work.

QUIETLY and behind scenes, FCC is making new channel allocations study in vhf range to determine what might be done long range to alleviate shortages. Industrial users, like steel companies and other heavy fabricating operations, are seeking more spectrum space and are eyeing 88-108 mc band, now assigned to fm but also being talked up for possible diversion to vhf tv where three additional channels could fit (between present channels 4 and 5). Latter prospect looks bleak.

FREQUENCY study has reached another area in hope of opening new tv space. Movement of present aircraft beacon-marker service from 75 mc area is being scrutinized, but involved might be heavy government outlay to replace existing equipment used practically world-wide before any shift could be made. Moreover, no move could be made until 1963. How to get government, notably military, to relinquish spectrum space now being held in “reserve” for emergency use also is being studied, with William A. Porter, President’s Telecommunications chief, figuring prominently in these studies.

SECOND major research project is being considered by radio stations represented by Henry F. Christal Co.—sponsors of now-celebrated Alfred Politz study, “The Importance of Radio in Television Areas Today.” New one would be confined to areas which Christal stations serve, while first Politz research included markets not covered by them.

PORTENTS of major network (CBS-NBC) opposition to DuMont plan for equalization of network tv affiliates through fixed quotas of vhf and uhf stations to affiliate with each in first 100 markets were seen at NARTB convention in Chicago last week [B&T, May 24, page 117]. Old line networks would like to boost in multiple-owned stations from present limitation of five, but it’s evident they prefer to align affiliates on catch-as-catch-can basis. ABC, however, supports basic DuMont plan.

NBC Station Relations executives during NARTB convention in Chicago quietly huddled with individual radio affiliates regarding revision of contracts based on cancellation notices given them as contracts reached expiration. New provision, NBC executives explained, simply results in shift from converted hours on option time to clock hours and entails no actual rate decline. But some of affiliates insist that change does result in depreciation of time values.

ATTITUDE of FCC on station transfers was heard firsthand by full house of NARTB delegates at Thursday forenoon panel in which six of seven Commissioners participated (story page 63). It boiled down to conclusion that cases are considered on individual merits but several members expressed concern over what should or should not be regarded as “trafficking,” particularly in light of limitations of law and of rough experience of past years with Avco proceeding, allowing open competitive bidding.

PERHAPS most successful session of convention was Thursday’s roundtable with FCC. But some folks are warier it won’t happen again at future conventions. Several members of FCC feel that quasi-judicial body should not hold what amounts to public “Commission meeting” on question-answer basis. They point out no other independent agency does it although there may be nothing improper about procedure.

TV BROADCASTERS carrying Army-McCarthy hearings are reporting preponderantly that polls they have made support continuing hearings to bitter end. Average appears to be better than 90% in favor of carrying on.
KTHS HELPS ARKANSAS FARM BUREAU TO GROW AND GROW!

On June 2, 1953, the Arkansas Farm Bureau Federation and its affiliated service agencies started sponsoring the first radio advertising campaign in its history, aimed primarily at securing new members.

Station KTHS was selected. Each morning at 6:05 a.m., our Farm Service Director, Marvin Vines, brings reliable market and weather reports to thousands of farm families in every one of Arkansas' 75 counties.

Now notice how Farm Bureau membership grew in 1953, with just six months of KTHS sponsorship:

1951 — 49,019
1952 — 50,016 — Growth, 1.9%
1953 — 55,718 — Growth, 10.2%

In commending KTHS for its part in the Bureau's growth, Mr. Waldo Frazier, Exec. Sec'ty. of the Federation, writes:

"We feel that this and other services of your Farm Service Department are making great contributions to the progress of agriculture in the whole State."

Thanks, Mr. Frazier. We knew it would be this way, when our 50,000-watt, CBS powerhouse was "turned loose" to do a job for you.
Motion to Dismiss Lamb Protest Filed by Commission

MOTION to dismiss protest by broadcaster-publisher Edward Lamb filed by FCC with U. S. District Court for D. C., Commission reported Friday, contending Mr. Lamb had failed to exhaust administrative remedies before Commission, if in court at all, should have filed in U. S. Court of Appeals. Mr. Lamb's suit protested FCC delay and procedure in hearing and issued on license renewal of WICU (TV) Erie, Pa., including charges Mr. Lamb failed to disclose alleged Red ties, which he denies [B&T, May 17].

UHF Groups React to NARTB Plan to Testify at Hearings

DECISION of NARTB to participate in uhf television hearings, due to be resumed Thursday before Senate Communications Subcommittee (story page 77), drew reactions Friday from UHF Industry Coordinating Committee and UHF Television Association.

UHF Coordinating Committee Temporary Chairman Harold H. Thoms, WISE (TV) Asheville, N. C., wired NARTB President Harold E. Fellows asking for meeting Wednesday evening in Washington. "We are sure NARTB would wish to achieve the kind of solution of uhf problems which assures a system of free enterprise and adequate nationwide competitive television service to the American public," Mr. Thoms said. "This is similarly the objective of the UHF Industry Coordinating Committee."

Counsel William A. Roberts of UHF Tv Assn. issued following statement:

"There can be no doubt now of the intention of the "fat cats" to use their enormous power and resources to prevent any salvation for uhf television. Of course NARTB is the national organization of all broadcasters and will continue to be, but for the present time the UHF Assn. is the single purpose group which will persist in preserving uhf operation for the public, the advertisers and the uhf broadcasters. All who agree with that idea should act now to cooperate with it."

Four Segments Sold On 'Bob Crosby Show'

SALE of four quarter-hour segments of CBS-TV's 'Bob Crosby Show' (Mon.-Fri., 3:30-4 p.m. EDT) reported Friday, raising eight number of 15 minute segments of program that have been sold. New sponsors are: General Mills Inc., Minneapolis, through BBDO, N. Y., for Monday, 3:45-4 p.m. EDT, period, starting June 7; Toni Co., Chicago, through Weiss & Geller, Chicago, for Tuesday, 3:30-3:45 p.m. EDT spot, starting June 15; C. A. Swanson & Sons, Omaha, through Tatham-Laird, Chicago, for Friday, 3:30-3:45 p.m. EDT, starting Aug. 6, and S. O. S. Co., Chicago, through McCann-Erickson, San Francisco, for alternate Thursday, 3:30-3:45 p.m. EDT, starting July 8. Englander Co., Chicago, current sponsor, will shift time period as alternate sponsor with S. O. S., starting July 15.

NOSE COUNT

FINAL calculation Friday showed total paid registration at NARTB convention last week was 1,697, of which 1,165 was for management conference and 532 (a record) for engineering. Non-paid registrations of NARTB staff (22) and news representatives (80) brought total registered at convention to 1,809. NARTB executives estimated another 1,500 attended some parts of convention without registering.

WTSK (TV) Knoxville Sold

SALE of WTSK (TV) Knoxville (uhf ch. 26) to South Central Broadcasting Co. (WIKY-AM-FM Evansville, Ind.) for estimated $300,000 announced late last week. No change in personnel contemplated but equipment to be added. Sale announced by W. R. Tuley, president, Television Service of Knoxville, and John A. Engelbrecht, South Central president. Mr. Tuley attributed sale to "pressure of other business interests in the midwest." Harold E. Rothrock is station manager and GUY Smith sales manager.

Automotive Commercials Get Tv's Highest Ratings

AUTOMOTIVE tv commercials get highest rating from viewers, drug product commercials lowest, according to study made by Scherwin Research Corp. among 452 persons in Greater New York area. Asked to rate commercials for 11 product categories as good, fair or poor, viewers produced these ratings:

<table>
<thead>
<tr>
<th>Percent of Audience Rating Commercial</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
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<tbody>
<tr>
<td>Automobilies</td>
<td>63</td>
<td>32</td>
<td>6</td>
</tr>
<tr>
<td>Television Sets</td>
<td>54</td>
<td>35</td>
<td>11</td>
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<tr>
<td>Household Appliances</td>
<td>45</td>
<td>35</td>
<td>14</td>
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<td>Beer</td>
<td>44</td>
<td>40</td>
<td>16</td>
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<tr>
<td>Food Products</td>
<td>43</td>
<td>43</td>
<td>16</td>
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<tr>
<td>Cigarettes</td>
<td>40</td>
<td>31</td>
<td>29</td>
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<td>Soap Products</td>
<td>39</td>
<td>42</td>
<td>19</td>
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<td>Coffees</td>
<td>37</td>
<td>42</td>
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<td>Toothpastes</td>
<td>31</td>
<td>42</td>
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<tr>
<td>Cosmetics</td>
<td>31</td>
<td>42</td>
<td>21</td>
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<tr>
<td>Drug Products</td>
<td>23</td>
<td>46</td>
<td>31</td>
</tr>
<tr>
<td>Average, all Products Types</td>
<td>40</td>
<td>40</td>
<td>20</td>
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SLIGHT ERROR

U. S. NAVY promised to apologize Friday to televiewers in Henderson, Ky., who earlier in the week found a straight VIN film for enlisted men being shown right in their living rooms. Unexplained mixup occurred when two "general interest" films were spliced together and sent to ch. 50 WEHT (TV) Henderson, Ky., as concluding program of 13-week This Is Your Navy series. Unviewed, station ran film in usual at 7:15 p.m. time segment, cut off air after five minutes of VIN portion had been telecast. Film ran unnoticed because announcer was away from desk setting up next program, it was reported.

• BUSINESS BRIEFLY

INSECTICIDE CAMPAIGN • Penola Oil Co., N. Y., Filt (insecticide), planning six-week radio-tv spot announcement campaign, effective June 14, in seven tv markets (Columbus, Ohio; Oklahoma City; St. Louis; Kansas City; Los Angeles; Denver; Hutchinsion, Tex.) and several radio markets. McCann-Erickson, N. Y., is agency.

DOW CHEMICAL TO BUY • Dow Chemical Co., Michigan, reported set to sign for sponsorship of 'The Medic' series on NBC-TV three of four Mondays, 9-9:30 p.m. EST, starting in fall. Agency: Macmanus, John & Adamson, N. Y.

NASH CONSIDERS • Nash cars, Detroit, through Geyer Inc., N. Y., considering network half-hour evening show for fall sponsorship.

INSTANT TEA DRIVE • 'Seaman Brothers, N. Y., White Rose Redi-Tea (instant tea), planning eight-week radio and television campaign starting early in June in New York, New Haven, Hartford and Washington. Cecil & Presbrey, N. Y., is agency.

PHILADELPHIA SPOTS • General Foods, N. Y., for Maxwell House instant coffee, through Benton & Bowles, N. Y., starting four weekend saturation spot announcement tv campaign on all three Philadelphia stations.

FLUFFO EXPANDS • Procter & Gamble's newest shortening, Fluffo, will expand with radio-television spot announcement campaign in Cincinnati-Dalyton-Columbus district including Lima, Zanesville and Portsmouth, effective June 7 'til forbid. Biow Co., N. Y., is agency.

GM Buys Havoc Program

GENERAL MILLS Inc., Minneapolis, through Danser-Fitzgerald-Sample, N. Y., has purchased new television program starring June Havoc, produced by Desilo Productions, Hollywood. Half-hour situation comedy will start production in mid-July. It will be presented in October but network and time have not been set.

Five More 'Home' Sponsors

SIGNING of five more sponsors for total of 107 participations on NBC-TV's Home (Mon.-Fri., 7-9 a.m. EDT) announced Friday. They are: Speidel Corp., Providence, through Sullivan, Stauffer, Colwell & Bayes, N. Y., 52 participations; Glidden Co., Cleveland, through Meldrum & Penewill, Cleveland, 26; E. I. du Pont de Nemours & Co., Wilmington, through BBDO, N. Y., 13; Wesson Oil & Snowdrift Co., New Orleans, through Fitzgerald Advertising Agency, New Orleans, 10; Cudahy Packing Co., Omaha, through Young & Rubicam, N. Y., six.

WBKB Seeks Cooking Show

WBKB (TV) Chicago reportedly pitching for purchase of Creative Cookery program now on NBC, UNNBQ (TV) same city, with view of feeding it to ABC network. Program packaged by Personality Features Inc., and was on limited NBC network some time ago. NBC outlet has 30 days to exercise first refusal rights.
WSPD-TV  

Farm Hour

Sells a rural market ranking 4th in TV set saturation

The Farm Hour is an early afternoon program geared directly to the WSPD-TV rural audience. The show consists of national and state news as it affects the farmer; daily market and weather reports in our area; interviews, relative to farming, featuring specialists in agriculture; and relaxing music.

Jim Nessle as emcee is a natural. He lives on a 56 acre farm which gives him first hand experience with the problems of his audience. Through group meetings with county agriculture agents, Jim keeps abreast of information needed by the farm population. This enables him to keep a well planned, custom-tailored show.

As local authority, Jim handles hundreds of letters from listeners, who request information on almost every phase of agriculture.

Lola Smith, veteran organist with WSPD, supplies music at intervals throughout the show giving additional pleasure and personality to the format.

*Telenews Productions Survey, April, 1954

The Farm Hour is a top show with top saturation.

It can sell your product in the Toledo area—a top test market.
11th Station Asks to ‘Suspend’; Deletions Now Total 84

CITING pressure of "consistent losses" since commencement of operation last October, ch. 18 WECT (TV) Elmina, N. Y., asked FCC for authority to suspend operation for 120 days to reorganize. NBC affiliate, WECT is 11th station in suspension still holding its permit (2 vhf, 9 uhf). Elmina also is served by ch. 24 WTVE (TV), airing ABC, CBS and DuMont.

Commission Friday also announced return of one vhf and three uhf permits for deletion, including ch. 29 WP-TV Philadelphia (story page 88) and ch. 9 KTRE-TV Lufkin, Tex. Others were ch. 34 WTVX (TV) Goldsboro, N. C., and ch. 21 WCRS-TV Greenwood, S. C.

Post-thaw deletions now total 84 (70 uhf, 14 vhf).

Lufkin's only tv permittee cited inability to get network affiliation as economic reason for not completing construction of vhf facility. Greenwood uhf outlet also said it could not get affiliation and noted vhf already covers area.

CBS Radio Summer Theme

"SUMMERTIME, and the listening is easy" is basic theme of CBS Radio Network summer program promotion campaign which started Friday when promotion-exploitation kits were mailed to affiliates, giving them ads, exploitation suggestions, on-the-air announcements and special material for disc jockey and women's programs.

NBC-TV Sponsors Renew

RENEWALS by eight sponsors of seven top NBC-TV shows announced by network Friday: American Tobacco Co., through BBDO, N. Y., and S. C. Johnson & Son, through Needham, Louis & Brorby, Chicago, renewed for 52 weeks starting July 3 as alternate-week sponsors of Robert Montgomery Presents, Mon., 9:30-10:30 p.m.; Armstrong Cork Co., through BBDO, renewed Armstrong Circle Theatre, Tue., 9:30-10 p.m., for 39 weeks starting Aug. 31; Sunbeam Corp., through Peritz-Paus Co., Chicago, renewed Ethel and Albert, Sat., 7:30-8 p.m., for 39 weeks starting Sept. 4; General Foods Corp., through Benton & Bowles, N. Y., renewed Roy Rogers Show, Sun., 6:30-7 p.m., for 22 weeks starting July 3; Procter & Gamble Co., through Benton & Bowles, renewed Loretta Young Show, Sun., 10-10:30 p.m., for 44 weeks beginning Aug. 29; Reynolds Metals Co., through Russell M. Seeds Co., Chicago, renewed Mr. Peepers, Sun., 7:30-8 p.m., for 39 weeks (three of four Sundays), beginning Sept. 12; Scott Paper Co., through J. Walter Thompson Co., N. Y., renewed My Little Margie, Wed., 8-8:30 p.m., for 52 weeks, beginning Sept. 1.

NBC Sales on ‘Today’

THOMAS J. LIPTON INC., Hoboken (Frostone dessert mix), through Rathrauff & Ryan, N. Y., has purchased 13 participations on NBC-TV's Today (Mon.-Fri., 7-9 a.m. EDT), starting May 20, ending July 8. Wembs Inc., New Orleans, through Fitzgerald Adv., New Orleans, has ordered 13 participations on Today for 13 weeks, starting June 29.

MUTUAL PLUG

IT WASN'T by design or inclination, but ABC-TV and DuMont carried "a plug" for Mutual during coverage of McCarthy-Army hearings Friday. Before afternoon session began, Senate subcommittee chairman Karl Mundt told hearing (and tv viewers) that Mutual commentator Fulton Lewis jr. had telephoned him to say that network had received 149,895 messages from listeners replying to Mr. Lewis' poll on hearings. Sen. Mundt said he was "gratified" to learn of interest in hearings and that large majority felt sessions "was a good thing for the country." BBDO spokesman told B&N 77.3% of messages expressed those sentiments and 71.9% felt hearings should be continued "without limitation" on radio and tv.

Crosley Sponsors Stern

CROSLEY Electronics division of Avco Mfg. Co. will sponsor 15-minute programs with Bill Stern immediately before and after ABC Radio's broadcast of world heavyweight championship bout between Rocky Marciano and Ezzard Charles June 17, 10 p.m. to conclusion. Agency: B&N. Mutual spokesman told B&N when broadcast is sponsored by Gillette Safety Razor Co., will not be telecast for home reception. It will be carried by Theatre Network Television to 65 theatres in about 50 cities coast-to-coast.

Spot Radio Promotion

HOW ADVERTISERS use spot radio campaigns to introduce new products, solidify strong markets and bolster weak ones, test new marketing strategies, get or improve distribution and gain more impact in major markets is told in new presentation, "How to Localize Your Sales Appeal," issued Friday by CBS Radio Spot Sales promotion department for distribution to advertisers and agencies.

WFBM-TV to Full Power

WFBM-TV Indianapolis goes to full 100 kw effective radiated power from new 1,019 ft. tower Friday, Harry M. Binner, president of ch. 6 station, reported Friday.

UPCOMING

June 1: National Assn. of TV & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.
June 3-4: Senate Communications Subcommittee resumes hearings on uhf, multiple ownership.
June 3-5: National Assn. of TV & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.
For other Upcomings see page 123.

PEOPLE

JOHN MAHON, comptroller of George F. Foley Inc., N. Y., radio-ty packagers, has joined Guild Films Co., N. Y., as comptroller, succeeding EDWARD GROSSMAN, recently named director of newly-organized Guild Radio Division. NORMAN BLACKBURN, recently head of own tv production company in Hollywood and previously national program director for NBC-TV, appointed to Guild's production department as executive director.

H. H. DOBBERTEE, vice president in charge of media, Foote, Cone & Belding, N. Y., for past few years, resigned effective June 15. Future plans will be announced shortly.

ROBERT P. UHL, BBDO New York account executive on Du Pont account, and LAURENCE O. PRATT, BBDO Boston account supervisor for Polaroid, Liberty Mutual Insurance and Southern New England Telephone Co. accounts, elected vice presidents of agency.

VINCENT DARIO, estimator, Cecil & Presbrey, N. Y., to Hicks & Griest, N. Y., as timebuyer.

CHARLES E. DENNY JR. from ABC-TV Pacific Division network sales to Boston sales staff of Television Programs of America.

DOUGLAS EDWARDS, newscaster and co-producer of Douglas Edwards and the News five evenings weekly on CBS-TV, named a director of National Foundation for Muscular Dystrophy.

HARRY W. WITT, in charge of western operations, Calkins & Holden, Carlock, McClintock & Smith, Los Angeles office, and PHILIP WHITE, in charge of midwest work, Chicago office, named vice presidents of agency.

RCA Prize Winners

WINNERS of penthouse party purse announced by RCA Recorded Program Services at NARTB convention banquet Thursday night. They were: first prize, Lin Mason, WCKY Cincinnati, RCA air conditioner; second prize, Leo Wilson, WHOP Hopkinsville, Ky., RCA tape recorder; third prize, Ira Crisp, Lenoir City, Tenn., RCA hi-fi record player.

Paul Diamond Dies

PAUL DIAMOND, 38, eastern division manager of Unity Television Corp., New York, died suddenly Thursday midnight while taking part in NARTB convention. Mr. Diamond suffered heart attack while chatting with friends in Palmer House suite. Funeral arrangements had not been made Friday.

McGowan Productions Formed

ESTABLISHMENT of McGowan Productions Inc., Hollywood, to produce and package films for television announced by Dorrell McGowan and Stuart McGowan, producer and director of Death Valley Days television series since 1952. Brothers have leased studio and office space at Kling Studios on La Brea Ave. in Los Angeles. They will continue to produce and direct Death Valley Days for Pacific Coast Borax Co., through McCan-Ericsson, with Mrs. Dorothy B. McCann supervising producer for agency.

May 31, 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

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444 Madison Ave., Zone 22, Plaza 5-8355.
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BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munter.

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 (25th issue): $9.00. or TELECASTING Yearbook (45th issue): $9.00. Annual subscription to BROADCASTING or TELECASTING, including 34 issues $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 36 cents per copy 25th and 45th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $4.00 per year.)

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

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: BROADCASTING®—The News Magazine of the Fifth Estate.
Broadcast Advertising® was acquired in 1932. Broadcast Reporter in 1933 and Telecast® in 1953.
Now FULL POWER with 100,000 WATTS

MAXIMUM POWER STATION between MEMPHIS and DALLAS
Serving the $BILLION$ TEXARKANA-SHREVEPORT market in 4 states
85% unduplicated TV coverage

For the full story on this great market and the one station that serves it, contact VENARD, RINTOUL & McCONNELL, Inc., representatives today.

CBS ABC DTN KCMC-TV Channel 6
TEXARKANA, U.S.A.

GEN. MGR., WALTER M. WINDSOR
WBC means...

WBZ-WBZA—Boston, Springfield—51,000 Watts
KYW—Philadelphia—50,000 Watts
KDKA—Pittsburgh—50,000 Watts
WOWO—Ft. Wayne—50,000 Watts
KEX—Portland, Oregon—50,000 Watts
WBZ-TV—Boston—Channel 4
WPTZ (TV)—Philadelphia—Channel 3

WBC means sales ... WBC means audience ... WBC means audience-action ... because WBC stations dominate their areas. Contact Eldon Campbell, National Sales Manager for rates and availabilities.

Phone Plaza 1-2700

WESTINGHOUSE BROADCASTING CO., INC.
Exclusive National Representatives: Free & Peters, Inc.
444 Madison Avenue, New York 22, N. Y.
BANK ON THE STARS
Network: NBC-TV
Time: Saturday, 8-8:30 p.m. EDT
M.C.: Bill Cullen
Producer: Masterson, Reddy & Nelson
Production Cost: Under $10,000 per week

SO MUCH of the appeal of a comedy-quiz show rests with the talent of the m.c. In Bill Cullen, Bank On the Stars is blessed with one of the most ingratiating m.c.s in television, whose wit is barbed but somehow never stings.

The program centers around asking contestants to view clips from a motion picture and answer questions on what they have seen. This is by no means novel. But in the segment under consideration on May 22, the producers chose wisely three highly dramatic scenes from front-ranking new releases. It was a pleasant departure from filmed tv shows using antiquated clips, and is to be hoped that Masterson, Reddy & Nelson, who are producing the new series, will continue to use high-quality filmed sequences.

The ever-growing enthusiasm of the busy Mr. Cullen should find in Bank on the Stars a half-hour of good-natured fun. The opportunity for a "preview" of upcoming Hollywood attractions may even send some viewers scurrying to the motion picture theatres. The program, which will continue through July 10, should find lots of friends among the tv quiz fans.

* * *

INDUSTRY ON PARADE
Produced By: Arthur Lodge Productions Inc., for National Assn. of Manufacturers
Writer: Arthur Lodge
Assignment Editors: Johnny Johnstone, Robert A. Young Jr., both of NAM
Narrator: Peter Roberts, Bob Wilson, Radcliff Hall
Stations: Currently carried on 215 tv stations in U. S. and in nine foreign countries through U. S. Information Agency

THOSE tv stations now in operation that are not carrying Industry on Parade will find an informative and flexible source of programming in this series, produced for television distribution by the National Assn. of Manufacturers. The series, carried in over 215 markets nationally, records the progress of American industry by filming a weekly show, for telecast in a 15-minute time period, picturing the activity of both the little and big businesses that constitute the economic structure of the nation. Through cooperation with the U. S. Information Agency, Industry on Parade is shown in nine foreign countries as well.

NAM is wise in selecting a variety of subjects for presentation in each separate film. A good cross section of subject matter chosen by NAM for inclusion in the series is shown in a recent reel released by NAM. This particular film takes viewers on a visit to a New York skyscraper where they watch the men who rivet together its beams and girders; next to a Kentucky farm where country hams are cured for the tables of American epicures; there is a tour of a floor manufacturing plant in Memphis where new processes have brought the purchase of hardwood floors within the average owner's reach, and finally a trip to a photo service plant where some of the one and a half billion snapshots Americans take every year were followed through each stage of developing and printing.

In each instance narration points out how our standard of living is continually on the upgrade as manufacturers discover new techniques and methods of production which improve the products that consumers will ultimately buy. To tell such a story effectively NAM has gone to the farm, the small factory or the giant corporation to give viewers an accurate documented look at the skills of the businesses which NAM represents.

In production of Industry on Parade, camera crews are sent out on-location to film each business enterprise that is included in the series. Arthur Lodge Productions film and score each weekly reel which is supplemented with descriptive narration on the industry being shown. Collectively speaking, the films are well edited and well-produced. Narration is clear and brief. Music, used as a background on each reel, gives the film a certain pace and color desirable in shows of this type.

* * *

BOOKS

ONE of a series of 11 manuals covering 49 makes of home and portable radios, Volume 6 presents factory-prepared service information on Motorola, Olympic and Packard Bell models. Illustrated.

TV MANUFACTURERS' RECEIVER TROUBLE CURES, edited by Milton S. Snitzer, John F. Rider Publisher Inc., 480 Canal St., New York 13. 120 pp. $1.80.

ANSWERS to tv receiver troubles of 12 manufacturers are presented in this technical volume written for the serviceman. The manufacturers present cures to troubles that seem peculiar to their own sets. Admittedly there are certain "bugs" in each model receiver that is not corrected on the assembly line. This volume intends to give answers to those "bugs." New ideas on circuitry that will aid in improving reception of sets already on the market is given.

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-T]

Page 14 • May 31, 1954
12 ways to present your "commercial"

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown below) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.

RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.
catch a movie on
TV and you sell a market!

Did you realize that late evening movies on TV are viewed regularly in as many as 67% of all TV homes in a market? That in the daytime, feature film will capture and entertain as high as 52%?

In any one of these rich markets, that's a lot of people—and a lot of buying power.

You can buy participations, one minute, 15 minutes or more in these programs at low cost. Through them, your message gets maximum market penetration and commercial value.

WSB-TV       Atlanta
WBAL-TV       Baltimore
WFAA-TV       Dallas
KOA-TV        Denver
WICU          Erie
KPRC-TV       Houston
KARK-TV       Little Rock
KABC-TV       Los Angeles
KSTP-TV       M'p'1's-St. Paul
WSM-TV        Nashville
WABC-TV       New York

Edward Petry & Co., Inc.
NEW YORK - CHICAGO - LOS ANGELES - DETROIT - ST. LOUIS - SAN FRANCISCO - DALLAS

WTAR-TV       Norfolk
KMTV          Omaha
WTVH-TV       Peoria
WENS          Pittsburgh
WOAI-TV       San Antonio
KFMB-TV       San Diego
KGO-TV        San Francisco
KOTV          Tulsa
KEDD          Wichita
DO YOU LIKE?

We've Got 'em All!

CBS NBC ABC
DUMONT

Yes, for over a year, WAFB-TV has furnished the only TV programming to the rich BATON ROUGE TRADE AREA. This rich petro-chemical market responds to your sales messages over WAFB-TV because the viewers are among the highest paid workers in the country, with ample free time to spend their money as you tell them to! To cover almost a half million potential customers, buy the only TV station in the capital of Louisiana...

WAFB-TV
Channel 28
Baton Rouge, La.

TOM E. GIBBENS
Vice President & General Manager.
Represented nationally by
ADAM J. YOUNG, Jr.

WHICH

our respects

to JOHN FORD MEAGHER

AFTER NARTB's board decided last winter that radio members of the association should have their own vice president, matching the TV vice presidency, one name kept recurring to President Hal Fellows as he scanned the nation's radio executive ranks.

The name, as the membership now knows, was that of John Ford Meagher, general manager of KYSM-AM-FM Mankato, Minn. Few persons could bring to this important new job more enthusiasm, conviction and preparation.

For more than a decade Mr. Meagher had been taking an active part in state and national association affairs, aided by thorough ground-work in small-station management and a quiet, genial personality that thousands of broadcasters have come to know and respect.

The Meagher radio career started in 1938 when the young man was in his seventh year as a cement salesman for a manufacturing firm owned by an uncle. He was in Kansas City when word came that some old friends, who had been successful in their respective fields, were embarking on the mad venture of building a 100-watt radio station in his native town. KYSM took the air with John F. Meagher as sales manager.

At KYSM he quickly learned several important lessons. First, he found that there is no such thing as an unimportant radio station in the mind of an individual who tunes to it.

Next he discovered that the small station is important to the industry as a whole, observing that most broadcasters have developed in this atmosphere the skills and techniques that have carried America's broadcast service to world leadership.

The little station in Minnesota found it had a lot to learn about the business, Mr. Meagher recalls. It found an answer in the old NAB, predecessor to NARTB. The membership was so valuable, he continues, that he has never been able to fathom why every station operator doesn't recognize not only the technical assistance provided by a strong trade association but more importantly the need of unity in an industry built on non-permanent government franchises and competing with strong advertising media, besides being constantly exposed to public and private attacks from all angles.

Back in the mid-40's his leadership qualities were recognized at NAB headquarters and he was named to the former Small Market Stations Committee. That was followed shortly by his election to the board as District 11 director, a post he filled for the maximum two consecutive terms and which he again occupies until becoming NARTB radio vice president June 15.

As a member of the Standards of Practice Committee and the board finance committee—he has been chairman of both at various times—he has learned the details of NARTB operations from both inside and outside viewpoints.

Recently he led the standards committee in revising that document and just last week reported to the Chicago convention.

The familiar Meagher grin, a puckish sort of thing that catches on quickly, will help him in his new work. He is a patient listener, in meetings and in smaller groups, often heading off a thick scene with a quiet quip that brings the problem down to honest values.

Convinced of the advantages of national organization, Mr. Meagher aided in forming the South Dakota state group in 1948 and one year later helped form the Minnesota association, becoming its first president and serving another term in 1952.

As a highly mobile vice president, Mr. Meagher plans to keep in close touch with the 40-odd state associations. He feels these groups can offer strong support to NARTB's effort to maintain America's pre-eminence in broadcasting. Too, he will bring the headquarters message to every state and reach as many communities as fast transportation will permit.

Fm gets a break in this new association function, since KYSM-FM was one of the first 20 to get a postwar grant and has been putting out a 47 kw signal 1874 hours a day.

Mr. Meagher is anxious to get started at his new job. He exudes eagerness to join President Fellows, whom he considers a top-flight businessman and organizer.

"Johnny" Meagher—that's the only way he's known in the industry—was born in Mankato Jan. 15, 1910. Following a half-century family tradition he went to Notre Dame, specializing in English literature and "low-grade football." In high school he had attained fame as a winner in the National Forensic League.

He married the former Eleanor Ackerman, who appears to be facing quiet weeks as an airline-railway widow. Their two children are away much of the time since Anne, 20, is employed at KSTP St. Paul and John E., 19, is a student at—of course—Notre Dame.

The list of Mr. Meagher's industry activities is as long as his list of Mankato civic roles. He has been on the BAB board; has been a member of BMF flying squadrons, taking part in clinics; has taken part in news clinics at U. of Minnesota and Northwestern Radio Institute.

His official connections in Mankato: past president of the Rotary; past exalted ruler and present trustee of the Elks; director of the National Citizens Bank; director of the Salvation Army; vice-chairman of Mankato Charter Committee, and vice president of the Blue Earth Country Safety Council.

He has outgrown or become too old for most of his favorite hobbies, but maintains a participating interest in gin rummy and alumnus zeal for Notre Dame football.
...and give this girl a big hand!

Scandia Sales, Jan. 1954,
Up 68% over Jan. 1953

Hazel Markel, a long-time star on WWDC, rings the bell again. Last year we were proud that Scandia Cosmetics did more than $5,000 worth of business in the one month of January, using only the "Hazel Markel Show" with only one outlet—Julius Garfinckel & Company.

This year, using Hazel again, Scandia sales hit $8,448—a 68% increase.

Says Jackson Lee O’Leary, President of Scandia Cosmetic Corporation:

"Our account has been continuously supported by Hazel Markel . . . our sales have grown month by month and far beyond any volume either we or Julius Garfinckel & Company could have hoped for. Whoever says there is a general let down in business evidently has not had the benefit of the sales force of Radio Station WWDC."

WWDC can help your sales in the Washington market, too. Let your John Blair man give you the whole story.

In Washington, D.C. it’s WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
...how many TV homes in the nation's 9th biggest TV market and

WIN A PRIZE
(See rules below)

1,083,900 TV HOMES!

You pay for only 399,400 television homes—but you get 1,083,900 when you buy WSTV-TVi. That makes a bonus of 684,500 homes—pure gravy that costs you nothing.

How can this be? WSTV-TV offers you rates based only on the prosperous Steubenville-Wheeling market. But WSTV-TV beams a clear, primary signal right into Pittsburgh—giving you the 9th largest market on a silver platter! PLUS Canton, Youngstown, and many other industrial cities, too.

WSTV-TV's coverage of 1,083,900 TV homes is:

- BIGGER than Cleveland — 1,022,140 sets
- BIGGER than San Francisco — 879,303 sets

Ask your Avery-Knodel man for full information—and help yourself to the biggest bonus in TV!
NO GUESWORK about the number of TV homes covered by WSTV-TV VHF-Channel 9

BIGGEST BONUS MARKET IN TV

You can win one of these big prizes FREE (and easy!!!)

Here's all you do. Look at the picture. Here are some clues. It's an aerial view of one of the nation's biggest steel producing areas. (According to a leading television magazine's Annual Data Book for 1954 it was the ninth largest TV area in the country.) Just guess how many TV homes it covers and fill out the coupon on this page. Contest closes July 10, 1954. Nearest correct answers will be judged the winners. IN CASE OF TIES, EARLIEST POSTMARK DECIDES THE WINNERS.

Contest Dept. - STATION WSTV-TV Steubenville, Ohio
My guess is that there are ___ TV homes in the nation's 8th biggest TV market—every home a bonus for sponsors on WSTV-TV!

NAME

TITLE

COMPANY

ADDRESS

CITY  STATE  ZONE
Something to Crow About

EDITOR:

As early as April 1937, Life magazine saw fit to feature the rooster as its first bird cover. WJAR-TV has been using the Rhode Island red rooster as its identification symbol since its increase in power to 225 kw on May 3, 1953. WJAR-TV's rooster has become synonymous with channel 10 . . . .

Thus, we feel that we have capitalized upon the sight of a familiar bird and adapted the most widely known part of the species for WJAR-TV promotional purposes.

Jay Hoffer
Promotion Manager
WJAR-TV Providence, R. I.

A Vhf Supporter Speaks

EDITOR:

In the hills and mountains of Pennsylvania vhf provides excellent coverage. Uhf does not and cannot fill the valleys.

Talk of putting all tv on uhf means half of Pennsylvania's sets will not have good tv.

Can't the technical men at the FCC straighten them out?

Prof. Raymond M. Bell
Washington and Jefferson College
Washington, Pa.

Cover-to-Cover Reading

EDITOR:

. . . . May I take this opportunity to express my keen appreciation for your magazine. Especially thoughtful and thought-provoking are your weekly editorials. Broadcasting & Telecasting is read from cover to cover each week by practically every member of our staff.

Arthur L. Higbee
Manager
KSUB Cedar City, Utah

Beauty and Brains

THE business abilities of broadcaster Helen Maria Alvarez, 38.9% owner in KFMB-AM-TV San Diego and stockholder in an application for ch. 10 at Corpus Christi, Tex., as well as half-owner of KOTV (TV) Tulsa before its sale last month [B&T, April 14], are described in the May 15 issue of the newsletter, J. K. Lasser Reports on Taxes, as follows:

BRAINY, BEAUTIFUL, AND RICH—That's Maria Alvarez, a self-made millionairess, who recently sold her half interest in KOTV, a Tulsa tv station, to Jock Whitney.

A tax-favored route brought wealth to the 81-year-old beauty. She was successful from the time she got into radio, through the University of Tulsa, back in 1943. But there was a catch. Her radio income was so high that it was heavily taxed.

The then low pay tv offered a shot at capital gain. She invested her brains and $1,500 in a tv operation. Her station went on the air in October, 1949, three months later, was operating in the black. By 1964, the only woman tv general manager had lifted monthly gross income to $200,000.

Result: $1,500 converted to $1,600,000 after taxes—her net on the $2-million paid for her stock after capital gains. That's a $350,000 a year after-tax return. To net the same from radio work, she would have had to average close to $3-million a year in pay.

Agency and client behind closed doors chopping on the schedule your medium, your market are mentioned a question is raised the agency man reaches for Standard Rate...

Brother, what a grand feeling to know that

you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.
UNLIKELY as it seems, Gerald A. Hoeck, at 33 a partner in the Wallace Mackay Co., Seattle advertising firm, got his first taste for television on Iwo Jima in World War II.

As intelligence officer with the Fourth Marine Division, Jerry Hoeck had seen combat on Kwajalein, Saipan, Tinian and Iwo. As the war drew to a close, he worked with Will Price, formerly a Hollywood director and more recently in tv, on the production of an official Marine Corps film dealing with the capture and interrogation of prisoners.

Follow-up on the film—which was shot in actual combat on the Pacific island—led to Washington, D. C., New York and Hollywood, and to a growing taste for presenting sales ideas visually. It's not surprising that one of the Mackay agency's most notable achievements has been the remarkable television success story of its client, Bardahl Mfg. Corp. [B*T, Jan. 18].

Born in Seattle Feb. 28, 1921, Jerry Hoeck was educated at the U. of Washington there, graduating in 1942 from the School of Journalism. After a year at the Navy Japanese Language School in Boulder, Colo. (where he married Rosemary Elliott), he was commissioned a second lieutenant in the Marine Corps. Discharged in October 1945, as a first lieutenant—he is now a captain in the Marine Corps Reserve—Mr. Hoeck returned to Seattle, where he formed a public relations partnership with Wallace J. Mackay, formerly public information officer of the same Fourth Marine Division.

A few months later they joined Mr. Mackay's father in what was then known as the W. V. Mackay Co., 20-year-old Seattle ad agency. Effective Jan. 1, 1947, Mr. Hoeck, the younger Mr. Mackay and Marlowe Hartung became junior partners in the agency, with the elder Mr. Mackay as senior partner. Five years later to the day, the elder Mr. Mackay retired, and the three young men became equal partners.

Bardahl, the agency's biggest account, still puts some 70% of its advertising budget into the broadcast media, principally television, but it is not the only video-conscious client in the house. Buchan's Bread, Seattle, used tv (and radio) extensively last Spring to introduce a new trade character, Bonnie Buchan. Another heavy broadcast user is Gold Shield Coffee (Lang & Co., Seattle).

Mr. and Mrs. Hoeck have two children, Heidi, 8, and Kimberly, 5. They live on Puget Sound. Jerry's hobbies are typical of the Pacific Northwest: salt-water fishing and golf.
It's No Draw...in Omaha

There's only one TV station that effectively covers both the infield and outfield in the Omaha area, and that's KMTV.

Take a look at this batting average of KMTV's homemaker, Bettie Tolson: On her weekday "Your TV Home" program, Bettie staged a 4-week contest for recipes. A gas range was first prize. She mentioned the contest only thirteen times during the four week period.

Results? Judges were swamped with 5,500 entries.

And, even more important to advertisers, entries came from 405 towns and cities in five states—Nebraska, Iowa, Kansas, Missouri, and South Dakota.*

Results like these aren't surprising when you consider KMTV's maximum power of 100,000 watts, low channel 3, and the flat terrain of the Missouri Valley area. Three successive fringe area surveys further point to KMTV's coverage superiority. Let KMTV go to work for you. Contact KMTV or Petry today.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

*City names and number of entries from each provided upon request.

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.
Another Reason Why
WPTF is
North Carolina's
Number One
Salesman

Chief Engineer . . . . . Henry (Skipper) Hulick

Henry Hulick, Jr. is skipper of the 18 man crew which we believe is the finest radio engineering staff in Dixie. He has been with WPTF for 26 years. His staff has a total combined radio experience of more than 350 years! Their experience, plus unexcelled equipment, makes your sales message sound as if you have presenting it personally over the back fence to the more than two and one-half million WPTF listeners. As Chief Engineer, Skipper Hulick sees to it that your messages receive the hi-fi treatment that gives WPTF AM broadcasting the quality characteristics of WPTF FM broadcasting. Skipper and his boys are the home run hitters on the team that make WPTF the South's Number One Salesman in the South's Number One State.
CBS RADIO WHITTLING RATES, TVAB LAUNCHED IN CHICAGO

NARTB's 32d annual convention also witnesses industry activity as uhf telecasters band to present side in uhf hearings in Washington next Wednesday. Name of new FCC chairman was much-asked question throughout week. Paley in one sense the Chicago convention of NARTB last week was a repetition of the Chicago convention three years ago; CBS Radio announced a plan to reduce nighttime price.

In another sense the two conventions were wholly unlike.

Last week the CBS Radio announcement, which received with serious interest by convention delegates, was by no means the emotional bomb of the somewhat similar CBS Radio announcement before the convention of 1951. In that year, news of the first major radio network rate reduction provoked a sense of crisis, stimulated a mass meeting of affiliates of all networks and became so great an issue that scheduled events at the convention were ignored.

But last week, as the keynote speaker, William S. Paley, said, "in our turbulent industry today (there is) no lack of problems." In addition to network rates (CBS) and network spot sales plans (MBS and NBC), the convention and associated meetings had plenty to talk about. Some of the hottest topics: the future of uhf television, the formation of Television Advertising Bureau, the uncertainty over appointment of an FCC chairman.

The radio network rate issue arose Monday when it became apparent, after a meeting of CBS Radio affiliates and key executives of the network, that agreement had been reached to reduce nighttime charges. (For full details, see story page 36.)

Night and Day

Essence of the new plan is that nighttime charges will be reduced to the level of morning CBS Radio rates by the device of discounts to advertisers, that the network will set up two evening station breaks of 70 seconds each in which stations can sell minute spots, that CBS Radio will not embark on the counterpart of NBC Radio's plan to sell spots on the network.

NBC Radio affiliates at the convention understandably were concerned over the effects of CBS action. The NBC Radio Affiliates Committee sought and obtained a meeting with Sylvester L. Weaver Jr., president of NBC, and Robert W. Sarnoff, executive vice president, scheduled in New York this Wednesday at which NBC's plans will be discussed. There was little doubt among affiliates that NBC Radio would have to make some move to become competitive with CBS.

Meanwhile, Mutual affiliates met Monday in Chicago to hear network plans for expansion of Mutual's "multi-message" sales technique. Although the affiliates took no vote on the proposal, network officials said they were confident of its acceptance by stations. (See Mutual story, page 32.)

What MBS wants to do, effective Oct. 1, is to sell spots within a 30-minute morning program and a 30-minute afternoon show. The first spot in each segment would be carried by the affiliate without compensation; on other spots affiliates would be paid.

Sharp disagreement with network rate policies was entered in the NARTB record by Alfred Stanford, publisher of Boats, former chief of the Bureau of Advertising of the American Telephone & Telegraph Co., who called the MBS plan "disastrous." The MBS rate proposal is considered by some as underestimating the influence of network advertising on radio's image in the public mind.

The future of uhf was also a subject of intense discussion and some action at Chicago last week.

At the direction of its Television Board, the NARTB last week asked to appear before the Senate Communications Subcommittee at uhf hearings to be resumed this week, and coincidentally a group of uhf telecasters, acting independently, hired special counsel and planned to seek an appearance at the hearings. (Story, page 58.)

Harold E. Fellows asked the subcommittee to allow him and A. Prose Walker, manager of the NARTB Engineering Department, to testify before other individual witnesses are called.

The independent group, including such veteran tv operators as Harold Hough, WBAP-TV Fort Worth; P. A. Sugg, WKY-TV Oklahoma City, Jack Harris, KPRC-TV Houston, and Victor A. Sholis, WHAS-TV Louisville, retained Theodore W. Pierson as Washington counsel and scheduled a Washington meeting today (May 31) to discuss strategy.

Tvab Is Launched

One of the liveliest meetings in Chicago was the organizational session of Tvab (Television Advertising Bureau). Tvab was formally launched without network (except o&o stations) or NARTB participation. By the end of the week, Tvab announced that a New York headquarters would be opened today (May 31), that executives of some 100 stations had signed membership applications (some subject to approval by ownership), and that a first-year budget of $300,000 is in sight. (Story, page 36.)

One of Tvab's first big jobs will be choosing a paid director; another is expansion of membership. Tvab is conceived as a television counterpart to radio's Broadcast Advertising Bureau; its promotional efforts will be concentrated on local and national spots.

The presence at the convention of six of the seven FCC commissioners, including Acting Chairman Rosel H. Hyde, stimulated interest at Chicago in the question of the permanent appointment of an FCC chairman.

In the early part of the week, it was authoritatively reported that FCC Comr. John C. Doerfer was virtually set to be the chairman. The report gained such currency that some informed delegates privately congratulated him.

By Thursday, however, White House and Republican Party sources were quoted as saying that neither Mr. Doerfer nor Mr. Hyde was
scheduled for the appointment. At week's end the situation was up in the air. (For complete report, see page 77.)

Mr. Hyde was the principal speaker at the convention luncheon Wednesday. (Story, page 50.) He predicted that no more than 325 U. S. communities would have their own tv service, unless the demand for facilities rises above present levels.

Radio, he said, is and will remain the basic communications medium of the United States."

Hyde Cites Radio Growth

In an address which also summarized the work of the FCC in the year of his chairmanship, Mr. Hyde pointed out that aural broadcasting had experienced steady growth which "may have been obscured" by the interest devoted to the newer medium of television.

NARTB President Fellows, in an annual report to the membership, urged broadcasters to quit shooting at each other. (Story, page 44.) "We are still prone, as radio and television broadcasters, to fight each other for business" he said, "which is perfectly all right, if we remember that there are other forms of competition."

Mr. Fellows described what he regarded as the principles of the American System of broadcasting.

As winner of the 1954 Keynote Award, Mr. William S. Paley, chairman of the board of CBS, admonished broadcasters to pay more attention to news and public affairs, which he called "the road to responsibility." (Story page 48.)

Management, he said, should take more interest in this field, should hire capable personnel to manage news and information programs and give such people adequate support.

The tremendous developments in radio and television technology were in inescapable evidence last week, both in the elaborate equipment exhibits and in discussions at joint management-engineering sessions and at meetings designed principally for engineers.

More than 400 radio-tv engineers were registered for the convention. (For report on engineering sessions, see page 61.)

Some $5.5 million worth of electronic gear was on display. Color transmitting equipment drew particular attention, but black-and-white tv and radio transmitting and control exhibits were in profusion. Business at the convention was good. One exhibitor sold a 40 kw tv transmitter right off the floor. (Story page 67.)

Six FCC commissioners were present at an FCC roundtable Thursday morning, answering questions put by delegates. The session was featured by a plea by Comr. Frieda B. Hennock for transfer of all tv stations to the uhf band. Comr. George E. Sterling challenged this as a "direct attack" on FCC and industry engineers. (Story page 63.)

Here are other day-by-day developments at formal sessions of the convention:

Monday:

At a luncheon for executives of state broadcasters associations, Mr. Fellows announced a plan to launch a new NARTB bulletin service to provide news of state and territorial group activities. (See full story, page 31.)

At the television business session Monday afternoon seven NARTB television directors were elected, expanding the board to a total membership of 15. Highlights of tv achievement during the past year were detailed in a report submitted to the membership by Thad Brown, NARTB vice president and general counsel for television, and summarized by Robert D. Sweeney, WDSU-TV New Orleans, chairman of the tv board. (Story, page 38.)

Sterling on FM

Technical and economic factors in fm broadcasting were explored at the fm session Monday afternoon. FCC Comr. George E. Sterling predicted that multiplexing may give fm "the revitalization it needs." (Story, page 38.)

Tuesday:

Workshop sessions on television film and labor relations were held in the afternoon.

In the film session, Harold see, KRON-TV San Francisco, chairman of the NARTB Television Film Committee, said a standard film contract form should be ready for presentation to the group next fall. A committee served on a panel, explaining various approaches to film use, handling and programming. (Story, page 48.)

At the labor relations workshop, a labor expert for International Harvester Co. told broadcasters to enter union negotiations well-informed and prepared to take firm stands for their rights. Other advice was presented by panel members including labor relations specialists and broadcasters. (Story, page 44.)

Wednesday:

"The Sports Question" was discussed in a general session Wednesday morning. Speakers representing professional and college sports stated fears that sports telecasts can shut off attendance if allowed to go uncontrolled. An advertising agency executive and a university executive, however, warned against erecting artificial barriers to radio-tv sportscasting. (Story on page 52.)

In an afternoon session on standards of practice, the convention was told that operation of the radio and television courts, with voluntary enforcement, has greatly reduced public criticism of radio and tv and has led to improved program and commercial practices. (Story on page 54.)

The rights of broadcasters to cover public hearings on a par with newspapers were debated at a "Freedom of Information" session Wednesday afternoon. How far radio and tv should go in demanding access to court proceedings was argued. (Story on page 44.)

At the annual radio pioneers dinner Wednesday night Arthur B. Church, KMBC-AM-TV Kansas City was introduced as president of the organization for 1954-55, succeeding Paul W. Morency, WTIC-AM-FM Hartford, Conn. Principal speaker was Allard P. Kegg, ambassador from Pakistan. (Story on page 54.)
CONFUSION STILL REIGNS ON CHOICE TO HEAD FCC

Earlier last week, it was felt certain that Comr. Doerfer would be named Commission chairman, but one Republican source after conference at ‘the highest level’ maintained that neither the Wisconsin Commissioner nor Acting Chairman Hyde would be selected.

IT’S in again, out again on the FCC chairmanship.

Last week, highly authoritative reports had President Eisenhower naming John C. Doerfer “any day” to succeed Chairman Rotel H. Hyde. But before the week was out one Republican senator reported after conferences in person at “the highest level” that Mr. Doerfer would not be named and that Mr. Hyde wouldn’t be re-named either.

This sort of speculation has been going on for weeks—before the one-year tenure of Mr. Hyde ran out April 18. In Chicago, during the NARTB convention, Mr. Doerfer found himself being congratulated, although as far as it could be ascertained, he had not gotten either official or unofficial word.

The only report that seemed to remain constant was that the President wanted no holdover chairman heading agencies, and that while it is recognized that Mr. Hyde has done a good job it nevertheless was the plan to rotate.

This is not a situation peculiar to the FCC, since there are two vacancies on the Federal Reserve Board, and the chairmanship of Tennessee Valley Authority was permitted to expire without a successor being named.

Mr. Doerfer Is Non-Plussed

Mr. Doerfer, who has been a commissioner since April 15, 1953, is non-plussed, and Mr. Hyde has heard nothing officially. Whatever the outcome, he remains on the Commission since his appointment runs until June 30, 1959.

One important personage attending the NARTB convention was “100 to 1” that Mr. Doerfer would be named. He based this on the “absolute knowledge” that word had gone down the line from White House and Republican National Committee sources that the shift had been decided upon, not because of deep-seated dissatisfaction over Mr. Hyde’s stewardship, but because of policy.

The President, within the next few days, is expected to re-nominate Mr. Doerfer for a seven-year term from next June 30, when his present appointment, which was to fill the unexpired term of Robert F. Jones, expires. Mr. Doerfer’s nomination is subject to Senate confirmation. The chairmanship is not, since, under the statute, the President selects the chairman from among the seven confirmed members of the FCC.

But there was the report in GOP quarters that when Mr. Doerfer’s nomination is sent to the Senate, the President simultaneously will announce his appointment as Chairman.

In some quarters this statement was discounted on the ground that it would be a political faux pas. While Mr. Doerfer is not, by his own statement, a “McCarthy man” he nevertheless would become more “controversial” if named to the chairmanship in advance of confirmation by the Commissioners, purely and simply because he is a Wisconsin Republican.

The President has stated to inquirers that he is convinced ‘that’ Mr. Doerfer is not a McCarthy man, and that there is no “appraisal” of the President’s choice of Mr. Hyde from licensees and many others high in the GOP councils. But Leonard W. Hall, chairman of the Republican National Committee, and Sherman Adams, assistant to the President, have not been among his rugged protagonists. Moreover, a number of GOP members of Congress have opposed Mr. Hyde, presumably because he has not followed their bidding on various adversary matters before the Commission.

By the same token, Mr. Doerfer has not received blanket endorsement from influential members of Congress, either. Broadcasters for the most part have not opposed Mr. Doerfer’s reappointment for a new term, but they have not supported him for the chairmanship in any great numbers.

Robert E. Lee, newest Commissioner, has had considerable Congressional and GOP committee endorsement for the chairmanship. But he has gone down the line in supporting Mr. Hyde, contending he should be permitted to complete the numerous projects he now has under way. Moreover, Mr. Lee is represented as feeling that the chairmanship should be in the hands of one experienced in the field.

Similarly, the remaining Republican member, George E. Sterling, has supported Mr. Hyde. An engineer, he is represented as feeling that in

The months ahead the chairmanship should be in the hands of a lawyer versed in the vagaries of regulation and litigation.

Mr. Doerfer originally had been slated for appointment to the Federal Power Commission, but is understood to have agreed to accept the FCC chairmanship with a tacit understanding that he later would get the chairmanship of that agency or of the Power Commission. He likes the FCC after a year, and reportedly rejected a proffer for the Power Commission.

Mr. Doerfer, 49, came to the FCC from the chairmanship of the Wisconsin Public Service Commission, which deals with public utility common carriers. He is an expert in that field and is an accountant as well as an attorney. In his first year on the FCC he has demonstrated strength and sagacity to get the job done as fast as possible. He deals abstractly with cases and principles, rather than people, and has advocated a "looseness in the joints" by the Com-
Cbs radio cuts nighttime rates; other networks expected to follow

Action will mean an approximate 17% reduction in nighttime costs, and, in effect, gives the network a single rate. The affiliates get 70-second nighttime station breaks in return.

A NEW ROUND of network radio rate cuts was precipitated last week by CBS Radio, which won general affiliate approval of a realignment that will give the network substantially a single rate for daytime and evening [BROADCASTING TELECASTING, May 17].

In return, CBS Radio officials agreed to give affiliates 70-second station breaks in the evening hours, a concession which leaders of the affiliates regarded as largely offsetting the reduction in nighttime charges which they approved.

NBA officials conceded they have to "become competitive," although the form of their next move was still undetermined. The problem will be discussed in a meeting set for Wednesday in New York between members of the NBA Radio Affiliates Committee and key officials of the network. ABC Radio and Mutual also were expected to bring their respective charges into line with those of CBS Radio.

CBS Radio's "rate" reduction will be accomplished not through changes in published rates but by increasing evening discounts. The result will be that evening time charges will be approximately the same as those for premium (morning) daytime hours. This amounts to a 15 to 20% reduction in nighttime costs—a reduction that was estimated unofficially to average out to about 17%.

The evening station-break increase to 70 seconds, as compared to the present 30, was viewed by affiliates as a substantial gain. Today's trend in spot radio buying, they noted, is toward 60-second announcements—as a result of which, in the past, with only 30 seconds available for station breaks, affiliates have lost potential spot business to independent outlets.

Affiliates anticipated little difficulty on the part of CBS Radio in persuading evening advertisers to shorten their programs by the 40 seconds necessary to provide 70-second station breaks. Since the advertisers' rates are being reduced by 15 to 20%, they felt, the advertisers should not strenuously object to a 40-second shortening of their programs.

CBS Radio also agreed not to undertake the sale of one-minute commercials such as NBC Radio has launched—another point CBS Radio affiliates regarded as strongly in their favor. The network will continue its "Power Plan."

Some of the leaders of the CBS Radio affiliates, all members of the Affiliates Board, are shown with Network President Adrian Murphy immediately after last Monday's meeting in Chicago. L to r: seated, John Patt, WJR Detroit; Mr. Murphy; Kenyon Brown, KWFT Wichita Falls, Affiliates Board chairman; standing, Arnold F. Schoen Jr., WPRO Providence; George D. Coleman, WGBI Scranton; John E. Fetzer, WJEF Grand Rapids - WZKO Kalamazoo; Charles H. Crutchfield, WBT Charlotte; W. H. Summersville, WWL New Orleans, and C. T. Lucy, WRYA Richmond.
in which, a la NBC's "Tandem Plan," three advertisers per program are offered participations in a series that encompasses three half-hour programs. CBS Radio may change this to five-quarter-hours per week, but the agreement provides that the plan will not be extended without prior consultation with the affiliates.

The CBS Radio plan is dependent on individual negotiation; before it can become operative, affiliates representing 85% of the rate card must sign. Network authorities, however, appeared confident that Network would have no trouble.

Despite any such reduction in nighttime costs was uncertain. Timing, officials said, would be left to the network. But it cannot come before Aug. 25, since the network a year ago gave a commitment not to go into network rates. Officials thought the change probably would come between Aug. 25 and the end of the year.

Concessions Made

In moving to accept the reduction in evening rates, CBS Radio affiliates won concessions not only in terms of participation in the network but also committing CBS Radio to lead a cooperative advertising campaign in which the stations and the network will both participate in the promotion of CBS Radio programs next fall, and to undertake a "qualitative" study of radio listening, both inside and outside the home.

CBS Radio officials also agreed to continue to explore the possibilities of granting affiliates participation in network advertisements. They insisted, however, that the time for such increases has not yet come.

Almost concurrently with the CBS Radio plan, NBC's affiliated network to the NARTB, the Red Network, was launched. The Red Network was told by Alfred Stanford, publisher of Boats, formerly of the American Newspaper Publishers Assn.'s Bureau of Advertising, also formerly associated with Benton & Bowles, that he considered it "wicked" for radio to "fall back on cutting prices" (story page 58).

The CBS Radio affiliate meeting was held Monday morning, following by a session of the affiliates board with network officials that afternoon. Included at the meeting was Kenyon Brown, KWFT Wichita Falls, chairman of the affiliates board, and CBS Radio President Adran Murphey issued the following joint statement:

The CBS Radio Network and its affiliated stations in a meeting in Chicago today united in a concerted effort to strengthen the traditional CBS Radio Network policy of selling advertiser network facilities on a time-unit basis for their own programs rather than as spot announcements in unrelated programs. It was the unanimous conviction of the CBS Radio affiliate present at the meeting held in Chicago, May 24, as well as the CBS Radio Network, that such a policy would better assure the continued dominance of CBS programming, and at the same time allow the advertiser maximum value in identifying the product or service advertised with the program sponsored.

Rat Race Plans

"The CBS affiliates deplored the widespread activities of some networks in accentuating the sale of other than the customary time and program units. They also commended CBS for its progressive efforts in maintaining the strength of the audience appeal of network radio and for resisting temptation to expand network competition for spot broadcasting through sale of participating announcements."

To stimulate still greater use of nighttime hours for individually sponsored network programs, CBS will consider for the fall added inducement to advertisers buying facilities for their programs by adjusting by discounts nighttime costs to approximately those of premium daytime costs. Related to such a cost adjustment, the program time of certain network shows of 25 minutes or longer duration would be reduced slightly to permit full one-minute commercial or public service announcements by the stations.

"The CBS Radio Network and its affiliates also decided to inaugurate a jointly sponsored fall advertising campaign to promote the programs of CBS Radio and its affiliates. They will likewise institute a jointly sponsored qualitative research study of radio listening habits throughout the United States and the impact of radio listening on the sale and use of advertised products."

Meanwhile, CBS President Sylvestor L. (Pat) Weaver Jr., Executive Vice President Robert W. Sarnoff and other NBC top officials met Wednesday morning with approximately a dozen NBC Radio affiliates who had been holdouts against the network's plan of selling one-minute announcements in certain programs. The affiliates were not asked at that time to accept the participation plans, but participants in the meeting said afterward they thought a majority would accept the program.

The Affiliates

The affiliates included Paul W. Morency, WTIC Hartford; Hugh A. L. Hall and James M. Gaines, WOAI San Antonio; Martin Campbell, Alex Kceese and James Moroney Jr., WFFA Dallas; F. A. (Buddy) Sugg, WOKY Oklahoma City; Payson Hall and Frank Fogarty, WOW Omaha; D. L. (Tony) Provost and Leslie H. Pear Jr., WBAL Baltimore; Robert B. Hanna Jr., WGY Schenectady, and Jack Harris, KRRC Houston.

Members of the CSS Radio affiliates board on hand for the meetings included Chairman Brown; Arnold F. Schoen Jr., WPRO Providence; George D. Coleman, WQBI Scranton; C. T. Lucy, WRYA Richmond; Charles H. Crichtfeld, WBT Charlotte; W. H. Summerville, WWL New Orleans; George B. Storer, Storer Broadcasting Co.; John E. Etter, WJEF Grand Rapids and WKZM Kalamazoo, and John F. Parr, WJR Detroit. Absent were Herbert Taft Jr., WKRC Cincinnati; Sal Haas, KIRO Seattle, and Hugh Terry, KLZ Denver.

PETRY REVIEWS SALES METHODS

EDWARD PETRY, president of Edward Petry & Co., station representatives, reviewed radio sales techniques at a meeting of radio stations represented by his firm, last Monday morning at Chicago's Palmer House.

HIGHLIGHTING NARTB's luncheon for presidents of state broadcasters associations last Monday was the interchange of views on NARTB's proposed new bulletin service for such groups. Seated at head of table are (l to r): John Meagher, new NARTB radio vice president; Frank Crane, managing director, Southern California Broadcasters Assn.; Ralph Hardy, NARTB vice president in charge of government relations; Calvin Smith, KFAC Los Angeles, representing California State Radio & Television Broadcasters Assn., and Lawrence H. Rogers, WSAZ-AM-TV Huntington, W. Va., president of the West Virginia Broadcasters Assn.
MUTUAL TELLS AFFILIATES OF PLANS FOR PARTICIPATIONS, MERCHANDISING

Network voices confidence its plans will be accepted after a meeting at which proposals were made to the affiliates.

PLANS for the sale of additional "participations," described as an expansion of the current "multi-message" plan, and for affiliations' organized participation in an expanded merchandising project (B&T, May 17), were put to the affiliates by MBS officials at a meeting last Monday during the NARTB Convention.

Mutual officials said afterward they were confident the plans would be accepted by the affiliates. They did not ask for a vote at the meeting.

The participations plan, which Mutual hopes

The merchandising plan, which probably would go into effect between Oct. 1 and Jan. 1, was described by Robert A. Schmid, administrative vice president in charge of research, advertising, promotion and publicity, as a means of harnessing one of the network's "greatest assets"—its size, with 572 stations coast to coast and with 325 of these located in one-station markets.

Mutual affiliates, under this plan, would make from 10 (in the case of smaller stations) to 50 (for largest outlets) calls per month on retailers and local representatives of national advertisers, seeking special in-store displays for the advertisers. Mutual also would provide the tools for additional promotion—deals stressing the Mutual "plus value" theme, recorded announcements (with provision for local cut-ins for advertisers), a general merchandising kit, etc.

The merchandising project was pre-tested on several stations, including WBRK Pittsfield, Mass., and WROW Albany, N.Y., with "enthusiastic" response from both agencies and advertisers, network officials said.

 Diedre Sites Necessity

Victor C. Diehr, WAZL Hazleton, Pa., chairman of the Mutual Affiliates Board, expressed the view that, from a competitive standpoint, it was necessary that Mutual be allowed to expand its sale of participations, and also that "some sort of merchandising plan is necessary."

In his personal opinion that with its participations and merchandising proposals Mutual "has come out with a plan that will not only help Mutual get additional business but will also help Mutual affiliates to get business too."

Thomas F. O'Neil, Mutual president, laid to rest reports that General Tire & Rubber Co., controlling owner, was disposed to get rid of the network. He told the affiliates that so long as General Tire's owned stations, its Don Lee and Yankee regional networks, and the Mutual organization all together continue to record a profitable overall radio-television operation, General Tire has no intention of disposing of Mutual.

Program plans were outlined by Herbert Rice, programs vice president, who noted that MBS morning programming already is strong and is being made stronger, that the children's block will be strengthened, and that the strong Sunday mystery block, while curtailed for baseball coverage during the summer, will be resumed in strength in the fall. He pointed out that Mutual had optioned the "Sherlock Holmes" series, with John Gielgud and Ralph Richardson, for fall presentation.

J. Glen Taylor, administrative vice president in charge of policy, laid the groundwork for the detailed presentations on the participations and merchandising plans.

"Positive, Collective Thinking"

He said "positive, collective thinking" had led to sales enabling Mutual to keep its programming wholly intact for the summer without the $300,000 to $400,000 program costs that Mutual itself would have had to lay out otherwise. He cited the Florida Citrus Commission's purchase of five 25-minute periods a week for 52 weeks, Pan American Coffee Bureau's signing for five participations a week in the "multi-message" plan, and Bridgeport Brass Co.'s summer campaign using one participation a week for four weeks.

Mr. Taylor also noted that Mutual's 20th anniversary occurs in October, and said the network will exploit the occasion fully in its sales and programming operations.

He reported that Mutual's gross sales for the first quarter of 1954 were 5.1% ahead of those for the same period last year, and that "our summer stock looks better, and is better, than ever before."

Mr. Taylor listed Mutual's advantages as including "daytime coverage that is second to none," the fact that "radio is our only business," a marked increase in Mutual's audiences, the promotion-mindedness of MBS affiliates, the flexibility of the network, and advertisers' sponsorship record showing that "we're not a hiatus network."

Affiliate acceptance of the network's participations plan, Mr. Taylor said, would make Mutual competitive with other networks from a sales standpoint, stabilize programming, make it easy for advertisers to buy Mutual time, and enable Mutual to deliver to advertisers "what we say we can."

WAITING for the start of the Mutual affiliates' session in Chicago are (l to r): seated, Frank Koehler, WROV Roanoke, Va.; Thomas F. O'Neil, Mutual president; standing, Robert Carpenter, station relations director; J. E. Campeau, CKLW Windsor-Detroit; Eori M. (Pete) Johnson, MBS administrative vice president in charge of station relations, production and engineering, and J. Glen Taylor, administrative vice president in charge of policy for the network.

Johnson Explains

The first spot in each segment would be carried by the affiliate without compensation; on all others, compensation would be paid on a basis in keeping with the network charge. For instance, the affiliates were told by E. M. (Pete) Johnson, administrative vice president in charge of station relations, production and engineering, that if a 30-minute drama were the participations program, the stations would receive no compensation for the first participation sold by Mutual, would be paid for 10 minutes for the second, an additional 10 minutes for the third, and another 10 minutes for the fourth.

Sale of the first participation by the network, without compensation to the stations, "just about gets us off the hook" for the cost of the program, Mr. Johnson said. He also pointed out that stations would be allowed to sell locally any participations not sold by the network, subject to recapture by Mutual on 28 days' notice. Additionally, when Mutual has sold one strip, it would be permitted to launch another 30-minute participations program within the same segment of the broadcast day.

CORRIDOR conversation engrosses (l to r) E. J. McKeever, KVOX Moorhead, Minn.; John Fulton, WQXI Atlanta, and Robert A. Schmid, Mutual administrative vice president in charge of research, advertising, promotion and publicity, at the opening of the MBS affiliates' meeting.

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The fabulous Central Florida Citrus Belt is covered by . . .

WLOF-ORLANDO
5000 watts—950 kc—MBS

Used by more local merchants than any other radio station in the area

represented nationally by Paul H. Raymer Co., Inc.
WHO'S ON TOP?
In Chicago it's WBBM-TV... after one short year the top performer by every standard.

For WBBM-TV now packs the house with audiences 18% over the nearest competition... 87% greater than the third ranking station... more than twice as large as the fourth.

In quarter-hour wins WBBM-TV now towers over its nearest competitor by 71%—with 203 top-rated periods today compared to 123 a year ago.

And—where showmanship really shows—WBBM-TV takes a bow with 10 of Chicago's “top 15” programs at night (compared to 9 a year ago) and 8 in the daytime (compared to 4 a year ago).

For top billing in the nation's second market, get in the act with WBBM-TV

*Chicago's Showmanship Television Station*

*CBS Television's Key Station in Chicago*
TVAB opens shop in New York today with 100 outlets after NARTB meet

Headquarters are being set up in New York's New Weston Hotel after rapid organization of TVAB at the Chicago convention sans benefit of networks or NARTB. Richard Moore is temporary head.

TVAB (Television Advertising Bureau) opens New York headquarters today Monday as a local-national tv sales promotion agency with about a third of the 375-odd stations as members, according to Richard A. Moore, KTTV (TV) Los Angeles, temporary chairman.

Headquarters are being set up in the New Weston Hotel under direction of an executive committee headed by Mr. Moore. The project was first set up last April 22 and was launched formally at the NARTB Chicago convention without network (except N & O stations) or NARTB participation.

"We're in business—faster than we expected," Mr. Moore told BMT. "TVAB is a going concern with around one-third of stations signed and more coming in every hour."

More Stations Join TVAB

A half-day program in Chicago last Monday morning brought in new members as TVAB's organizers made spirited pleas showing the need of a promotional agency to sell the new advertising medium. Sparking the project are national representatives, with networks and NARTB privately interested—networks because the promotion is local-national and non-network in scope; NARTB because it has been developing a media-wide project which is still in the drafting stage.

TVAB moved swiftly and dramatically last week at the convention. It claimed to be around the one hundred mark in station signatures, and is shooting toward a $500,000 first-year budget. Many of its signers reserved the right to obtain membership approval. Many non-signers are waiting to see what happens. They want to see what sort of promotion will be done and who will do it. They are interested in looking over the board membership when directors are elected.

Key personnel in TVAB, besides Mr. Moore, are Richard P. Doherty, consultant, who now fills that role on a permanent basis. He will work on membership activity and organizational matters. Neville Miller, Washington radio attorney who wrote TVAB's bylaws draft, has been retained as legal consultant. They will be consultants to the TVAB board.

Three working committees will be named this week. They will deal with selection of a project director, membership and planning. All will be representative of the full membership. Tom Harter, Storer Broadcasting Co., is temporary treasurer and Mr. Moore continues as temporary chairman of the executive committee. They operate until successors are elected.

Registration cards are being sent every member to obtain a list of those eligible to run for board membership. A nominating committee will draw up a list of names for a mail ballot. Clerical help will be hired at once. The 15-man board will be equally representative of three classes, based on population of cities in which stations are located under 50,000 population, 150,000-500,000, over 500,000.

The list of early signatories included, among others, such stations as WOR-TV New York; KOA-TV Denver; WHBF-TV Rock Island, Ill.; WDTV (TV) Pittsburgh; WAGA-TV Atlanta and other Storer Broadcasting Co. stations; WRGB (TV) Schenectady, N. Y.; WGN-TV Chicago; KTVV (TV) Los Angeles; WBTX (TV) Charlotte, N. C.; KPRC-TV Houston; WMTV (TV) St. Louis; WMTV (TV) Philadelphia; WABT-TV and WBCR-TV Birmingham; KRPN-TV San Francisco; WJAR-TV Providence, R. I.; WSAZ-TV Huntington, W. Va.; WHIZ-TV Zanesville, Ohio; WHBV-TV Kansas City; WM-TV Waterloo, Iowa; KFEL-TV Denver.

Mr. Moore kicked off the TVAB membership rally by observing that "each tv operator has in his hands the all-time giant of advertising," yet it is the only major medium that still is not organized. By pooling resources, he said, tv can get more than 7% of the $8 billion advertising fund. Just 1% of that fund would amount to an $80 million increase, he said.

TVAB will set up a nominating committee before mail ballots to name a board of directors which can be in operation by July 1. An executive committee of 12 continues until the board is formed, with the organization committee disbanded.

Robert M. Purcell, of Robert M. Purcell Television, Hollywood, narrated a slide film reviewing the TVAB sales situation and showing the need for the sales promotion unit.

Arthur Porter, vice president of Leo Burnett Co., Chicago agency, said agencies will welcome research showing how many advertising impressions are created for each dollar spent. "Precise media buying is the order of the day," he said.

Leslie C. Johnson, WHBF-TV Rock Island, III., said resistance is developing in the sale of daytime and fringe tv time, with some stations already pricing themselves out of the market. He cited the trouble of increased costs. He personally preferred percentage of revenue as a basis for dues instead of the highest Class A quarter-hour rate per month.

Harold P. See, KRON-TV San Francisco, contended TVAB would help develop department store business and cited increased operating costs. Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, argued TVAB would help develop national spot, a disappointment in many uhf operations.

W. D. Rogers, KDKU-TX Lubbock, Tex., said millions are spent in promoting newspaper advertising in small and medium cities, whereas nobody is telling the tv story.

Radio History Series Offered Free by BMI

A RADIO program series, written by outstanding U. S. historians and designed to tell the American story from "the age of discovery" to the "age of the atom," will be given free to all radio stations by Broadcast Music Inc.

Carl Haverlin, BMI president, announced the ambitious project last week in Chicago. He said that BMI and the Society of American Historians are cooperating in the project. Sixty leading historians, including six Pulitzer Prize winners, will write the shows.

Shafto Elected to BMI Board

G.-RICHARD SHAFTO, vice president and general manager of WIS-AM-TV Columbia, S. C., and WIST Charlotte, N. C., was elected to the board of Broadcast Music Inc. at a May 23 meeting of the board in Chicago.
And maybe you danced to his orchestra, for Del Courtney is still one of the big names in music. You saw him, maybe, at the Ambassador in New York, the Stevens in Chicago, the Cocoanut Grove in Los Angeles, the Roosevelt in New Orleans or at any of many great hotels throughout the nation.

Del's still a great band leader, but his first love now lies in the personalities and novelties of his own TV show... San Francisco's highest-rated locally produced program, the only such program in recent San Francisco history to reach the top ten among all daytime adult shows, local or network.

Participations are yours at an amazingly low cost per thousand. Remember, in San Francisco, they still dance to Del Courtney's tune.

The Del Courtney Show
Monday thru Friday, 1-2 p.m.
Film feature and live

The Del Courtney Sunday Show
Live; 4-4:30 p.m.

*Women particularly

SAN FRANCISCO, CALIF.
...affiliated with CBS and DuMont Television Networks...represented by the Katz Agency
ESAU, ROGERS NAMED TO NARTB TV BOARD

Election of the two new members boosts the unit's membership from 13 to 15. Five other directors were re-elected.

NARTB is operating with a 15-man television board, two more than before, following election of seven tv directors at the Chicago convention. Decision to increase the board from 13 to 15 was reached at a luncheon meeting of the directors, held just prior to the Monday business meeting of the membership.

Two new members, John Esau, KTVQ (TV) Oklahoma City, and W. D. Rogers Jr., KDUB-TV Lubbock, Texas, were elected with the support of uhf members and as a tv-only station operator. Paul Raibourn, KTLA (TV) Los Angeles, was re-elected as a tv-only director.

The other four, all re-elections, were Robert D. Swezey, WDSU-TV New Orleans, who has been chairman of the board; George B. Storer, Storer Broadcasting Co.; Claire R. McCollough, Steinman Stations, and Harold Hough, WBAP-TV Fort Worth. Mr. Raibourn had been on the board before, and Mr. Esau had been a radio director.

Judge Justin Miller, retired NARTB board chairman and now legal consultant to the association, presided at the election.

A report submitted to the membership by Vice President Thad Brown and summarized by Chairman Swezey, detailed some of the highlights of the television achievements of NARTB during the year.

Industry teamwork and cooperation helped make color tv a reality during the past year, the report emphasized. The all-industry tv music license committee was lauded for its negotiations leading to ASCAP blanket and per program agreements. Dwight W. Martin, General Teleradio, was committee chairman.

Tv Circulation Plan

A multi-million dollar long-range tv circulation measurement plan has moved toward the pre-testing stage and work will be under way in a few weeks, it was pointed out. Sports relations show encouragement in some fields but the NCAA football plan was mentioned as showing a lack of understanding between telecasters and colleges. Work of George J. Higgins, KMBC Kansas City, chairman of the NARTB Sports Committee, was lauded.

Criticism was voiced on the canons of the American Bar Assn., prohibiting tv coverage of judicial proceedings as well as attempts of some state legislatures to bar cameras.

Criticism of television was found to be diminishing, with the Television Code and an NARTB public relations program praised.

Another achievement is the station-distributor standard film contract, designed for voluntary use by the industry. The contract is about ready for action by the two groups.

In the TV Board election process, the list of nominees included Robert B. Hanna Jr., WRGB (TV) Schenectady, N. Y.; Wayne Coy, KOB-TV Albuquerque, N. M.; Allen M. Woodall, WDAK-TV Columbus, Ga.; Harold P. See, KRON-TV San Francisco; Mortimer C. Watters, WCPO-TV Cincinnati; D. L. Provoz, WBAL-TV Baltimore.

Tally cards for the election were P. A. Sugg, WKY-TV Oklahoma City; Gordon Gray, WOR-TV New York; Joseph E. Baudino, Westminster Broadcasting Co.; Gene O'Fallon, KFEL-TV Denver, and Joseph Brenner, KBAY-TV San Francisco.

NEW DIRECTORS elected Monday to the Tv Board include (1 to r) W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Paul Raibourn, KTLA (TV) Los Angeles; Robert D. Swezey, WDSU-TV New Orleans; Claire R. McCollough, Steinman Stations; John Esau, KTVQ (TV) Oklahoma City, and George B. Storer, Storer Broadcasting Co. Absent when photo was taken was Harold Hough, WBAP-TV Fort Worth.

MULTIPLICATION MAY BOOST FM—STERLING

Multiplexing will mean more revenue, stronger programming and better service

A PREDICTION that multiplexing may give fm "the revitalization it needs" was advanced by FCC Comr. George E. Sterling last week.

Speaking to an estimated 150 to 200 broadcasters at the Monday fm session of the NARTB convention—described as the largest fm turnout at an NARTB convention in recent years—Comr. Sterling said he felt, if FCC adopts "in some form" its proposal to authorize multiplexing, the result will be more revenue for fm stations, stronger programming, and better service.


Mr. Meagher, in a brief statement, reassured the fm operators that NARTB's abolition of its Fm Dept. was part of an organizational realignment which, far from implying a "scuttling" of fm, should lead to better NARTB service to fm broadcasters.

Mr. Lindsay, introduced by Chairman Strouse as a man who not only is making money out of fm but also is applying for another station, stressed that in fm, as in any broadcast medium, "the answer is in programs—you won't have trouble if you have programs that people want to hear." He said, "I don't know any way to make money in am, fm or tv unless there is reason for people to tune in."

Mr. Lindsay questioned whether fm could be sold on the basis of its high-fidelity qualities—a position that was challenged in later statements from the floor—and said that WSOY-FM, which programs sports separately from WSOY, had made its profits entirely from its sports coverage.

Mr. Wheeler stressed the importance of storecasting as a source of fm revenue, asserting that storecasting programs can also be made highly attractive to home audiences. In answer to a question, he estimated that installations in 15 to 100 stores are necessary for a successful storecasting operation. WEAW-FM, he said, has installations in some 500.

Comr. Sterling, voicing his view that multiplexing technically is past the experimental, developmental stage, stressed that multiplexing, under the Commission's proposed rules, would not result in deterioration of the basic fm signal. He said FCC considers the additional signal that comes from multiplexing to be an "adjunct" to fm, not a "replacement" for it.

Mr. Strouse relayed to the assembled fm broadcasters a suggestion, which he said came from an NARTB fm committee member, that the Johnson bill to exempt from excise tax any tv set that contains uhf as well as vhf be amended to apply equally to any radio set that includes fm as well as am.

Summing up, Mr. Wheeler said that apparently many fm operators were wondering if they could keep fm station on the air. "We can't afford to cut it off," he observed.

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We've got the Facts, just the Facts...

(...about KQV's popularity outside of Pittsburgh!)

THE CASE: Since last August, KQV has led all other stations in program "Firsts" in Pittsburgh according to Pulse Surveys. This KQV leadership in top-rated local and CBS shows continues to grow each month. And now, a new Pulse Survey of our Half MV-M area covering all or parts of nine counties...and including 25 stations...shows that KQV's ratings outside of Pittsburgh coincide almost perfectly with KQV's high Metropolitan Pittsburgh ratings.

THE EVIDENCE:

<table>
<thead>
<tr>
<th>TIME</th>
<th>PITTSBURGH PULSE RATING</th>
<th>NINE-COUNTY PULSE RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 to 11:15 AM</td>
<td>7.6</td>
<td>7.0</td>
</tr>
<tr>
<td>1:30 to 1:45 PM</td>
<td>6.4</td>
<td>6.3</td>
</tr>
<tr>
<td>6:45 to 7:00 PM</td>
<td>5.5</td>
<td>5.1</td>
</tr>
<tr>
<td>7:45 to 8:00 PM</td>
<td>5.6</td>
<td>5.1</td>
</tr>
</tbody>
</table>

THE VERDICT: KQV not only "gets out" into the rich suburban counties of the Pittsburgh market...but actually leads in listener preference there almost as predominantly as it does in Metropolitan Pittsburgh. So if you want to sell all of the dynamic new Pittsburgh market, your key is KQV!

KQV
CBS Radio IN PITTSBURGH

National Rep: PAUL H. RAYMER Co. New York • Chicago • Detroit • San Francisco • Hollywood • Atlanta • Dallas
THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most adaptable VHF equipment in the industry today...to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal...Standard Electronics offers a complete line of 100% air cooled amplifiers...DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER, whatever its make...with no need to replace any part of your existing equipment. YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER.

Your high power broadcasts can begin SOON...because Standard Electronics has a reputation for deliveries ON TIME, as promised.

Compare true equipment costs...not just initial cost...but also tube replacement and power consumption costs. (Within a five year period, an S-E 50 KW—VHF transmitter can save you up to $120,000 in operating expenses alone.)

Compare circuitry...layout and control simplicity...ease of maintenance.

Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for any station to expand to higher power...and compare delivery schedules for both complete transmitters and high power amplifiers.

Get all the facts...and let them help you decide truly which transmitter best serves your needs.

<table>
<thead>
<tr>
<th>Comparison Chart of VHF High Power Transmitters</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMPLIFIER SUITS WITH 5 KW</td>
</tr>
<tr>
<td>AMPLIFIER WILL OPERATE WITH ANY MAKE STATION</td>
</tr>
<tr>
<td>TUBE COST</td>
</tr>
<tr>
<td>AIR COOLED</td>
</tr>
<tr>
<td>POWER LINE REQUIREMENTS (at peak level)</td>
</tr>
<tr>
<td>FLOOR AREA (including power equipment, Annex, etc.)</td>
</tr>
<tr>
<td>ALL TUBES VISIBLE FROM FRONT</td>
</tr>
<tr>
<td>SELF CONTAINED (no external connecting, panel, chassis, etc.)</td>
</tr>
<tr>
<td>INDIVIDUAL CHASSIS CONSTRUCTION</td>
</tr>
<tr>
<td>INTERNET CABLING WITHOUT TRENCHES</td>
</tr>
</tbody>
</table>
with high power

to deliver tomorrow's equipment today

S-E's BLUE STAR STATIONS

Using Standard Electronics' high power transmitters and amplifiers to obtain maximum power authorized by the FCC.

THE BIRMINGHAM NEWS CO.
WABT - Birmingham - Channel 13
40 KW - 716 KW ERP

CROSLEY BROADCASTING CORP.
WLW-A - Atlanta - Channel 11
50 KW - 216 KW ERP

GENERAL TELERADIO - WOR-TV
Empire State Building - New York
Channel 9 - 40 KW - 130 KW ERP

standard electronics corporation
A SUBSIDIARY OF CLAUDE NEON, INC
285-289 EMMETT STREET • NEWARK 5, N. J.

devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry
STANDARD HOURS

TOP DBA PROJECT

Daytime group will press for 5 a.m.-7 p.m. schedule before FCC, according to plans made in Chicago at Monday meet.

OPERATORS of daytime radio stations laid plans last week for extended efforts to obtain FCC approval of around-the-year 5 a.m. to 7 p.m. operating hours.

At a meeting Monday in Chicago's Palmer House, the Daytime Broadcasters Assn. (1) elected a new board of directors who in turn elected officers, (2) was briefed by legal and engineering counsel on the status of the daytime group's appeal for more air time, and (3) was urged to invigorate a membership drive with the objective of signing up at least 300 of the 800 daytime stations in the U. S. Present membership is 134.

Ray Livesay, WLJB Mattoon, Ill., a founder of DBA and secretary-treasurer since its organization, was elected president by the new board. W. J. Thomas, WCPO Clearedfield, Pa., was elected chairman of the board; W. Kenneth Patterson, WSIV Pekin, Ill., retiring president, became executive vice president; George J. Volger, KWPC Muscatine, Iowa, was elected secretary, and Jack Youts, WEEB Southern Pines, N. C., treasurer, and W. Kenneth Patterson, WSIV Pekin, Ill., executive vice president. Alf Landon (absent), KSCB Liberal, Kan., was named a V.P.

The board also chose a one-time Republican candidate for President of the United States as DBA vice president. Though not at the Chicago meeting, Alf M. Landon, who ran unsuccessfully against President Franklin D. Roosevelt in 1936, agreed by telephone to serve as a DBA officer. Mr. Landon is president of KSCB Liberal, Kan.

Board Members


The DBA meeting, attended by both member and non-member daytime station executives, heard Harry J. Daly, Washington attorney for the organization, urge station to concentrate on two main objectives: To obtain year-around operation from 5 a.m. to 7 p.m., and to defend daytime station power and operational time limits against what he described as "unroads by clear channel stations."

He said daytimers would be represented in oral arguments before the FCC June 7 (postponed to June 15) on the daytime skyline issue.

Mr. Livesay, reporting as secretary-treasurer, said that DBA had a total income of $4,850 from last Jan. 1, date of its official founding, to last May 1 and had spent $1,544.25. Income is exclusively from member dues which are $15 a month.

An additional DBA project is experimenting with carrier current broadcasting, Mr. Livesay explained. If experiments turn out as anticipated, the DBA will petition FCC to set standards for that type of broadcasting. In essence the technique is to use low-powered transmitters feeding into existing power lines; signals then are radiated from the lines and can be picked up by ordinary radio receivers. Mr. Livesay emphasized that DBA experiments with carrier current-broadcasting, though intended eventually to permit daytime stations to operate longer hours, "do not in any way affect the DBA objective for fixed hours of operation from 5 a.m. to 7 p.m."

Radio Journalism Council Plans Refinancing Move

REFINANCING plan involving the Council on Radio Journalism will be submitted to the NARTB board for its approval, it was determined during the NARTB convention last week.

The council held a closed session last Monday. Sitting in were Robert K. Richards, NARTB vice president, and university representatives, including Don Brown, U. of Illinois radio-tv specialist. It was headed by Harvey Heath, East Coast radio specialist.

The proposal was approved to enable the council to realign its financial structure in line with sanction by NARTB. The meeting was one of several corollary sessions held as part of the official management agenda. The board is expected to act on the plan in the next month or so.

Witting Addresses WBC Meet

ENGINEERING executives of Westinghouse Broadcasting Co. met last Monday at the Palmer House to discuss technical developments on display at the NARTB convention. Chris J. Witting, president of the company, and Joseph E. Baudino, executive vice president, addressed the meeting on general engineering policy.

NEW OFFICERS of the Daytime Broadcasting Assn. meet after their election by the DBA board in Chicago last Monday. L to r: W. J. Thomas, WCPO Clearfield, Pa., chairman of the board; Ray Livesay, WLJB Mattoon, Ill., president; Jack Youts, WEEB Southern Pines, N. C., treasurer, and W. Kenneth Patterson, WSIV Pekin, Ill., executive vice president. Alf Landon (absent), KSCB Liberal, Kan., was named V.P.

BAB ACTS TO FILL 3 BOARD VACANCIES

THE Broadcast Advertising Bureau nominating committee was asked last week by the BAB board to suggest successors to three directors who have resigned.

The nominating committee, which earlier had been given the job of finding a replacement for Charles C. Caley, WWBD Peoria, Ill., whose term as chairman of the BAB board expires next November, will hold its first meeting July 8. John C. Patl, WR Detroit, is chairman of the committee.

The directors who have resigned are John F. Meagher, KYSM Mankato, Minn., who has been appointed NARTB radio vice president [B+T, May 17] effective June 15; Arch L. Madison, formerly of KOVO Provo, Utah, who became BAB director of member service early this month [B+T, May 10], and Herb Hollister, KCOL Fort Collins, Colo., who quit the BAB board because of the pressure of other business.

Instructions were given to the nominating committee by the BAB board at a luncheon meeting last Monday in Chicago. The board also set a meeting of the BAB executive committee for July 9 to study changes made by the board in the organization's dues structure.

At the same session Kevin Sweeney, BAB president, told the board that BAB income in the first two months of the current fiscal year had been running slightly ahead of the anticipated rate in the current budget. The BAB budget for this year is $687,000. If income keeps to the level of the first two months, he said, $696,000 would be collected in the year.

However, Mr. Sweeney said, BAB expects to add at least 30 new member stations during the summer, to increase total membership to more than 850. Such a membership would provide total income of more than $750,000 per year.
Best...Over Puget Sound!

Don't buy PART when you can get it ALL!

KTNT-TV

Covering Seattle, Tacoma and the Puget Sound Area

CHANNEL II

KTNT-TV AREA • QUICK FACTS AND FIGURES

Population Distribution

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>City of Seattle</td>
<td>37.65%</td>
</tr>
<tr>
<td>Balance of King County</td>
<td>21.37%</td>
</tr>
<tr>
<td>Pierce County (Including Tacoma)</td>
<td>22.22%</td>
</tr>
<tr>
<td>Balance of Areas West and South</td>
<td>18.76%</td>
</tr>
<tr>
<td>TOTAL (1,250,000)</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and Dumont Television Networks • CONTACT WEED TELEVISION
INDUSTRY MUST WORK TOWARD UNITY, FELLOWS SAYS IN ANNUAL REPORT

Radio and tv must remember there are other forms of competition than each other, the NARTB president says in his annual report.

BROADCASTERS, facing economic and governmental shooting from all sides, are now making mergers, NARTB President Harold E. Fellows told the Chicago convention Tuesday in his annual report to the membership.

President Fellows told his luncheon audience the industry must work toward unity. "We are still prone, as radio and television broadcasters, to fight each other for business—which is perfectly all right, if we remember that there are other forms of competition besides each other," he said.

"This battle of electrons is viewed with amusement, and perhaps with bewilderment, by advertisers who can’t take time to study its implications because they’re engaged in conferences with spokesmen representing newspapers and magazines."

In his address to "the biggest convention in the history of American broadcasting," Mr. Fellows listed such papers and magazines. "Its effect to the industry must work toward unity."

Mr. Fellows urged broadcasters to get acquainted with their legislators and keep them posted about broadcasting affairs. He traced in detail the principal characteristics of the American system of broadcasting. "It does not exclude elements essential to the operation of a free medium in a free nation."

Specialists Discuss Problems on Labor

Management should be well-informed in labor talks and take firm stand, panelists agree at NARTB meeting.

MANAGEMENT negotiators should enter labor talks well-informed and be prepared to make firm stands for their rights, a panel of employee-employer specialists agreed Tuesday at the NARTB Chicago convention.

Robert D. Swezy, WDSU-TV New Orleans, served as panel moderator. He is chairman of the NARTB Labor Advisory Committee.

The people who look to broadcasting's story over to legislators and regulators. The result is that we spend much of our time trying to cure something, rather than trying to prevent it."

Mr. Fellows urged broadcasters to get acquainted with their legislators and keep them posted about broadcasting affairs. He traced in detail the principal characteristics of the American system of broadcasting. "It does not exclude elements essential to the operation of a free medium in a free nation."

NARTB's president reviewed progress of the association membership from 1,432 to 1,833 in the three years he has served as president. The number of Television Code subscribers increased from 118 to 225 stations and four networks in a year, he said.

NARTB's staff executives have problems trying to acquaint top government people with the industry's operations, he said, adding, "Nurtured in a profession which should produce articulate people, we bog down when it comes to getting broadcasting's story over to legislators."

Management should be well-informed in labor talks and take firm stand, panelists agree at NARTB meeting.

THE AMERICAN SYSTEM OF BROADCASTING

"THE AMERICAN System of Broadcasting" is a term that we use with much pride, but not always with full understanding.

It begins, as do all systems (whatever their nature) with a purpose. It has been said that the sole purpose of broadcasting is to make a profit to our shame, there may be a very few who lend credence to that lie. It has been said that the sole purpose of broadcasting is (or should be) to educate. That is foolishness. It has even been said that broadcasting's only mission is entertainment. And that, too, is a most unfortunate concept.

The mission of broadcasting cannot be characterized by that single phrase. It is all of these; it is an experience of living and it is much more.

Its true purpose is delicately woven into the pattern of our nation's purpose.

We are a people devoted to a "political faith" called freedom. Our mass media not only reflect that faith—they nurture it.

FELLOWS
INDUSTRY
NATRB's
PRESIDENT TUESDAY

THE AMERICAN System of Broadcasting is a term that we use with much pride, but not always with full understanding.

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BROADCASTING [TUESDAY]
WNCT

GREENVILLE, NORTH CAROLINA

CHANNEL 9

Primary CBS Affiliate

The only VHF station covering the rich Eastern Carolina market FULL TIME (7:00 A.M., through) with 100,000 watts.

RETMA SET COUNT, MAY 1, 1954

57,032

... and growing every day!

Indicating important audience—and advertiser—acceptance, WNCT was one of the Nation's fastest stations to go on full-time operation. 3 months after opening, WNCT was able to start full-time schedule beginning at 7:00 A.M. every day.

Its 874 ft. tower is the tallest in the Carolinas.

WNCT  GREENVILLE, N. C.

A. Hartwell Campbell, General Manager
JOHN E. PEARSON CO., NATIONAL REPRESENTATIVE
JAMES S. AYERS CO., SOUTHEASTERN REPRESENTATIVE
SHERRI FELLER . . . . WVDA
Nationally known as a music composer and having
several hits to his credit, Sherr is the late
show from 11:05 P.M. to 1:00 A.M. Even at these
hours the studio is filled to overflowing, because
Sherr's easy style, friendly manner and outstanding
work in civic and humanitarian drives has won him
friends ranging from newboys to potentates.

BILL SCHMEER . . . . WAQL
Bill's the boy who wakes up this region with his
MUSICAL CLOG program starting at 6:00 A.
M., and for two solid hours he spins records, news,
time checks, weather forecasts and plenty of mer-
chandise selling to miners, housewives, bankers,
store clerks, farm hands, etc. Bill's number two show
is AFTERNOON BALLROOM a popular pop
record show that is gaining a tremendous audience.

BIL PIN IT . . . . WIDE
Early morning gloom just goes flying
when Bill "Wide Awake" Petit
gets going on his WIDE AWAKE
CLUB every morning. Bill's just
naturally on the sunny side . . . . dis-
position-wise and music-wise. Local
news, weather, time signals and lots of
light, bright music spin the web
that pulls listeners to WIDE.

"TUT" PERRY . . . . WHLM
TUT'S TOPS IN POP'S show
is a favorite of housewives, fac-
tory and office workers, motor-
ists and farm folks and his TP's
WIGWAM, a daily two-and-a-
half hour show has something to
offer every age from 6 to sept-
nagenarian.

ARNIE KUVENT . . . . WIDE
Saturday night is the dancingst
night of the week! There's a hey-
day of dance music for happy feet
at Arnie's TURNTABLE BALL-
ROOM. Recorded bands beat
out everything from the waltz to
the Charleston . . . . two-and-
one-half hours of wonderful
entertainment.

JIM DOUGHERTY . . . . WHOL
Jim wakes up Lehigh Valley with a
fast moving, witty MORNING
SHOW heard Monday thru Saturday
7:15 to 9:00 which includes music
in the morning mood, time-check and
weathercasts. This show can sell
anything.

BOB MARTIN . . . . WVDA
Known as THE ROBIN Bob Martin's show, daily 5 to
6 P.M. is spun from Storyville, Boston's top Jax Club.
It's absolutely a must show for teen-agers, and Bob
does a whole of a selling job with jazz. Bob "The
Robin" is also a correspondent for Down Beat
in this country and The Musical Express in England.

HAL SWANET . . . . WIDE
The patter's at a minimum . . . platters at a maxi-
mum . . . when MATINEE MELODIES takes to
the air. The tunes are always tops, with latest
releases prominently placed alongside hits of today,
and the hits of yesteryear. Judging by the daily
delage of mail, Hal's MATINEE MELODIES pro-
vides just the late afternoon lift the listeners like.

VIC DIEHM Says:

These Disc Jockeys
Will Deliver Any
Audience You Want...

Here are sixteen platter spinners who can sell any product
your client desires . . . . deliver any audience you wish and they
all have outstanding super-salesmen records. We have given
you a miniature story of each of these fellows, but to get the
big story of their ratings, sales successes, sponsor responses,
testimonials et cetera, just write to me, Vic Diehm, care of any
market; I'll send you all the information you need.
...from Be Bop to Bach!
from Basin Street to Beethoven!!
from Hep Cat to Chopin!!!
from Eddie Fisher to Figaro!!!!

**WVDA**
Boston, Mass. ABC
(Represented by Paul H. Raymer Company)

**WHOL**
Allentown, Pa. CBS
(Represented by Robert Meeker Associates)
* Owned and Operated by Harry L. Magee

**WIDL**
Biddeford-Saco, Me. MBS-Yankee
Hazleton, Pa. NBC-MBS
(Represented by Paul H. Raymer Company)

**WAZL**
Bloomsburg, Pa.

**WHLM**
(Represented by Robert Meeker Associates)

**KEN MALDEN**
From 3:05 to 5:00 P.M., Monday thru Friday, it's THE KEN MALDEN SHOW in Ken's relaxed, informal style, he spins the latest pop records, while doing a superb selling job. His late show is called KEN'S KORNER. It's at the intersection of Mood Street and Music Avenue with Ken weaving a pattern of love, philosophy, poetry and etc.

**DAVE DUNLAP**
Music has special charms at the dinner hour on Dave's DINNER DATE Show, extremely popular in the homes, restaurants and cafes through out the Allentown-Bethlehem trading area. A perfect spot show for many a product.

**JOHN SCOTT**
One of New England's best known record-spinners, John Scott handles three shows and all three are top rated: DIAL QUIZ, JOHN SCOTT SHOW and DINNER DATE. John's easy style, pleasan
t voice, good humor and full knowledge of what will appeal to youngsters, middle-agers and oldsters is why he is so popular.
PALEY CITES NEWS, PUBLIC AFFAIRS AS RADIO-TV'S 'ROAD TO RESPONSIBILITY'

The CBS board chairman and NARTB Keynote Award winner calls for fairness in news presentation and defends the broadcast media's right to editorial expression in his Tuesday address to delegates.

BROADCASTERS were admonished by CBS Board Chairman William S. Paley last week to pay more attention to news and public affairs broadcasts as the "road to responsibility" and service both to broadcasting and the U. S. Winner of the NARTB 1954 Keynote Award for his contributions to the American direction of broadcasting, Mr. Paley stressed "fairness and balance" as the "one basic tenet" that should be observed. Other than that, he asked for no "uniformity" in the "ground rules" for such broadcasts.

"In both news and news analysis," he said, "the goal of the news broadcaster or the news analyst must be objectivity... his aim should be to make it possible for the listener to know the facts and to make carefully so that he can better make up his own mind." Mr. Paley made clear that he felt "the broadcaster has the same right to editorialize and the same right to independent expression as the free press." But Mr. Paley was not urging him to exercise this right. It is and should be a matter of personal preference. However, I would urge that we fight to preserve this right should it ever be threatened." He continued:

'Rounded, Vital Schedule'

"I would like to say that it is not the act of editing out programs which puts the bite and the backbone into a news and public affairs operation. It is rather the fact of having a rounded and vital schedule which does the trick; of having a schedule of unbiased news which covers all categories, national, regional, and local; of having a fair and objective analysis of that portion of the news which calls for background and interpretation; of having a schedule of controversy in which the issues of concern to the broadcasters will get full and responsible airing; of having public feature programs and documentaries which put the spotlight on conditions worthy of the listener's attention.

Mr. Paley conceded that there may be "abuses" of the broadcaster's power of "control" over news and public affairs broadcasts, just as there are in other media. But, he said: "I think there have enough faith in the vitality of the democratic process, in the intelligence of the American people and in the freshness of the competitive climate to believe that the goodwill and the determined intent of broadcasters to be fair, coupled with the powerful voice of the people, will provide far better protection against abuse than any other form of control. And let me remind you that those who would take control away from the broadcasters are the ones who would put it in the hands of government.

Mr. Paley said that "too often public officials, legislators and others in public life look upon the broadcasting organization primarily as an instrument creating value for their own purposes, whatever these may be. They do not sufficiently regard the broadcaster as a free and autonomous institution exercising to the best of his ability an influence and responsibility dedicated to the interests of all people.

"The fact is our own timidity in the vital areas of public information is self-perpetuating. It breeds pressures which in turn breed further timidity. Our excursions, large and small, into the responsible exercise of our functions in the field of news and public affairs are often too spasmodic, too tentative, or too sensitive to permit us to realize our own independence and stature. This must be corrected.

The important thing, whatever the ground rules you set for yourselves, is to consider carefully whether you should not increase your activities and your emphasis in the significant and public affairs operations; that broadcasters "must build a strong news operation," in quality if not in numbers; that broadcasters should work out "well defined and clearly stated news and public affairs policies in advance, stressing 'fairness and balance.'"

Mr. Paley described CBS' policies as:

"In news programs there is to be no opinion or slanting. The news reporting must be straight and objective.

"In news analysis there is to be elucidation, illumination and explanation of the facts and situations, but without bias or editorialization.

"In both news and news analysis, the goal of the news broadcaster or the news analyst must be objectivity... significant viewpoints on important controversial issues are afforded the opportunity of expression... opinion broadcasts must be labeled for what they are.

"...When opinion is expressed in any type of information program—excluding news and news analysis where opinion is not allowed—opportunity for reply is given to the person with whom issue has been taken, or to a responsible spokesman representing an opposite viewpoint.

"An advertiser who sponsors any... information program produced by CBS does not purchase, or in any way gain, any rights to control the contents of the program...

Following his address, Mr. Paley was presented NARTB's 1954 Keynote Award (see cut) "for his lasting contribution to the American system of broadcasting... for his pioneering endeavors as a leader in developing patterns for better programs in news and education and in drama... for his steadfast belief in the destiny of the radio and television industry, and for his unselfish contribution to our nation in war and peace, gratefully and respectfully presented by the members of the National Assn. of Radio & Television Broadcasters, Chicago, May 25, 1954."

USE OF FILM AIREO BY NARTB PANEL

An NARTB standard film contract form should be ready for presentation to members next fall, Harold See, KRON-TV San Francisco, announced last Tuesday at the NARTB Convention. Mr. See is chairman of the association's Television Film Committee whose members appeared as a panel at a film workshop session.

The committee will soon meet with film distributors for conferences on the proposed contract form, Mr. See said.

Various aspects of tv buying, handling and presentation were discussed by panel members who included Elaine Phillips, WSPD-TV Toledo; Dr. Frederick Rosenhaus, WATV (TV) New York; N. J.; Klaus Landsberg, KTLA (TV) Los Angeles; Raymond Welpott, WRGB (TV) Schenectady; Paul Adanti, WHEN-TV Syracuse; Marshall Pengra, KLTR (TV) Tyler, Tex.; and Merrill Campbell, WFAA-TV Dallas.

Three different policies in the use of film were explained by Messrs. Rosenhaus, Landsberg and Adanti. Mr. Rosenhaus told how his station, an independent in the New York market, bucked network competition by relying heavily on film.

"We borrowed ideas from our radio experience," he said. One idea was to schedule film programs across-the-board, serving a particular daily period for westerns, another for comedies, another for feature films, etc. WATV (TV) has
In summer four to five million outlanders haul golf clubs, swimsuits, fishing rods and a billion dollars into New England.

Eighty-five percent come by car. They move around...scatter through six states to get away from it all. They soak up the sun on Cape Cod's beaches. They scuff up White Mountain trails.

They listen to WBZ-WBZA—the only station they can tune to wherever they drive, wherever they stop in New England. What a golden summertime for WBZ-WBZA advertisers.

That billion dollars spreads all over New England...and so does WBZ-WBZA. That's what makes it so wonderful. You can put in a call today and WBZ-WBZA will be combing all New England for your share of this billion dollar bonus tomorrow. The number to call is Algonquin 4-5670. Ask for Bill Williamson, Sales Manager, or your nearest Free & Peters "Colonel."

WESTINGHOUSE BROADCASTING CO. INC.
WBZ-WBZA - WBZ TV - Boston; KYW - WPTZ (tv) - Philadelphia; KDKA - Pittsburgh; WOWO - Ft. Wayne; KEX - Portland, Oregon
Represented by Free & Peters, Inc.
444 Madison Avenue, New York 22, N.Y.
been able to obtain high ratings, he said, by giving the audience a particular type of film show at a particular time.

Mr. Landsberg said his station, also an independent in the competitive Los Angeles market, used a combination of high quality film and local live production. In his area, he said, a station had to be selective about its choice of film shows. "Today a B feature picture won't get a rating," he said. An A picture will get a better rating on its second, third or fourth run on the station than a B picture will get on its first.

In the early days of tv, Mr. Landsberg said, the audience would accept inferior features. Today "you have to be selective" in choosing film. He pointed out that "more and more half-hour film product, especially made for television, is becoming available." Mr. Adanti said that although his station used considerable film, an effort was made to keep an appearance of live programming. "We never use a film without a gimmick," he said. Live announcers always appear at the beginning, end and breaks of a film show.

Make It Look Live

At the request of Mr. Pengra, who said he had read of the situation in a trade magazine (see B*T "Film Features," May 10), Sidney A. Grashow, KMID-TV Midland, Tex., took the floor to tell how he had built a set count in a new tv market from zero to 33,000 in three months by the use of syndicated film programs.

Mr. Grashow said that he had been able to obtain a network affiliation in the new market and hence went to work locally to sell film programs. KMID-TV now has 72 sponsored syndicated film shows per week, he said. On the competitive front, he said that WFAA-TV had better luck selling syndicated films, made especially for tv, than selling feature films.

Miss Phillips explained several techniques of buying film and handling it (see B*T "Film Features," Aug. 10, 1953). Film buying can be done in these ways: (1) spot booking for one time only; (2) on series basis for 13, 26 or more weeks; (3) on a long-term basis for a large number of films for a certain number of plays over a specific time; (4) on a cost-per-hour basis, and (5) on a library basis, for unrestricted use of a certain number of films over a certain time.

Seven Ways to Improve

She also made suggestions to improve the handling of film: (1) return film on the same reel and in the same box it came in; (2) keep a complete file of films moving; (3) handle film carefully; (4) don't wait until the last minute before notifying the distributor of the late arrival of film; (5) immediately notify the distributor if film has been damaged before receipt; (6) if a station edits film, it should return it to film form before passing it on; (7) don't use film on the air more times than have been contracted for.

Mr. Welpott said that WRGB (TV) had been able to attract and keep audiences by serializing film programs. For example, the station runs the first half of a feature film on Tuesday mornings and the second half Thursday. "We have been doing this successfully for three years," he said.

In answering a question from the floor as to when tv tape will be available and how it will affect present film practices, Mr. See said that televisioners on the West Coast believed that tape will solve many problems, particularly in remote areas and for delayed broadcasts at better times. His understanding was that tape might be commercially available within 18 months to two years.

Acting FCC Chairman praises broadcasters' cooperation and forecasts tv limitation as illustrating that radio 'is and will remain the basic communication medium of the U. S.'

UNLESS demand for stations rises, television will be confined to only 325 U. S. communities, Rosel H. Hyde, acting chairman of the FCC, predicted last Wednesday in a speech at the NARTB convention in Chicago, Illinois.

He forecast that limitation on tv localities to illustrate his point that radio "is and will remain the basic communications medium of the United States." In an address which also reviewed the work of the Commission during the year that he served as chairman, Mr. Hyde said that on the basis of present grants and applications, there will be about 670 tv stations in the 325 markets.

"The interest and attention that have been devoted to television may have obscured the continuing growth and development of aural broadcasting," he said. In the past 10 months, he reported, 114 new am station authorizations were issued, almost as many as new tv grants.

"On the basis of present demand," he said, "television as a medium of local expression appears likely to exist in only 325 communities. By contrast, 1,300 communities have their own local radio station."

He described radio as "a mature industry, relatively speaking, in an electronics age . . . vigorous and growing today, even in the face of competition from television stations."

Television Prosperous

It was true, Mr. Hyde said, that, in general, television had been prosperous. He quoted 1953 FCC figures showing total tv revenue of $430.8 million and total income of $48.4 million before Federal taxes (B*T, May 24). He pointed out that in 1953 the average pre-freeze tv station had an income of $658,000, and 26 of them had an income of more than $1.5 million each.

However, Mr. Hyde pointed out, there are many problems in the operation of tv stations "and some people have lost considerable sums of money in the attempt." One problem for tv today was that of equipping the public to receive uhf.

"Many tv sets in the hands of consumers and many sets being manufactured and sold in areas where there are operating tv stations using channels in the range 14 to 83 are not equipped to provide reception from transmission on such channels," he commented. "This situation and related problems present a challenge warranting the most serious attention of the entire industry."

Mr. Hyde referred to the uhf hearings which are scheduled to open this week before the Senate Subcommittee on Communications and said that "various types of regulatory actions are already being advocated in high places, including still another freeze, curtailment of present services, and regulation of networks' program." The way of telecasters to avoid such regulatory actions, he said, "is constructive voluntary action."

Mr. Hyde noted that "one of the things which has given broadcasting its vitality is its freedom from adverse regulatory action." The Commission, he emphasized, "wishes to be helpful" and not to place "a single unnecessary burden upon a licensee . . . We have no interest in regulation just for the sake of regulation."

As proof of the FCC's desire to make things easier for broadcasters, he said, changes recently invoked at the FCC. These included: adjustment of operator requirements to the needs of modern equipment; approval of remote control operations; extension of all license periods to three years; elimination of "useless" contract filing; elimination of the annual ownership report; elimination of preliminary financial report, and simplification of the annual financial report.

Mr. Hyde warmly complimented broadcasters for their cooperation in the Conelrad project of air defense, which has cost them $2.5 million. In the year the project has been in operation, he said, Air Force tests have shown that it works to maximize navigational information and that coverage has been shown to be adequate in 80% of the cities in the system.

Louds Conelrad Cooperation

"The broadcasters of the nation have many times been called upon in the past to aid us in problems the FCC could not solve ourselves," Mr. Hyde said. "You have always met the challenge successfully, I believe the peak of this cooperation was reached in the Conelrad project."

In opening his address, Mr. Hyde, who was elected acting chairman of the FCC by the members after the expiration of his one-year Presidential appointment last April 18, said: "We have among the notable devices of the FCC what is known as an STA—a Special Temporary Authority. It is under such an authority that I appear before you today, and some of you who have had similar experience may appreciate my position."

COL. HARRY WILDER (c) was selected as the "VIPer" of the year by the U. S. Mission to the European Theatre of Operations, 1945, at its Ninth Annual Convocation at the NARTB convention in Chicago. With him were Claire R. McCollough (i), Steinman Stations Inc., and vice chairman of the NARTB Board, and Judge Justin Miller, who heads the new distribution now is NARTB consulting counsel. The tenth anniversary reunion will be held in Washington next May.

Page 50 • May 31, 1954
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PROS, CONS Aired on Sportscasting

Officials of sports world talk over gate and rights problems with broadcasters, who claim coverage bans are cutting expansion of game attendance.

EXPANSION of sports attendance to unprecedented records is being halted while promoters and colleges tinker with radio-tv barriers instead of letting these media develop new fans, broadcasters were told Wednesday at the NARTB’s annual sports meeting.

The role of the broadcast media in sports and the importance of sports events to stations and networks were tossed back and forth at the industry’s Chicago convention by spokesmen for both sides.

In essence, professional and college speakers stated their fears that sportscasting can shut off attendance, if allowed to go uncontrolled. An advertising agency and a university executive, on the other hand, warned that artificial barriers ignore the most persuasive media ever devised by man and are un-American.

George J. Higgins, KMBC Kansas City, chairman of NARTB Sports Committee, presided at the sports session, one of the frankest exchanges of views between the sports and media groups. The meeting helped bring a better understanding of their common problems, it was felt.

Mr. Higgins and NARTB staff officers were guests of National Collegiate Athletic Assn. at its January meeting.

Speakers were Frank Lane, vice president and general manager of the Chicago White Sox; George Trautman, president, National Assn. of Professional Baseball Leagues; Walt Byers, executive secretary, NCAA; Jerry N. Jordan, sports research specialist, N. W. Ayer & Son, and the Rev. Edmund P. Joyce, executive vice president of Notre Dame U.

With Chairman Higgins on the platform were other members of the NARTB Sports Committee, including Ben Strouse, WWDC Washington; Ben Laird, WDUZ Green Bay, Mich.; John Fulton, WQXI Atlanta; M. C. Watters, WCPO-TV Cincinnati; Robert Tincher, KVTV (TV) Sioux City, Ia.; Robert B. Hanna, WRGB (TV) Schenectady, and Gene Trace, WBBW Youngstown, Ohio.

Mr. Lane recalled how radio had been feared two decades ago by baseball only to have sportscasting excite new fan interest, particularly among women. He claimed minor league baseball faces loss of the game-going habit. “Our quarrel is with expansion of the major league club networks,” he said, adding a warning about the fast-developing brewery activities.

Chairman Higgins said the NARTB committee feels radio and tv can revitalize the minors, as radio did in the 30’s. He urged every broadcaster to get interested in minor league teams and promote their games 12 months a year.

Father Joyce and Mr. Jordan pointed to the danger of artificial restrictions as they traced the power of broadcast media to stimulate fan interest.

Mr. Jordan reminded that modern conveniences give people more leisure time. Millions will go out to see good sports events, he said, with proper accommodations and promotion. He said he has found in a recent survey on the effect of ticket prices and tax cuts on gate receipts that high-price tickets are easy to sell but cheaper tickets are in poor demand.

“Nobody can restrict the growth of radio and tv,” he said. Fully 98% of homes have radio and 60% have television, he said, with tv saturation to reach 90% in 1957. He recalled a statement by Comr. Bert Bell of the National Football League lauding plans to telescan Canadian professional games next autumn.

Both radio and tv can do a power promotion job at the local level, according to Mr. Jordan. He criticized local blackouts and charged they drive people to other sports. Only a fraction of college students attend their own games, he said. The policy of boxing promoters in scattering tv origination is smart, he said, in urging local promotion.

“When tv came, radio started to develop the gold mines in its back yards,” he said, noting also that hometown sports are the best programming a station can get.

Scores NCAA

Father Joyce called tv “one of the most awe-inspiring devices ever created by man.” He charged NCAA is reactionary in its control of football.

“No college has dropped football because of television,” Father Joyce said. He predicted NCAA’s plan will fail because it is enforced by “boycott threats,” answering Mr. Byers’ claim that NCAA’s restrictive policy is enthusiastically supported by most colleges.

“Intercollegiate football is in the entertainment business,” he said, “but remains a wholesome sport providing entertainment for many people.” He said NCAA has no monopoly on Saturday afternoon entertainment. Networks, he added, are planning to remove the vacuum around football games with Canadian games as well as other forms of programming.

He answered charges that Notre Dame would endanger all college football by saying that it stays out of bowl games and that money never governs the university’s policy on athletic programs.

“For every fan lost,” he continued, “two or three new fans will be attracted to football by the glamour of champions.” He regretted that radio is “stifling competition” in a field that thrives on a fierce competitive spirit.

Mr. Byers said National Opinion Research Center data showed how tv is hurting college football and claimed most lawyers “are behind our position” in regulating telescasts. He said NCAA is not “wedded to the game-of-the-week idea” but feared the “21-inch alumni” who watch games at home.

SPORTS problems of promoters, colleges, and radio-tv were discussed at NARTB’s Chicago convention by the sextet. L to r: seated, George Trautman, president, National Assn. of Professional Baseball Leagues; Frank Lane, vice president-general manager, Chicago White Sox; Rev. Edmund P. Joyce, executive vice president, Notre Dame; standing, Walt Byers, NCAA; George J. Higgins, KMBC Kansas City, chairman NARTB Sports Committee, and Jerry N. Jordan, N. W. Ayer & Son.
WFMJ-TV has completed its 1015-ft. tower and will begin operating Tuesday, June 1. on its new frequency

Channel 21

On or about June 30 WFMJ-TV will begin telecasting with its new 12½ kilowatt RCA transmitter.

WFMJ-TV
Youngstown, Ohio

NBC Network

Headley-Reed Co., National Representatives
DELEGATES HEAR PRAISE FOR CODES

Meagher, Fetzer report on progress of both radio and tv standards of practice agreements. Shafto and Quarton join the tv code board.

OPERATION of two fair-practice codes, with voluntary enforcement, has greatly reduced public criticism of radio and tv, and at the same time has led to improved program and advertising practices, NARTB members were told Wednesday at the Chicago convention.

John F. Meagher, KYSM Mankato, Minn., chairman of the radio Standards of Practice Committee, reported on recent changes in that code. John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB Code Review Board, reviewed progress in enforcing the video standards. Mr. Meagher was recently elected an NARTB board member and becomes radio vice president of the association June 15.

Two new members of the tv code review board were announced—G. Richard Shafto, WIS-TV Columbus, S. C., and William B. Quarton, WTVK-TV Cedar Rapids, Iowa. They succeed Walter J. Damm, WTMJ-TV Milwaukee, and E. K. Jett, WMAR-TV Baltimore, who retired after serving since the board was formed two years ago. Under code rules they were eligible for re-appointment. Continuing on the board are Chairman Fetzer; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; and Mrs. A. Scott Bullitt, KING-TV Seattle.

First meeting of the new board will be held June 21 in Washington. Mr. Shafto is a three-decade broadcaster and was active in early writing of radio standards. He is BMI board chairman and has been active in one radio code. Mr. Quarton has served as an NAB board member and has taken a leading role in industry affairs.

Outgoing Members Louder

Mr. Fetzer lauded services of the two outgoing tv code board members. He said about 800 comments on tv programming and advertising practices received by the board in its two years, most of them negative. Some came from telecasters, he commented. All complaints were carefully considered by the board or by Edward H. Bronston, director of code affairs, he said, and added a tribute to Mr. Bronston's public relations work on the project.

Charges that the code is unworkable were refuted by the chairman. He said the American Assn. of Advertising Agencies has shown interest in the code and has officially approved it.

Mr. Fetzer disclosed 225 stations and all four networks are subscribers, a gain of over 100% in a year. He reported about 30 NARTB member tv stations are not subscribers, which he felt could hardly be ascribed to a net cost of $12.92 a month. He called for wider display of the seal, especially at good times.

The chairman said operation of the tv code was an important factor in legislation aimed at controlling advertising and also had brought about sharp reduction in tv complaints filed with the FCC.

Mr. Meagher opened his report with a brief review of radio codes since the first was adopted in 1937, tracing their need to the influence of radio in the home. He showed the sharp relationship between the radio and tv codes, crediting the former with having simplified the task of writing a set of television standards.

Recent revisions in the radio standards were designed to simplify adherence to their provisions. He recalled a plan, quickly rejected, to eliminate time standards for advertising copy because competition "had enforced too many departures from these minimum recommendations."

As finally revised a few months ago, he said, the radio standards have been adapted to industry developments, with quality and proper integration of advertising copy adjudged as important as measurement in time. Broadcasters are cautioned to keep abreast of the integrity of advertisers and their claims. The placement of copy in relationship to other programming and advertising considerations is deemed important.

Further changes will come in the radio standards as the industry develops, he predicted. He urged a re-reading of the creed, with its dedication to the principles of democracy and free enterprise.

Medics Satisfied

"WHITE-COAT" complaints of the medical and dental professions, once the cause of concern in those fields, have been diminishing through operation of the NARTB Television Code, it was learned Wednesday at the Chicago convention. (See code story.)

NARTB's code staff has kept in close touch with American Medical Assn., American Dental Assn. and American Nurses Assn., according to John E. Fetzer, WKZO-TV Kalamazoo, Mich., tv Code board chairman.

Monitoring activity under direction of Edward H. Bronston, NARTB director of tv Code affairs, indicates disclaimers such as "a dramatization" ribbons are used when white-coats appear in commercials.

Dr. George Lull, secretary-general manager of AMA, and Dr. Lon Morrey, editor of ADA's official journal, voiced their satisfaction at the industry's cooperation and concurrence at a recent conference. The professions at one time voiced heated complaints because talent portrayed medical roles in commercials.

Arthur Church Named Radio Pioneers Head

ARTHUR B. CHURCH, KMBC-AM-TV Kansas City, Mo., will serve as president of the Radio Pioneers for 1954-55, succeeding Paul W. Morency, WTIC-AM-FM Hartford, Conn.

Mr. Church was introduced during the 13th annual Radio Pioneers dinner at the NARTB convention at the Palmer House in Chicago last Wednesday.

Highlight of the banquet was the presentation of the 1954 "Hall of Fame" award to the family of the late John J. Gillin Jr., president and general manager of WOW-AM-FM-TV Omaha, until his death in 1950.

Mr. Gillin was the first practical broadcaster to win the "Hall of Fame" award. The scroll was presented to his son, John J. Gillin 3d, by William S. Hodges, NBC vice president, who paid tribute to the late Mr. Gillin "because of his insistence upon good ethics and sound economics as the basis for the growth and usefulness of radio and television in the public interest." Referring to Mr. Gillin's 14 years service on NARTB committees and board, Mr. Hodges spoke of him as a "genuine zealot in laboring for his chosen industry."

Principal address of the evening was delivered by Syed Amjad Ali, ambassador of Pakistan, who recounted some of his observations on American radio-tv while in this country, and discussed prospects for development of the broadcast media in Pakistan.

Five citations were given to living leaders for special contributions, with Robert Saudek, Ford Foundation Tv Workshop, and Dr. Charles B. Jolliffe, vice president and technical director of RCA, receiving the first award. Others cited were commentator Lowell Thomas, who will accept the award at a Pioneers' dinner in New York this fall; Raymond A. Hestin and Louis Esperites, both Bell Telephone Labs (B&T, May 17).

A special letter of commendation from former President Herbert Hoover was read. It singled out FCC Chairman Rosel H. Hyde, Conr. George J. Sterling and the Radio Pioneers. Mr. Hoover, then Secretary of Commerce, helped organize the original Federal Radio Commission.

Other officers elected at the dinner were Raymond Guy, NBC, first vice president; Victor D. Diehm, WAZL-AM-FM-TV Hazelton, Pa., vice president; John Patt, WIR Detroit, vice president; Lewis Avery, Avery-Knodel, secretary, and Charles A. Wall, BMI, re-elected treasurer.

Spokesmen Debate Coverage Rights

Most members of a Freedom of Information panel feel radio-tv should be allowed access equal to that of newspapers, but Victor A. Sholis of WHAS-AM-TV Louisville says fairness to a defendant in court might overrule radio-tv.

THE RIGHTS of broadcasters to cover public hearings on a par with newspapermen were debated by key spokesmen of the industry at the "Freedom of Information" session of the NARTB convention last Wednesday.

The point on which all panel members agreed was that broadcasters must live up to their admitted sense of responsibility in covering such hearings.

There was some disagreement as to the rights of radio and tv in covering court proceedings. While most of the panel members insisted that broadcasters with their cameras and microphones are entitled to go wherever reporters with pens and pencils are allowed, Victor A. Sholis, WHAS-AM-TV Louisville, contended that fairness to a defendant in a court proceeding might overrule broadcast coverage.

Further, he said, the regular radio-tv sponsor might suffer from interruption of his regular program to present such special programs, since the sponsor needs (or otherwise would not buy) the advantage of regular commercial appearances.

These views, he made clear, should not be construed to mean that he opposes freedom of information by radio-tv representatives.

P. A. (Buddy) Sugg, WKY Oklahoma City, reported on his station's success in covering

Page 54 • May 31, 1954
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both the state legislature and the courts. In court cases, he said, WKY-AM-TV have found that coverage of details makes for tedious listening and that, accordingly, the stations in such cases present the judge's charge to the jury and the sentencing of the defendant when found guilty.

E. R. Vadeboncoeur, WSYR Syracuse, maintained there is only one position for a broadcaster to take—that is, that wherever a newspaper reporter is allowed to go, radio and television also should be permitted to go. He claimed that the court's decision that television can contribute constructively to public proceedings by making audiences fully aware of what is going on, Broadcasters have certain responsibilities, he contended, that, according to them, they have demonstrated over the past quarter-century that they can meet these obligations.

Judge Justin Miller, former head of NARTB, stressed the importance of broadcasters maintaining the dignity of the courtroom or risking loss of the right to coverage.

In the same vein Richard Harkness, NBC newswoman, pointed out that radio-TV coverage of congressional committee hearings is upon the wishes of the committees involved, while Basil Walters, of the Chicago Daily News, gave his support to the idea that radio and television are entitled to go wherever newspaper reporters are, because the public must have the right to sit in on public business.

Other participants in the "Freedom of Information" session included Gerald W. Johnson, W4AK (TV) Baltimore, moderator; Lawrence Spivak, moderator of Meet the Press, who conducted the discussion; and Edgar Kobak, WTWW Thomson, Ga., who presided.

NARTB Offers UHF Hearing Testimony

Fellows wires committee, requesting appearance at resumption June 3. VHF telecasters rally forces independently to present their side of story.

THE NARTB last week asked to appear before the Senate Communications Subcommittee at UHF hearings to be resumed this week, and a group of VHF telecasters, acting independently of the NARTB, hired special counsel and planned to seek an appearance to round out what up to now has been regarded as relatively one-sided testimony (also see story, page 77).

In a wire to Sen. Charles E. Potter (R-Mich.), chairman of the subcommittee, Harold E. Fellows, NARTB president, said the association "can offer factual material of pertinence to a complete record in this matter."

Mr. Fellows asked that he and A. Prose Walker, manager of the NARTB engineering department, be the first two individual witnesses to appear when the hearings are resumed June 3. His reason for requesting the opening position, he said, was because "the presentation would relate to factual and statistical information pertaining to the television broadcast industry in general."

Mr. Fellows' telegram was sent at the direction of the NARTB Television Board which held a special session in Chicago last week to discuss the UHF hearings.

Meanwhile, several prominent VHF telecasters—all attending the NARTB convention but acting outside the association—informally organized a group to participate in the hearings. Their reason for independent action was to retain a wider latitude in testimony than will be possible for the NARTB, which represents all kinds of stations. Representatives of the independent group said, however, that it would not be accepted by VHF stations. VHF and applicants for either kind of station will be invited to participate.

Two of the principal figures in the organization of the independent group were Harold Hough, WBAP-TV Forth Worth, and P. A. Sugg, WKY-TV Oklahoma City. After preliminary discussions with several other VHF operators, Mr. Sugg asked Theodore W. Pierson, Washington attorney for his station, to fly to Chicago for a conference Tuesday.

At the conference it was decided to hold a further meeting, at which organizational procedures will be discussed, at Mr. Pierson's Washington office today (May 31). Other telecasters at the Tuesday meeting in Chicago included Otto Brandt, KING-TV Seattle; Richard A. Moore, KTTV (TV) Los Angeles; Jack Harris, KPRC-TV Houston, and Victor A. Sholis, WHAS-TV Louisville.

Stanford Terms Radio 'Companion to Nation'

Publisher tells broadcasters they should develop their strengths, not cut their rates.

RADIO "was, is and will be the inseparable companion of the American people," is unique in its reach, and "I think it's wicked to fall back on cutting prices," Alfred Stanford, publisher of Bouts, formerly with the Bureau of Advertising of the American Newspaper Publishers Asn., and previously associated with Benton & Bowles, told the NARTB convention last week.

In the principal address at a Wednesday session devoted to the Alfred Politz Co. radio survey, underwritten by the stations represented by the Henry I. Christal Co., Mr. Stanford told the broadcasters that "in radio you have something to sell that is the only thing of its kind and that uniqueness just happens, most fortunately, to be the very quality that adapts it so perfectly to American life."

He said "radio's opportunity for the future lies not in debating how much cheaper you can offer your medium but from learning all you can about its strengths, building your programing to capitalize on those strengths, and selling it on the basis of how effectively it serves the public."

"Any medium important to people is indispensable to the advertiser."

Stanford Urges More Research

Urging more research on radio, Mr. Stanford said that "nothing that has happened in the strategy of selling radio is the disastrous notion that perhaps you ought to sell it a little bit cheaper. If what you as merchants and as salesmen make of your product is a barrier, it is the ultimate stupidity. For then the only way you can improve the product is to cut the price some more."

He said radio offers "an opportunity that a companion has, a friend has—to suggest, to persuade, to interest and to convince. This is the true qualitative side of radio—all but lost in an unwarranted attempt on the quantitative side with ratings which satisfy no one and can be so misleading. Let's get out of the numerical jungle of program ratings which buyer and seller alike have been unhappy with, and consider selling based on the great qualitative values I've been talking about."

"Now documented by research, they are not just pie in the sky. This Politz study you have been considering—so courageously undertaken by those 11 great stations—could be just a beginning. It has only scratched the surface. It shows clearly scores of new avenues for this versatile and unique radio medium opening up for your exploration and the advertiser's use."

Mr. Stanford noted that other media have discovered investment in research is "ridiculously small in the light of its possible returns," and that "in contrast to a strategy of price cutting, the dollar advantage of good research, good promotion and creative selling can be overwhelming."

He said that "I suspect advertisers have underestimated the potentialities of radio as a service medium." He pointed out that listeners, asked in the Politz study where they would turn for information in threat of war impended, said "overwhelmingly" they would rely on radio.

"The service medium of the immediacy and intimacy of radio," he continued, "is a shame to see how far ahead of the proprietors the consumers have gone in their dependence on radio as a medium."

Mr. Stanford was presented by G. Richard Shafrto, WIS Columbia, S. C., chairman of the NARTB Radio committee, who outlined the background of the Politz study and said that, in the past, no medium has been researched so much as radio and none has suffered so much at the hands of research. He called the Politz study "one of the most valuable tools that has been given radio in the past year."

BML Receives Award

SPECIAL award for BML's radio series, The Book Parade, was presented at an NARTB convention luncheon last week. Carl Haverlin, BMI president, accepted the award. The series was written by George Jennings, radio-tv director of the Chicago Board of Education. Mr. Jennings thanked broadcasters for their donations of time, talent, advice and assistance to educators.

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nothing Works Like Wantmanship

Wantmanship is as inside as an urge. It's the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-A, Atlanta, not only creates the wants but also merchandises with you to the point-of-sold. Wantmanship explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.

the CROSLEY GROUP

Exclusive Sales Offices:
New York, Cincinnati, Dayton,
Columbus, Atlanta, Chicago, Hollywood

© 1954, The Crosley Broadcasting Corporation
The South's Golden Dirt

A golden belt of clay and shale crosses the Prosperous Piedmont. It is converted into payrolls and profits by a growing burned clay products industry. Enough brick are produced in this area each year to stretch across the continent 23 times. North Carolina brick are used to build homes, offices and factories from Maine to Florida.

Modern brick plants help pad payrolls for the 1,700,000 people in WFMY-TV's 31-county coverage area of North Carolina and Virginia. Industry and agriculture combine to give people in the Prosperous Piedmont over 2 billion dollars to spend each year.

WFMY-TV has been selling products in the Prosperous Piedmont since 1949. Let your H-R-P man tell you the profitable sales stories of products teamed with WFMY-TV.

You can strike gold, too, in the Prosperous Piedmont. Call your H-R-P man today.
DIRECTIONAL STATIONS MAY TEST REMOTE CONTROL—PLUMMER

Experimental data should be compiled, FCC Broadcast Bureau chief tells NARTB engineering conference, looking toward petition for regular remote control operation for high power and directionallized outlets. Other engineering problems are reviewed.

DIRECTIONAL or high power stations may obtain answers from the FCC for conduct of remote control system tests providing they signify their intention of retaining a first class operator on duty, Curtis B. Plummer, chief of the Commission’s Broadcast Bureau, told NARTB presidents during delegates last week.

Mr. Plummer said FCC does not contemplate giving any one station an economic advantage over another by eliminating the need for keeping such an engineer on duty as it did in connection with fm.

Mr. Plummer made known his views in answer to a question from the floor during a session of the eighth annual NARTB engineering conference last Thursday. He expressed his views in connection with a discussion on “push-button” electronics, specifically remote control techniques.

Question was raised as to whether the Commission would authorize stations using directional antennas and those with higher than 10 kw to operate by remote control on an experimental basis.

Mr. Plummer said stations could receive permission simply by writing the Commission but felt broadcasters should compile sufficient data and results looking toward a petition for remote control extension. Quite probably, this could be channeled through NARTB, which originally petitioned FCC in 1952, it was indicated. FCC subsequently authorized remote control in 1956 (last year), changing its rules. Mr. Plummer said the Commission did not intend, on its own, to initiate rule-making on remote control extension.

Plummer Talks on Allocations

“Economic and technological development may be impeded in substantial measure” unless the radio spectrum is able to accommodate demands made on it. Mr. Plummer also asserted in a prepared talk on “allocation philosophy.” Over 400 radio-tv engineers were registered for the session. Mr. Plummer spoke along with NARTB President Harold E. Fellows and other industry executives. Mr. Fellows outlined the responsibilities of engineers in the electronics art.

Mr. Plummer urged industry to “turn our well known American ingenuity and energy to the work of working from every available kilocycle its last drop of usefulness.”

Noting a frequent cry for more frequencies in the broadcast industry, Mr. Plummer categorically claimed that none of the broadcasting services today are operated whereby the “greatest amount of information is conveyed per kilocycle per square mile of territory served.”

Mr. Plummer cited studies showing important gains could be realized by limiting the maximum frequency of modulation. He stated: “You may argue that such limitations would seriously degrade the quality of programs transmitted by broadcasting stations. However, you must agree that the effect will not be noticeable on network programs which in most part are already restricted in band width by land line limitations.”

Mr. Plummer observed that receiver selectivity and spurious responses are matters “of concern” to the Commission and broadcasters alike. The use of receivers with adequate performance should be encouraged, he added.

Use of as small a span of frequencies as possible could result in a reduction in channel-spacing or revision of adjacent channel ratios. Under proper engineering conditions, Mr. Plummer said, “this would result in more and better distributed broadcast service.”

Mr. Plummer also described as “constructive” proposals involving multiplexing techniques for fm, and added that its use by am broadcasters is a “further possibility.” He continued: “An allocations system selected to give the largest number of miles of coverage per channel has the fundamental basis for an efficient system.”

By properly staggering the assignment pattern from channel to channel, we “are on the way toward the achievement of the primary objective of the allocation—at least one tv or fm service for all of the people of the United States.” Nor does the plan greatly hamper development of service in areas where channel demands are heavier and more immediate.

Mr. Plummer also cited community antenna systems as one means of increasing channel efficiency and felt effective utilization of tv booster or satellite stations might improve the coverage efficiency of tv channels, particularly in uhf.

Exchange of Ideas

Delegates met with station managers during the conference-convention to exchange views, and also devoted attention to millions of dollars worth of equipment, ranging from lapel microphones to high-power vhf-uhf transmitters. An engineering reception was held Tuesday evening.

Engineering delegates also were told that: “But correct economic decisions cannot be intelligently made without management knowing in advance what is going to wear out how soon,” Mr. Fellows asserted.

The NARTB president called for a sound, well-rounded program for replacement, depreciation and maintenance.

Mr. Fellows described the engineers’ second job as that of adequately presenting his side of the picture. He described the theory that “there are no problems left in radio broadcasting,” a theory that has “neglected the economics of our industry—still young, still growing, and still in need of more simplified equipment and more efficient procedures.”

Mr. Fellows also called on engineers to “take a fresh viewpoint” and improve their “human relations.” He urged them to develop an ability to communicate technical terms to the layman.

An unwillingness to compromise with management on equipment needs and budgets “can only harm the engineer’s profession and his

IRWIN L. ABRAMS of General Electric shows representatives of Storer Broadcasting Co. how one man with GE’s Chromacoder, new color conversion device, performs all the necessary adjustments needed for studios and GE field sequential cameras in a live talent show. L to r: Leonard Spragg, Storer; Mr. Abrahams; Glenn Boundy and Clemens X. Castle, Storer, and J. M. Comer, GE.
ADVERTISERS CITE RADIO'S MUSCLES

BAB sessions told by major broadcast clients that radio is 'greatest mass medium of them all.' To prove it they tell of their own radio successes.

**BAB broadcasters** took it on the chin Thursday from a group of advertising executives who addressed the Broadcast Advertising Bureau session winding up the NARTB convention agenda. They were chided by radio buyers who said they didn't know or appreciate their own media muscles.

Mr. Cappelle, advertising manager of Tidy House Products Co., served as pace-setter for a series of radio success stories. He joined five other advertisers in telling broadcasters to take a look at their kilocycles and their audiences, and then start telling their sales stories to prospective sponsors.

Kev'n B. Sweeney, BAB president, wound up the session by telling broadcasters to improve their selling in order to double their business, and their profits, too, in the next 24 months. He said they need more salesmen and should pay them more, with emphasis on incentive pay.

**Tidy House's Technique**

Mr. Corson told the BAB group how Tidy House has grown from $10,000 gross in 1940 to over $7 million last year, starting with one radio station and increasing to 68 plus several tv stations. Despite arrival of tv, he said, "you still have the greatest mass medium of them all."

Clayton R. Sanders, director of the $55 million Peoples Drug Store chain, headquarters in Washington, D. C., said the chain has shifted its advertising to radio dominance in the last several years, using 91 newscasts per week or a total of 358 commercials each week, counting drugcasting. Peoples uses four tv hours and 10 tv spots per week and a schedule of nine newspaper pages in three Washington papers.

He listed such radio advantages as flexibility, with changes in commercials possible within a few minutes, if necessary.

Mr. Caperton, advertising manager of Dr. Pepper Co., listed radio's advantages as its ability to reach a moving target, the youth of America which he called "a market always on the move," constantly growing as the millions of portable and auto sets increase.

He said, too, that radio reaches "the lady of the house" and added that bottlers are investing a record number of dollars in the medium. Calling radio Dr. Pepper's No. 1 medium, he said, "No other form of advertising seems to reduce the 'not covered' areas to a minimum like radio."

Oliver B. Capelle, advertising manager of Miles Labs., second largest radio user in the nation, said in the last 20 years Miles has invested more money than in all other media put together. Quit looking at the past, he told broadcasters, "and start blowing your horns." He said radio listeners total 126 million hours per day and "it's absurd to worry about inroads of other media." He said one of the Miles radio programs has 2% more listeners than a year ago, with the cost of delivered commercials coming down. "Our best program has 10 million listeners," he said, and "our smallest audience is 6 million."

Mr. Capelle concluded, "We have more confidence in radio than broadcasters themselves. The great medium we call radio will remain as potent in generations to come as it is May 27, 1954."

Charles C. Caley, BAB chairman of the board, said BAB has grown in three years from a $200,000 operation to $700,000, with an $800,000 target. He said radio "has added 12 million places to listen in the past two years," and listed BAB sales and research achievements.

POTPOPPLE ASKS KINES TO USE IN OVERSEAS TV

New Voice of America chief asks telecasters for special kinescopes showing common interests of United States and other nations.

COOPERATION of tv broadcasters in helping the Voice of America to show the "common interest of the United States and other nations" by providing special kinescopes was asked last week by Jack R. Poppele, new VOA director, at the NARTB convention.

In a luncheon address before engineering
HENNOCK REITERATES PLEA FOR ALL-UHF, STERLING CHALLENGES A NARTB PANEL

Six of seven FCC Commissioners give delegates insight into thinking on current broadcast matters before Congress and the Commission.

A CALL for the transfer of all television to the uhf band was sounded by FCC Commr. Frieda B. Hennock at the NARTB convention last week and was challenged immediately by Commrs. George E. Sterling as a "direct attack" on FCC and industry engineers who helped work out the tv allocation plan.

Speaking at a Thursday morning session in which six of the seven FCC commissioners answered broadcasters' questions, Miss Hennock said that "I am now firmly convinced that only the eventual move of the tv service into the uhf band can save the station." The step should be taken now, she said, but she thought five or ten years should be allowed for completion of the transition.

"By setting our sights on this goal," she continued, "we must not overlook any interim measures that would help the existing uhf operators with difficulties were so dramatically laid before the country [in the Potter hearings] last week. I cannot emphasize enough the importance of the Johnson bill to remove the excise tax from uhf sets. Also the FCC should do everything in its power under the Communications Act immediately to bring network programming to the existing 127 uhf stations on an equitable and competitive basis. Otherwise we will have the same vicious cycle—no sets because no programs, because no advertising, because no sets."

Miss Hennock said that while the Commission's hope had been to achieve a competitive nationwide television system by the opening of uhf, "the methods we used to bring quick television service to the people of the U. S. achieved just the opposite result. It has now become painfully apparent that to continue on the course we embarked on when the freeze was lifted will result in a television service to the same 12 uhf channels that have been considered inadequate for a nationwide service."

She reiterated that she had no doubt that the 70 uhf channels available would permit a nation-wide service, and that the move into uhf should be started immediately, with no new station grants of any kind made in the meantime. "Every possible measure," she added, "should be taken to make sure that uhf stations are not unduly harmed during the transition period and that they are treated equitably."

"Rash Statement!"

Miss Hennock's position was challenged quickly by Commr. Sterling, who characterized her expression of views as a " rash statement" and an attack on the engineers who assisted in evolving the present tv allocation plan. Whether uhf can accommodate all television, he said, is a question that cannot be answered "overnight."

FCC Chairman Rosel H. Hyde and Commrs. Robert T. Bartley and Robert E. Lee noted that, with the Potter subcommittee hearings on the uhf question now in progress, they felt "both sides" should be heard before a decision is reached. Miss Hennock responded that she did not want to violate any policy against discussing pending issues, but that she felt it would have been inappropriate for her to appear before the NARTB convention and fail to discuss her views frankly.

The FCC panel—six of the seven commissioners were present, only Commr. E. M. Webster

NARTB Adopts 14 Resolutions at Chicago

FOURTEEN resolutions were adopted at the closing session of NARTB in Chicago, Thursday, but a 15th, dealing with an association stand on commercial broadcasting by educational institutions, was deferred for a mail ballot.

Edgar Kobak, WTWA Thomson, Ga., one of the 30-odd delegates remaining in the grand ballroom of the Palmer House after the luncheon, rose to hail a unanimous approval of the 15 resolutions. He questioned a resolution that expressed opposition to "the utilization by tax-supported institutions of the spectrum for a commercial broadcast operation in competition with private enterprise" and stated that "instead such facilities should be used strictly for educational, non-commercial purposes as intended by the FCC in making such allocations."

After brief discussion that included Lester Gould, WJIC Jacksonville, N. C., a new board member for small stations, and William B. Quarten, WMT Cedar Rapids, Iowa, the convention adjourned its resolutions but the education one and at suggestion of Clair R. McCollough, WGAL-TV Lancaster, Pa., decided to take a later mail ballot. Mr. Kobak had contended the resolution deserved more thorough study by the group.

The 14 resolutions adopted opposed HR 1227, proposing to ban alcoholic beverage advertising; praised presidency with John F. Meagher, KYSM Mankato, Minn., as appointee; approved S 2989 to amend the Taft-Hartley Act; faith in the industry's historic stand on behalf of freedom of information in radio and television and condemning restrictions on access to news sources as well as citing work of state associations and the Freedom of Information committee; commended the service of Judge Justin Miller while NARTB president and board chairman, and his service to the convention; endorsed the Red Cross; approved the Connel plan and urged the industry to cooperate; approved the Veterans Hospital Radio Guild; sounded praise for FCC Chairman Rosel H. Hyde and Commrs. Sterling, Hennock, Bartley, Doerris and Lee for their part in the convention; thanked panel participants and speakers; voiced gratitude for services of Kenyon Brown, KWFT Wichita Falls, Tex., convention chairman, and thanked the Palmer House for its handling of the meeting.


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If You Go By

PHILADELPHIA RATINGS

Day and Night, Monday thru Friday,

WFIL-TV is 1st and 2nd 74% of the time

HEAVYRATE CHAMP OF THE AFTERNOON!

Between 3 and 6 PM, WFIL-TV rates

1st - - 83.3% of the time
2nd - - 16.7% of the time

AHEAD - - 100% of the time!

Add nighttime to this afternoon supremacy—3 PM to midnight, including big-show network competition—and WFIL-TV is still AHEAD—80% of the time.

Look at ALL the ratings. It’s easy to figure out.

ABC and DuMont Networks
Represented by The Katz Agency

The Voice of Delaware Valley, U. S. A.
You Will BUY

WFIL-TV

why Philadelphia's BEST BUY is WFIL-TV

WFIL-TV
The Philadelphia Inquirer Station
Channel 6
being absent—was asked whether FCC today is more tolerant than in the past with respect to “quick” purchase and sale of stations in order to improve one’s position in the industry.

Comr. John C. Doerfer took the floor to point out that there is a difference between an applicant in a transfer hearing and an applicant who is involved in a competitive hearing for a channel—in the latter case, he pointed out, FCC must pick the applicant it considers best qualified. “Trafficking in licenses,” he said, “to me implied more than just a sale.”

Miss Hennock questioned the motives of a winner of a competitive hearing who sells his station within, say, a year after getting the grant. In such cases she said she would call for new hearings when the transfer application came up.

Bartley’s Question

Comr. Lee said he largely agreed with Miss Hennock’s views on this problem, and Comr. Bartley raised the question of investment houses buying into radio and television stations as a form of investment for their clients. In other businesses he said he felt such investment might be all right, but he maintained that it is “not all right” in broadcasting—and he thought Congress might take a “new look” if the practice is “abused.”

Comr. Sterling said he felt each case should be judged on its own merits, and Chairman Hyde said that those who disagree with the law should seek to have it changed. The fact by giving FCC authority to approve transfers apparently considered transfer, per se, to be approvable.

Asked when a decision might be expected in the long-standing Clear-Channel Case, Chairman Hyde noted that Mexico is the only holdout among the NARBA nations and said he would like to see the international differences resolved before the Commission hands down a clear-channel decision. But he added that he felt it important for the Commission to issue a decision if the international issues are not resolved soon.

Another question related to the use of boosters in tv. Comr. Hennock said she would vote against the use of boosters to extend the areas of large-market vhf stations, but would vote for boosters for uhf outlets.

Mr. Doerfer said he felt too much emphasis had been placed on the “fortunes of the individual broadcasters,” when he felt the public’s problem should be the big concern. He said “I would like to serve notice on the people right now that all doubts will be resolved in favor of the people, all things being equal.”

Questioned about the possibility of adopting uniform sign-on and sign-off times for daytime stations, Chairman Hyde pointed out that sunrise and sunset times are not themselves uniform.

Asked whether tv channels reserved for education might be released to commercial broadcasters if not used educationally within a reasonable period of time, Chairman Hyde said the problem is chiefly a legal one, since any citizen has a right to petition the FCC. Comr. Hennoch maintained that the reservation of educational channels was made by unanimous vote of the Commission and “it takes time for an educational station to get started,” and Comr. Bartley said he thought his own answer as to release of educational channels, where educational interests had not used them within a reasonable period of time, would be “yes.”

NARTB President Harold E. Fellows, who moderated the session, also reported that NARTB plans shortly to petition FCC for an easing of the rules on identification of transmissions and delayed broadcasts, and, within three or four months, to seek FCC approval of remote control of directional antenna operations. the requirement. He gave up, not signing the application blank until his sponsor said, “Don’t you have a uhf grant?” Answering in the affirmative, he heard, “Well, you’ve aged four years, you’re in.”

RCA got down to basics—color, that is—in entertainment suites. Chromatic ice cubes were provided and a basic shade of color was red, green and blue.

At the “last call for a drink” in Associated Press headquarters in the Crystal Room, a volunteer broadcaster-pianist stopped abruptly and inquired of the waiter: “Is it because of a law or a rule of the hotel?” The tired response: “No, uh, I calls it fatigue.”

Probably the most enthusiastic applause received by any speaker at the convention was that which followed the appearance of Elizabeth Ellen Evans, of Akron, 1954 co-winner of the annual Voice of Democracy Contest. After young Miss Evans delivered her prize-winning speech at the Wednesday luncheon, the entire crowd rose to its feet in a prolonged demonstration of approval. NARTB President Harold E. Fellows was so moved by her performance that he wept.

The dollars and cents debate at the NARTB convention sports session was given a change of pace Wednesday with a musical interlude. Carol Hoffman, Northwestern U. singer, followed two soprano selections with a special NARTB parody on “Take Me Out to the Ball Game.”

NARTB [THURSDAY-FRIDAY]

UAPRE Explores Means Of Training Students

WAYS and means by which the broadcast industry can better cooperate with colleges on student training programs and a plan for reorganization were explored at a session of the University Assn. of Professional Radio Education during the NARTB convention last week.

The association debated the possibility of a joint cooperative setup comprising half college personnel and half broadcasters. It would need approval of the NARTB board before becoming effective. Lee Martin, president.

Among industry spokesmen giving their views at the Monday session were Judge Justin Miller, retired NARTB board chairman Ralph Hardy, NARTB vice president in charge of government relations, and Miss Judith Waller, director of public affairs and education for NBC Central Division.

Freedom of Speech Results Reviewed by IAAB Board

WEEKEND meeting of the board of directors, Inter-American Assn. of Broadcasters, started Friday at the Palmer House, Chicago, with president Emilio Azcaraga, Mexican network operator, presiding. Freedom of speech achievements during the past year were reviewed, along with other international questions.

Among those attending were Goar Mestre, CMQ Havana, ex-president; Ramon Quinones, WAPA San Juan, P. R.; R. Ferrandaleta, Panama; Felix Cardona, Venezuela; Gilmore L. Nunn, WLP Lexington, Ky.; Jose Luis Fernandez, Mexico, secretary-general; Ramon Bonachea, Havana, ex-secretary-general.

SHORT SHOTS

At the Chicago Convention

In WINNING election as vice president of the Daytime Broadcasters Assn. last week (see story, page 42), Alf M. Landon swept 11 states, but they did not include the only two he won in his race for the Presidency of the United States in 1936. Maine and Vermont are not represented by directors on DBA. Non-partisan nature of his new job was emphasized by the fact that directors who elected him are from such disparate political climates as North Carolina and Massachusetts, Pennsylvania and Tennessee, Illinois, Georgia, Indiana, Kentucky, Wisconsin, Nebraska and California.

BIGGEST bombshell at NARTB convention opening was story [B&T exclusive, page 36, May 24] on impending resignation of Robert K. Richards, administrative vice president, to enter station ownership and public relations. Copies of B&T were gobbled up within few hours.

NEW TOUCH in tv promotion was activity of TV Advertising Bureau. Permeating exhibit corridors was bevy of beauteous models, in typical burlesque queen tights, pinning delegates with jumbo yellow buttons exploiting origin of new organization.

FCC was on deck, en masse, except for Vice Chairman E. M. Webster, who stayed home as one-man committee to act on emergency matters. He has been on West Coast inspection for several weeks and figured he was most dispensable at convention and besides, he wanted to catch up on his homework.

MIKE HANNA sat counting up his years of radio experience when asked to join the Radio Pioneers. All he could claim was 18; 20 being the}
NEW GEAR ATTRACTS NARTB DELEGATES

Equipment firms put $5.5 million on display at the NARTB convention. Color apparatus took the spotlight.

BUSINESS was good—the best in convention history—last week as heavy traffic moved through the Palmer House to inspect transmitters and related studio equipment displayed in NARTB's Exhibition Hall.

Salesmen for equipment firms found delegates keenly interested in $51.4 million of displayed electronic gear designed for color and black-and-white TV as well as aural broadcasting. Additional smaller equipment items were displayed on the seventh and eighth floors of the hotel.

Even before general meetings of the convention had started, one exhibitor—Standard Electronics Corp.—had sold a 40 kw vhf transmitter to Storer Broadcasting Co.

Color transmitting items drew close attention. One exhibitor featured a completely equipped color studio, with indoor and outdoor props, and staged productions which were shown on receivers in a nearby room. Signals were fed over closed circuit.

Another had a 100 kw driver putting a color program on the air, feeding adjacent receivers with live productions.

Technical-minded delegates watched technicians adjusting monitors and various types of apparatus with rapt attention. They exchanged views on the screen versions of grocery store items, displayed on moving drums and with moving cameras.

Live talent included girls garbed in varied-hue gowns as well as puppets, push carts and other features.

Fascinated delegates operated color and black-and-white cameras when they had a chance, while staff specialists pointed out details and special advantages of the various devices.

New Film-Scanning Equipment

Film-scanning equipment appeared in many new versions. One exhibitor held special showings for invited advertisers and agency executives. New models pass more light and less noise than older types.

A color camera looked exactly like its black-and-white counterpart, translating information from field sequential to NTSC standards. The two basic types of color cameras were single-tube and triple-tube.

Remote control devices were shown for transmitters and cameras. A remotely controlled camera utilized an electrically-driven zoom lens, providing a system that could work into a one-man TV station operation. The operator would be able to run camera, monitoring console and transmitter.

Broadcasters were inspecting remote devices for unattended transmitters, one of which had a red-green traffic-light setup.

UHF transmitters included one model with a 100 kw driver and 12 kw amplifier. Several manufacturers are working toward UHF transmitters around the 50 kw class and will have them ready for marketing within months, or by the next NARTB convention.

The economy motif appeared more prominent than was the case in the Los Angeles exposition a year ago. Economies center both in original

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Coverage to crow about

We're not counting our chickens before they are hatched. With a 1049 foot tower and 100,000 watts maximum power, established, dominant WTAR-TV now reaches 459,000 families, over 1,600,000 people. With a strong signal on channel 3, WTAR-TV blankets Tidewater, the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

By Ed

WTAR-TV channel 3 NORFOLK

Represented by Edward Petry & Co., Inc.

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cost and operating costs. At the same time, some types of apparatus were more complicated and more costly as a result of new developments.

A cross-section of a slotted uhf antenna was shown. New types of transmitter tubes appeared, with many tubes looking over the models of recent types. Advanced types of studio lighting and lighting control were exhibited. An animated model display showed how tv programs, black-and-white as well as color, are transmitted via cable and microwave.

In charge of the exposition was Arthur C. Stringer, who has managed NARTB's equipment shows for more than a decade.

Big Radio Stations Discuss Tape Network

A LONG-RANGE project to set up a tape program network among larger stations under the title Quality Stations Network was discussed at a meeting of interested stations held in Chicago during the NARTB convention.

Key stations such as WSM Nashville, WHO Des Moines, WLW Cincinnati and WHAS Louisville have shown an interest in the project, with John H. DeWitt Jr., WSM, as one of the organizers. Back of the idea is the belief that the nighttime radio problem is not being handled effectively by the major network.

QSN has been considered for nearly two years but it did not appear near the operating stage after the informal convention meeting.

It would include clear-channel stations, I.A and major regional stations. QSN organizers believe the heavy reservoir of programs produced by member stations could supply salable programs. They believe, too, that networks are falling down in their selling.

Ampex Shows Automatic Programming System

A TAPE REPRODUCER which enables an am or fm program operator to put two reels of tape on a machine, throw a couple of switches and then walk away for as much as eight hours was demonstrated by the Ampex Corp. during the NARTB convention last week.

The Ampex automatic programming system consists, basically, of an eight-hour tape reproducer and a Model 350 recorder, plus control and switching circuits and a recording console for making local announcement tapes. Program material is put on the eight-hour machine while local announcements are played back on the Model 350. Switching from one tape to another is accomplished by a subaudible tone recorded at the end of each announcement and at appropriate places in the program tape.

Thus a tone at the end of a local announcement switches off the announce machine and turns on the program material. In turn, a similar subaudible tone at the end of a musical selection puts the announce machine back into operation again. A master timer fades down the program and brings in the announce tape for a start of every half-hour.

Price of the unit will be in the $4,000 range, according to R. J. Tinkam, audio sales manager.

Banquet Program Lauded

BANQUET program Thursday night drew widespread praise, with networks and BMI providing talent. Program included Marguerite Piazza, Billy Williams, Quartet, Bert Lahr, June Valli, Eileen O'Dare and Jimmy Richards' orchestra, with Russell Samjek producing.

MARFREE CLOSES OWING 600 STATIONS

Agency is quarter-million in debt for a Gainex radio-tv campaign. McCarthy - Army hearings get blame for failure of account.

MARFREE Advertising Corp., New York, closed its doors officially last week, with a debt of more than a quarter of a million dollars owed to more than 600 radio and television stations.

The agency represented Carlson Industries, Brooklyn (Gainex, a weight influencer), which had placed a radio and television campaign starting on varied dates in late March and running through May. Stations carrying the campaign have not been paid.

Marfree appointed Jacob Carr as its assignee to conduct the assignment for creditors. Mr. Carr and his attorney, J. Louis Kottler, plan an auction of the physical assets and furniture of the firm on June 2 at 10:30 a.m. at 105 W. 40th St., New York, offices of the agency. Mr. Kottler told B&T that after the auction takes place he will appeal to Gainex Co. for some sort of amiable settlement for the creditors. If necessary, he will file a suit against the company, he said.

Harry A. Friedenberg, president of the defunct Marfree Adv. Corp., which was established more than six years ago, was understood to have told some of the creditors that the McCarthy hearings were responsible for the failure of the broadcast campaign to reach enough listeners and turn them into customers. Mr. Friedenberg, it was reported, has moved from New York to Chicago to be associated with another one of his agency's clients, the d-Con Co.

The Marfree agency, in addition to the Gainex and d-Con advertising, also handled the following accounts: Bankers Life & Casualty Co., Chicago; James R. Barnett Co., Wellesley Hills, Mass.; Bostwick Labs, Bridgeport (Dynol); French Matters, Newark (perfume); Harris Chemical Co., Cortland, N.Y.; House of Goddard, Chicago; Jordon Co., Chicago; Lobey Productions Co., Chicago; Parker Pharmaceutical Co., Chicago; R & F Co. Inc., New York.

Admiral, ABC Radio Contract Newscasts

ADMIRAL Corp. last week announced the purchase of a $50,000 package of 22 weekly five-minute newscasts on 348 ABC radio outlets.

Announcement of the purchase, with the five-minute stanzas starting this past Saturday, was made by ABC and Edmund L. Eger, Admiral vice president in charge of advertising. Commentators Milton Cross, Taylor Grant, George Hayes and Art Van Horn will handle broadcasts.

Mr. Eger noted that radio is an increasingly powerful medium, pointing out that over 10 million radios were sold last year. He said the newscasts would reach an estimated eight million homes, plus automobile and portable radio listeners. The broadcasts will be aired each Saturday and Sunday from 9 a.m. to 11 p.m. on the hour.

Purchase of Admiral's Week-End News was part of a campaign to advertise its 20th anniversary and television-appliance promotion.

Three Sponsor 'Caesar'

THREE advertisers, American Chicle Co., the Speidel Corp. and Radio Corp. of America, have signed officially as sponsors of The Std Caesar Show [B-T, May 24], it was announced last week by George H. Frey, NBC vice president in charge of television network sales. Each client has bought one third of the 60-minute show which will be heard Mondays from 8-9 p.m. for three weeks out of four. Contracts were placed by Dancer-Fitzgerald-Sample, N. Y., for American Chicle; Sullivan, Stauffer, Colwell & Bayles, N.Y., for Speidel, and Kenyon & Eckhardt, N.Y., for RCA.

Page 68 • May 31, 1954
SPOT NEW BUSINESS

P. Lorillard Co., N. Y. (Kent cigarettes), through Young & Rubicam, N. Y., will sponsor The Playhouse an ABC Film Syndication series, in six major markets beginning July 1. Stations to carry the programs are WMAR-TV Milwaukee; WEWS (TV) Cleveland; WKBW (TV) Chicago; KSTP-TV Minneapolis; WFLN-TV Philadelphia and KGO-TV San Francisco.

John Morell, Ottumwa, Iowa (Red Heart dog food), planning to use another week starting July 18 for television campaign to children, using minutes and station breaks around children's shows in 133 markets. In addition to that campaign, Morell Agency, N. W. Ayer & Son, N. Y., is contemplating still another tv week or possibly two-week blast in August in about same number of markets but not necessarily same stations.

TreeSweet Products Co., Santa Ana, Calif. (TreeSweet frozen fruit juices), June 1 starts tv spot announcement campaign on 13 stations in L. A., Detroit, Cleveland and Indianapolis for 13 weeks, using average of one spot daily on each station. Agency: BBDO, L. A.

American Brewing Co., New Orleans (Regal beer), is using radio musical spot announcements on 50 stations in three southern states. Schedule is being placed by Tracy-Locke Co., Dallas. A tv campaign is also being prepared.

NETWORK NEW BUSINESS

Miles California Co., Los Angeles (Alka-Seltzer and One-A-Day Brand Vitamins), starts Here's the Answer on 51 Don Lee Broadcasting System and Arizona stations, Mon.-Fri., 4:30-4:45 p.m. PDT, for 52 weeks from July 5. Agency: Geoffrey Wade Adv., Hollywood.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Winston cigarettes), has signed for two participations weekly on CBS-TV's The Morning Show (Mon.-Fri., 7-9 a.m. EDT), starting tomorrow (Tuesday) and continuing through balance of year. Agency: William Esty Co., N. Y.

Wine Corp. of America (Mogen David wine) slated to move sponsorship of half-hour Dollar a Second from DuMont TV Network to ABC-TV this fall, probably for Friday night presentation. Agency: Weiss & Geller, N. Y.

A&A PEOPLE


Roy Campbell, vice president and director, Footh, Cone & Belding, N. Y., transfers to Los Angeles as marketing consultant to agency's four western offices.

Sander Heyman has resigned as president of Enterprise Adv. Agency Inc., Los Angeles.

Edward R. McNelis, agency radio-tv director, assumes duties as head of the agency.


Richard H. Talmadge, formerly vice president, Gordon Baird Assoc., N. Y., appointed vice president and account head, Lewin, Williams & Saylor Inc., same city.


Neal Gilliatt, vice president, McCann-Erickson Inc., appointed assistant manager of Chicago office.

Philip Heyman, art director, Theodore H. Segall Adv., San Francisco, named vice president in charge of visual media.


Robert Blackburn, formerly vice president, MacFarland, Avedard & Co., Chicago, appointed creative director of Clinton E. Frank Inc., there.


William Mathesius, formerly with Silex Co., to Paris & Peart, N. Y., as account executive.

Herb H. Rubke, previously with J. D. Tarcher Co. and Harry B. Cohen Agency, N. Y., to Product Services Inc., N. Y., advertising agency, as comptroller and general manager.

Wright Nodine, Geyer Inc. merchandising division, named account executive.


There are 6,546,810 Radios in Texas

but... it takes only 2 STATIONS to reach 1/2 the sets

KLBS
HOWARD W. DAVIS, Owner
610 on Every Dial
HOUSTON, TEXAS
5000 WATTS
ON 610

The Biggest Buy in the Biggest State!

Ask the Walker Representation Co., Inc.

May 31, 1954
COLORVISION FILM PROCESS DISCLOSED

New additive process of color photography, using black-and-white film with regular 35mm camera and Colorvision unit, is said to be inexpensive and quick.

NEW additive process of color photography claimed to be both economical and speedy—and designed primarily for color television—was demonstrated by Colorvision Inc., Los Angeles, at a special press showing in that city Monday.

In an experimental laboratory for the past four years, the system uses ordinary black-and-white film, making three color separations, as in graphic arts, on one frame of 35mm film. Shooting with a Colorvision camera unit, to which any 35mm motion picture camera can be attached, requires no extra lighting, according to Lawrence F. Brunswick, optical engineer, and co-inventor. He cited savings in film, processing and time.

He described Colorvision as "a method of photographing in full color on black-and-white film with ordinary black-and-white processing and with ordinary black-and-white lighting levels, which produces a picture exceedingly well suited for full color TV transmission."

The test film, on a motion picture screen, was slightly overcast and lacked contrast, but he said engineers can clear up these conditions on TV. However, films for TV transmission are required to be of low contrast, he reminded.

Firms working on the test film included John M. Ransom Labs; Film-Makers of Hollywood and Consolidated Film Industries. Karl Freund directed.

Colors Kept Separate

The Colorvision camera unit, by which the three colors—red, green, blue—are separated, was attached to a Mitchell 35mm motion picture camera for the test demonstration. The colors are broken down in the primaries of the original photograph with separation maintained until final assembly on the TV set.

Estimating increased costs over black-and-white at $750 per half-hour show, President Harold V. Lee said Colorvision is ready to go into production of the process on a lease basis. He said contracts under the Colorvision process will be only approximately 5% more than that for turning out a black-and-white TV film.

Although Colorvision is currently concentrating on color TV, the system could be adapted for use by motion picture producers too, it was pointed out by engineers.

CBS-TV Newsfilm Service

Acquired by WTOP-TV

SIGNING of WTOP-TV Washington, as the most recent station-client of CBS-TV Newsfilm has been announced jointly by John Hayes, president of WTOP-TV and Wilbur S. Edwards, general sales manager of CBS-TV Film Sales.

Present also at the signing in Washington were Elmer Lower, CBS-TV director of news and public affairs; Eric Seaverel, Washington correspondent for the network, and George P. Hartford, vice president of television for WTOP-TV.

Mr. Hartford expressed gratification at acquiring CBS-TV Newsfilm service, pointing out that "viewers in the world's news capital deserve the best in news."

Newsfilm service to clients features exclusive recorded news commentaries by network newsmen around the world. It also includes specialized features, such as a week-end news review; a weekly news quiz show; a special map service; an exclusive "title service"; station advisory service and special merchandising and promotion campaign aids, and special interest coverage by 250 Newsfilm camera correspondents in 50 countries on request of individual stations.

Actor Ireland Gets Loyalty Satisfaction

ACTOR John Ireland received a "substantial" cash settlement and a signed statement clearing him of any suspicion of disloyalty for which he agreed to withdraw his $1,756,000 breach of contract and slander suit against Television Programs of America, Norvin Productions, producer Leon Fromkess, TPA President Milton Gordon, TPA Vice President Mickey Silliman and others.

Suit, filed in March [8*T, March 8] in Los Angeles Superior Court, charged the defendants had slandered the actor as "politically unacceptable" after discharging him from the title role in Ellery Queen TV film series. Amendment of the complaint was filed earlier this month [8*T, May 10] in which the actor stated his contract was with Norvin Productions, with TPA and Mr. Fromkess guaranteeing the finances.

REACHING agreement that will feature sportswriter Jimmy Powers (c) as host and narrator of Screen Gems' 26 quarter-hour sports series Big Playback, are (l to r); seated—Russ Weston, in charge of advertising and sales promotion for The Ethyl Corp., sponsor of the series; Mr. Powers; John H. Mitchell, vice president in charge of sales for Screen Gems; standing—Bayard Pope, vice president and account executive of BBDO, Ethyl agency, and Ben Berenberg, writer-director of the show.

VITAPIX ELECTS BETZER, MULLEN

STOCKHOLDERS of Vitapix Corp. elected a new board and officers Thursday at a meeting held at the Congress Hotel, Chicago, John E. Fetzer, WKZO-TV Kalamazoo, Mich., was elected chairman, and Frank Mullen president.

Three film projects will run $1 million in bookings, stockholders were told. These include Vitapix Princess Theatre, produced by Burt Balaban, and distributed in London, Germany and Italy; American Legion Hollywood wrestling and Johnny Mack Brown westerns.

Officers elected, besides Messrs. Fetzer and Mullen, were Robert Wormhoult, Edward Koenig Jr., William Broidy, vice presidents; Horace L. Lohnes, secretary; Don Campbell, treasurer; Paul O. O'Bryan, assistant secretary and assistant treasurer. Directors elected were besides Messrs. Fetzer and Mullen; Campbell and Lohnes; Richard A. Borel, WBNS-TV Columbus; J. Leonard Reinsch, WSB-TV Atlanta; William Broidy, of William Broidy Productions; Joseph A. Baudino, Westinghouse Broadcasting Co.; Charles H. Crutchfield, WBT (TV) Charlotte, N. C.; Robert D. Swezey, WDSU-TV New Orleans; Howard Lane, KOIN-TV Portland, Ore.; Stanley E. Hubbard, KSTP-TV Minneapolis; O. L. Taylor, O. L. Taylor Co.; Kenyon Brown, KWTX-TV Wichita Falls, Tex. New directors are Messrs. Crutchfield and Swezey.

Stanley Boynton Jr. of Detroit also attended the board meeting. His father is Detroit sales representative for Vitapix.

Motion Pictures for Ty Plans New Telefilm Series

PLANS for the production of a new, five-day-a-week telefilm series, based on the King Features newspaper strip, The Heart of Juliet Jones, were announced last week by Edward D. Madden, vice president-general manager of Motion Pictures for Television's film syndication division.

Pilot film of the new series will be available within three weeks.
Screen Gems Compares Color Processes Over C-C Tv

CLOSED-CIRCUIT color telecast over NBC-TV was held a fortnight ago to show commercial products filmed under identical conditions in the various color film processes by Screen Gems Inc. The Screen Gems tests were made in 16mm Kodachrome; 35mm Eastman negatives reduced to 16mm positives, and 35mm Technicolor three-strip process reduced to 16mm dye transfer.

The demonstration was attended by executives of 27 advertising agencies, who witnessed 55 products of their clients during the color telecast. M. Peter Keane, technical director of Screen Gems, who conducted the demonstration, reported that his company had reached the following conclusions:

1. For the lowest cost, original Kodachrome (or Ansco) without sound track and without superimposed titles or optical effects may be used;
2. If release prints, superimposed titles and optical effects are needed, Eastman negative-positive with sound track may be used;
3. Technicolor dye-transfer three-strip process permits use of all current black-and-white production techniques, and
4. Cost of quantity release prints is lowest in Technicolor, a bit higher in Eastman Kodak negative-positive and highest in Kodachrome.

Washington Video Releases Documentary on Tornadoes

GEORGE JOHNSTON, president of Washington Video Productions, Washington, D. C., has announced the release of a new documentary exploring the destructive forces of a tornado titled "The Wind and the Fury." The 15-minute 16mm film, available for television showing, was shot in color for the National Board of Fire Underwriters, N. Y.

The production was filmed on location at Waco, Tex.; Columbus, Ga.; Flint, Mich., and Worcester, Mass., where tornadoes did serious damage last year. Tape recordings of tornado victims comprise a large part of the commentary. The film had its tv preview on KTBC-TV Austin, Tex., May 11, one year after the Waco tornado.

"The Wind and the Fury" was directed by Mr. Johnston. Narration was written by George Stoney. The film was narrated by Willis Conover.

FILM SALES

George Bagnall & Assoc., Beverly Hills, announces three additional sales: Hollywood Half-Hour series of 38 films to KFEL-TV Denver, starting June 1; Public Prosecutor series of 26 films to WCBS-TV New York; and Crusader Rabbit to WDSU-TV New Orleans.

Guild Films Co. reports 10 new sales on Libereuse show, raising total markets to 185. Latest sales were for showing of half-hour film program over KFBC-TV Cheyenne, Wyo., WEEU-TV Reading, Pa., WSEE-TV Erie, WBOC-TV Salisbury, Md., KTXL-TV San Angelo, Tex., KFXX-TV Grand Junction, Colo., KQTV-TV Harlingen, Tex., KVOO-TV Muskogee, Mont., KLIX-TV Twin Fails, Idaho, and WTHI-TV Terre Haute, Ind.

United Television Programs Inc. has sold the Waterfront series to KARK-TV Little Rock, Ark., and KCBD-TV Lubbock, for 52 weeks starting July 15 and about Sept. 1, respectively, with WFAN-TV Dallas, receiving one weekly for one year. KCBD-TV also purchased The Lone Wolf series for 52 weeks starting around Sept. 1. That series also was acquired by Robert Wesley & Assoc., Chicago, for Burton-Dixie Mattress Co., that city, on WGN-TV.

The distribution firm in addition reports KRON-TV San Francisco contracted for 13 Heart of the City tv films. Four additional films in Royal Playhouse were acquired by WDSU-TV New Orleans, starting June 1. KTVT (TV) Springfield, Mo., bought a three show package of Lone Wolf and The Ruggles, starting June 5 and 6 respectively, both 22 weeks; and Rocky Jones, Space Ranger, to start on or before June 6 for 26 weeks.

WBBM-TV Chicago, has contracted with Louis Weiss & Co., Los Angeles for two consecutive run rights to 26 half hour Craig Kennedy Criminalistover a one year period. The 16-episode adventure serial, Black Coin, has been sold for a five times weekly run on WWJ-TV Detroit.

CBS-TV Film Sales reports sales of The Gene Autry Show film series to Quality Bakers of America, over WSBT-TV South Bend; Meadowgold, over KFEL-TV Denver; Shaw Bros. Jewelry, over WBBM-TV Chicago; Brookshire ice cream, over WTKT-TV Meridian, Miss.; Hecht's bakery, over WHL-TV Johnson City, Tenn., and Callen Kemp shoes, for partial sponsorship over KNXT (TV) Los Angeles.

FILM DISTRIBUTION

Stuart Reynolds Productions, Hollywood, has concluded negotiations with Elizabeth Barry Enterprises to distribute Kite-Flite to Moonland, quarter-hour color puppet tv film series, with a fall release date scheduled. Miss Barry, former eastern agency producer, has completed the $51,000 pilot film in addition to 49 songs and 52 scripts. Filming, with Mr. Reynolds as associate producer, starts following his return from New York where he expects to finalize a deal with a sponsor on a national basis. Aaron Rothenberg has been signed to handle all merchandising on the series.

Sportvision Inc., S. F., delayed sports tv film company, (BFIT, Feb. 8) forms national sales organization with Al J. Madden, northern California manager, Ziv Radio Productions, as sales manager. Alfred D. LaVine named midwest sales manager, with Stevens Pictures, Dallas, to represent Sportvision in southern and southwest states.

Wickham Films, Glendale, Calif., has completed eight quarter-hour films in new Sports Mirror series, based on interviews with sports' ce-

Ziv Adds Spanish

ZIV Television Programs' film shows now speak Spanish. President John L. Sinn reported last week that new sound tracks, in Spanish, have been added to Ziv-synthesized shows. These include Favorite Story, The Unexpected, Boston Blackie, Cisco Kid, and Yesterday's Newspaper. Ziv programs in Spanish currently are sponsored in a number of Latin American cities, including Mexico City, Havana, Caracas and San Juan.
APRIL NETWORK TIME SALES RISE

PIB reports first quarter radio-TV time sales up 19.7%, April sales up 18.1% over 1953 periods. TV network billing has risen while radio network billing is down.

COMBINED gross time sales of the nationwide radio and tv networks in April amounted to $37,787,167, according to data compiled by Publishers Information Bureau. The sum is 18.1% above the $31,993,216 combined radio-TV network gross for April 1953.

For the first four months of 1954, the gross time sales of the four radio and four tv networks totaled $151,571,562, PIB reported, up 19.7% from the $126,883,420 gross for the like period last year.

Billings of the tv networks so far this year are running better than 40% ahead of a year ago, showing gains of 43.6% for April and 44.0% for the January-April period in comparison to the same month and four-month span of 1953. The radio networks, contrarily, are running behind 1953 in billings, with decreases of 13.8% for April and of 6.8% for January-April compared to the same periods of 1953.

PIB reported on gross time sales, network by network, on radio and tv, for April and January-April, 1954 and 1953, as follows:

<table>
<thead>
<tr>
<th>NETWORK RADIO</th>
<th>April-April</th>
<th>Jan.-Apr.</th>
<th>Jan.-April</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,367,638</td>
<td>$2,657,346</td>
<td>$10,457,374</td>
</tr>
<tr>
<td>CBS</td>
<td>5,044,680</td>
<td>5,051,580</td>
<td>20,721,258</td>
</tr>
<tr>
<td>MBS</td>
<td>1,885,764</td>
<td>2,006,990</td>
<td>7,998,134</td>
</tr>
<tr>
<td>NBC</td>
<td>2,993,829</td>
<td>4,795,009</td>
<td>13,770,829</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$12,156,121</td>
<td>$14,218,350</td>
<td>$55,420,376</td>
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</table>

<table>
<thead>
<tr>
<th>NETWORK TELEVISION</th>
<th>April-April</th>
<th>Jan.-Apr.</th>
<th>Jan.-April</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,854,484</td>
<td>$3,045,579</td>
<td>$10,476,199</td>
</tr>
<tr>
<td>CBS</td>
<td>10,921,046</td>
<td>11,046,081</td>
<td>45,986,255</td>
</tr>
<tr>
<td>DuMont</td>
<td>1,048,374</td>
<td>850,458</td>
<td>3,876,608</td>
</tr>
<tr>
<td>NBC</td>
<td>2,993,829</td>
<td>4,795,009</td>
<td>13,770,829</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$32,928,083</td>
<td>$37,778,466</td>
<td>$149,928,023</td>
</tr>
</tbody>
</table>

LISTENING research studies have begun to inquire into the place as well as the time of listening, the recent Politz Study (B.T., Dec. 14, 1953) emphasizing this factor in concluding that the fact people can listen to the radio while doing something else is one of the medium’s strongest selling points.

Classics at Night

CLASSICAL and semiclassical music is preferred by popular selections by a majority of the listeners to Music Til Dawn, all-night show sponsored by American Airlines on six major CBS Radio outlets and one NBC Radio outlet.

Listeners were polled by a “Request Week” on the six CBS Radio stations—WEEI Boston, WBBM Chicago, KNX Los Angeles, WCBS New York, KCBS San Francisco and WTOP Washington. The show was carried on WWJ Detroit, an NBC affiliate.

Of the 4,000 replies to the show’s request that listeners recommend music selections, 2,700 asked for classical selections, 1,070 for semiclassical and 600 for popular. Men sent in 53.5% of the requests, women the other 46.5%. Nearly 40% indicated they were students. WCBS received the greatest number of letters—660—of which about half were from New York State and the rest from Cuba, Canada and 24 states.

Music Til Dawn completed a year on the six CBS Radio stations in April, at which time it was added on WWJ. It features recorded music, commercials and news.

SOULFUL STATISTICIANS

CONCLUSION that “at least in the initial, novelty period, one of color’s biggest effects apparently will be to strengthen weak shows,” is reported by Schwarz Research Corp. Audience tests of two editions of a program in both black-and-white and color showed that the first one, well liked in monochrome, gained no additional interest in color; the second, poorly received in monochrome, picked up in color at almost the level of the first one, the research firm said.

The report summarizes the uncritical attitude of today’s color viewers in this paraphrase of Gellert Burgess’ rhyme:

“I never saw a purple show,
I never hope to see one;
But if it is on video,
At least it is a free one.”

LISTENER ACTIVITIES

RICHARD Webbs stars in the title role with Sid Melton as Ikky, the mechanic, and Olan Soule as Tad the scientist. George Bllson, son of the studio’s President Louis D. Snader, is director.

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may be of great value to advertisers, for it enables them to broadcast their sales messages at the point of use, the most strategic moment. When a housewife is up to her elbows in soapsuds it is an ideal time to sell her a dishwashing machine or a dishwashing compound; a sales talk for fitted sheets would be best received while she is daydreaming with bedmaking, he noted.

"Radio is the only advertising medium which can reach and sell people while they're doing other things," Gordon Gray, General Teleradio vice president in charge of WOR, said. This ability explains why radio audiences will maintain their high level and be an effective advertising medium—if used properly. Here at WOR we feel that the emphasis should be on this type of qualitative investigation rather than looking at merely the ratings for a particular program.

'Lucy' Tops ARB; Army Hearings Score

THE I Love Lucy show, occupying first place, is the first regularly scheduled program this season to reach 50 million individual fans, according to the American Research Bureau's survey for May based on May 1-7 viewing. Although not scoring in the first 10, the McCarthy-Army hearings had an unduplicated rating of 35.7, reaching approximately 20,400,000 people, according to the survey. The Kentucky Derby enlisted more attention this year than last and attained a rating of 30.7, with nearly 14,000,000 viewers. Listings:

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<thead>
<tr>
<th>Rank</th>
<th>Program &amp; Network</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>66.3</td>
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<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>54.2</td>
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<td>3</td>
<td>You Bet Your Life (NBC)</td>
<td>48.5</td>
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<td>4</td>
<td>Comedy Hour (NBC)</td>
<td>47.5</td>
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<td>5</td>
<td>Jackie Gleason (CBS)</td>
<td>43.8</td>
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<td>6</td>
<td>Talent Scouts (CBS)</td>
<td>42.6</td>
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<td>7</td>
<td>Godfrey and Friends (CBS)</td>
<td>40.9</td>
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<td>8</td>
<td>Life of Riley (NBC)</td>
<td>40.9</td>
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<tr>
<td>9</td>
<td>Our Miss Brooks (CBS)</td>
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<td>10</td>
<td>Milton Berle (NBC)</td>
<td>38.4</td>
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<th>Rank</th>
<th>Program &amp; Network</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>59.840</td>
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<tr>
<td>2</td>
<td>Comedy Hour (NBC)</td>
<td>47.003</td>
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<tr>
<td>3</td>
<td>Dragnet (NBC)</td>
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<tr>
<td>4</td>
<td>You Bet Your Life (NBC)</td>
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<td>5</td>
<td>Jackie Gleason (CBS)</td>
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<td>6</td>
<td>Godfrey and Friends (CBS)</td>
<td>31.210</td>
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<td>7</td>
<td>Milton Berle (NBC)</td>
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<td>8</td>
<td>Talent Scouts (CBS)</td>
<td>27.550</td>
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<tr>
<td>9</td>
<td>Your Hit Parade (NBC)</td>
<td>26.750</td>
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<tr>
<td>10</td>
<td>Kraft TV Theatre (NBC)</td>
<td>26.400</td>
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</table>

March Radio Shipments Up, First Quarter Below '53

SHIPEMENTS of radio sets to dealers totaled 418,997 for March, compared to 291,234 sets in February, Radio-Electronics-TV Mfrs. Assn. reported last week. During the first quarter 984,767 radios went to dealers, compared with 1,599,327 for the similar 1953 period, RETMA said. Shipments of non-auto radio sets by states for the 1954 quarter are shown in the table below:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
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<tbody>
<tr>
<td>Ala.</td>
<td>11,925</td>
<td>Nebr.</td>
<td>6,145</td>
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<tr>
<td>Ark.</td>
<td>5,977</td>
<td>Nev.</td>
<td>3,779</td>
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<tr>
<td>Calif.</td>
<td>7,832</td>
<td>N. H.</td>
<td>2,910</td>
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<tr>
<td>Colo.</td>
<td>6,261</td>
<td>N. C.</td>
<td>5,082</td>
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<tr>
<td>Conn.</td>
<td>16,400</td>
<td>N. Mex.</td>
<td>2,685</td>
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<tr>
<td>Del.</td>
<td>2,003</td>
<td>N. Y.</td>
<td>13,078</td>
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<tr>
<td>D. C.</td>
<td>11,300</td>
<td>N. Dak.</td>
<td>2,825</td>
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<tr>
<td>Fla.</td>
<td>57,414</td>
<td>Ohio.</td>
<td>50,377</td>
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<tr>
<td>Ga.</td>
<td>12,796</td>
<td>Okla.</td>
<td>8,304</td>
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<tr>
<td>Idaho</td>
<td>1,834</td>
<td>Ore.</td>
<td>6,520</td>
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<tr>
<td>Ill.</td>
<td>70,280</td>
<td>Pa.</td>
<td>60,205</td>
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<tr>
<td>Ind.</td>
<td>19,346</td>
<td>R. I.</td>
<td>3,524</td>
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<tr>
<td>Iowa</td>
<td>12,111</td>
<td>S. C.</td>
<td>7,012</td>
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<tr>
<td>Kans.</td>
<td>7,956</td>
<td>S. Dak.</td>
<td>4,355</td>
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<td>Ky.</td>
<td>12,010</td>
<td>Tenn.</td>
<td>16,073</td>
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<td>La.</td>
<td>2,698</td>
<td>Tex.</td>
<td>3,378</td>
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<tr>
<td>Md.</td>
<td>2,949</td>
<td>Utah</td>
<td>2,939</td>
</tr>
<tr>
<td>Mass.</td>
<td>16,874</td>
<td>Vt.</td>
<td>2,759</td>
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<tr>
<td>Mich.</td>
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<td>Va.</td>
<td>14,672</td>
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<tr>
<td>Miss.</td>
<td>45,229</td>
<td>Wash.</td>
<td>13,195</td>
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<tr>
<td>Mo.</td>
<td>8,286</td>
<td>W. Va.</td>
<td>7,230</td>
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<tr>
<td>Mont.</td>
<td>3,024</td>
<td>Wisc.</td>
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<tr>
<td>N. Dak.</td>
<td>20,011</td>
<td>Wis.</td>
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<td>N. J.</td>
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<td>N. Mex.</td>
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<td>Wisc.</td>
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First Quarter Output Of Sets Below '53

DURING the first four months of this year, 1,904,718 television and 3,326,800 radio sets were manufactured, Radio-Electronics-Tv Mfrs. Assn. announces today (Monday).

The tv set figures compared with 2,827,821 for the 1953 and 1,647,708 for the 1952 periods, and the radio figure compared to 4,995,720 for the 1953 and 4,865,456 for the 1952 periods.

Tv set production in April, a four-week month, was 457,608, compared to 599,606 in March and 567,878 in April a year earlier. April radio set production totaled 745,235, compared with the five-week March 1954 figure of 940,352, and 1,158,936 sets in April of last year.

Of the nearly two million tv sets produced in 1954's first four months, 450,262 had uhf tuners, including 112,833 manufactured in April. Of radios produced in April, 14,008 had fm tuners and 2,578 tv sets had fm circuits, RETMA said.

Lux Theatre' on Top Of Nielsen Radio Survey

SEVEN CBS Radio programs, with Lux Radio Theatre in first place, lead the National Nielsen Ratings of evening, once-a-week programs based on an April 18-24 survey.

THE BEST MUSIC IN AMERICA

a repertory of distinction

and an outstanding Transcribed Library

SESAC INC.

475 Fifth Avenue
New York 17, N.Y.
167 STATIONS BUY WORLD'S NEW PLAN

World's new ComET plan provides an hour-long, name-talent, open-end program five days a week, says Pierre Weis, general manager.

A NEW PLAN offering a name-talent, hour-long open-end program five days a week as part of World Broadcasting System's regular library service was announced last week by Pierre Weis, WBS general manager, during the NARTB convention.

Called the World ComET plan (for "complete electrical transcription"), the new series now is available for fall selling, Mr. Weis said. He reported that 167 stations had been signed for World service and the new ComET plan in presentations to a "limited number of stations" during the past five weeks.

Mr. Weis stressed that ComET provides a new show each day, five days a week. "That's 200 hours, 1,040 quarter-hours a year of big name programming," he said. "Each full hour show has 15 spot availabilities, or 75 per week. In addition, the World subscriber gets a complete promotional kit containing talent photos and captions, news releases, clever caricatures for entertainment page publicity breaks, posters and sales aids.

"And the World subscriber gets all this free of talent or program charges. There is a nominal charge of a dollar an hour for each transcription disc which partially defrays the cost of manufacturing the discs." If sold on a regular charge basis, Mr. Weis said, the program would cost around $15,000 in a town of about 150,000; $7,800 in a town of 75,000; $6,500 in a town of 50,000, and $1,500 in a town of 5,000 to 10,000.

Mr. Weis said, "World can make this long needed plan available to its affiliates because of the 1,000-plus subscribers which it got with-out such a plan. . . . It is because we have sufficient budget, because we are servicing 1,000 stations that we can make available in a bigger and better way this World ComET plan which every station has been asking for, for so long."

KONY Phoenix has renewed for three years its affiliation with World Broadcasting System, thus becoming World's oldest subscriber. The three-year contract will round out 25 years with World. I. to r.: James Weathers, WBS representative, discusses the company's new ComET plan for affiliates with Albert Johnson, KOY manager, and J. R. Williams, program director of the Phoenix outlet.

Muzak Opens Franchises In Expansion Program

BROADCASTERS are to be given first chance to acquire exclusive Muzak franchises in virtually all U. S. cities of 50,000 or more, Muzak Corp. said last week in revealing details of the company's plan for large scale expansion across the nation [At Deadline, May 24].

Formerly restricted to markets of 200,000 or more, Muzak is basing its plans for expansion on its development of a magnetic tape playback instrument which, the company explained, "automatically starts, stops, pre-selects specialized as desired, reverses itself and changes tracks, automatically rewinding, shutting itself off and cutting on a companion tape mechanism—a process with which a bank of these Muzak machines may be continued ad infinitum."

In tests, Muzak tapes have been run through the new mechanism repeatedly more than 5,000 times with no signs of deterioration, wear or strain, Muzak reported. Additional tests of the synchro-clock mechanism have shown it accurate to within two seconds, it was stated.

For about 20 years, Muzak has been supplying background music for restaurants, hotels, department stores, clubs and factories. The high cost of maintaining manual disc turntable operation, among other factors, has here-tofore kept the Muzak service limited to major markets of 200,000 or more. The new automatic high fidelity tape operation has now cut costs to the point that the company's background music service is now feasible in smaller communities, Muzak believes.

Muzak's library of more than 7,000 selections, all recorded expressly for background use, is considered so valuable that the company is safeguarding it against piracy with a new water-marking process which entails the use of sub-sonic harmonics to impress the Muzak trade-mark on each selection in such a way that the watermark cannot be eliminated without also blunting the music. Patents are pending on this and other Muzak electronic devices, the company said.

Muzak plans to herald its expansion plans and the new mechanism which makes them possible with a national advertising and publicity campaign built around the slogan, "Now you can have Muzak wherever you go." Details of the advertising-publicity campaign are now being developed by St. Georges & Keyes, New York, Muzak agency.

ZENITH, WOR-TV START PHONEVISION TESTING

Chicago specialists join New York crews in starting test transmissions of the pay-see-tv system in engineering check.

PLANS for a wide-scale Phonevision test in cooperation with WOR-TV New York beginning today (Monday) were announced Friday by Zenith Radio Corp.

A team of 15 Phonevision specialists from Chicago will join nine technicians from Zenith's New York office under the direction of Dr. Alexander Ellett, its research vice president. Purpose of the experiment is to check engineer-ing factors through use of a high-power transmitter in the New York metropolitan area.

Dr. Ellett stressed that the experiments are solely in the interest of research and not to be construed in the nature of a mass audience test similar to that conducted in Chicago in 1951. Announcement of the test was made weeks ago. Zenith will maintain headquarters at the Hotel New Yorker and service facilities at 527 W. 34th St. The engineering staff will be divided into seven field crews. In the initial two-week test, engineers will check Phonevision reception in 150-200 spots north as Hartford and through the south Jersey area.

The test will have no effect on WOR-TV's regular signal, running 9 a.m. to 4 p.m. this week. This particular test will utilize a system whereby decoding information is carried as part of the regular WOR-TV signal, without use of any telephone circuits.

The signal cannot be received clearly on conventional receivers, with picture and sound scrambled during programming. Each one of the tv receivers used will have its own private code, it was explained.

The engineering group will check fringe areas, apartment house master antenna systems and buildings where only indoor antennas are permitted.

'Shorty Tunes' Are New Standard Radio Feature

STANDARD Radio Transmission Services Inc., Chicago, will re-enter the music production field with a monthly package of 20 Shorty Tunes, each 1½ minutes long, Milton M. Blinks, presi-dent, announced last week.

Standard has not been in production since it began selling its music library outright to stations. The new Shorty Tunes will be instrumental...
numbers, arranged especially for the 1½ minute playing times. The monthly package of 20 tunes, on two 12-inch, 33 1/3 rpm pressings, will be sold outright. Sale contracts for the series will be written with 60-day cancellation clauses. Present owners of the basic Standard library, as well as those buying it in the future, will be given a reduced rate for the Shorty Tunes, Mr. Blink said.

A sample recording of 10 Shorty Tunes, made by Lawrence Wells and his orchestra, will be sent soon to about 1,000 stations. Regular distribution of the series will begin next September, Mr. Blink reported.

Spivak Sells Mercury Stock

LAWRENCE E. SPIVAK has disposed of his stock interest in Mercury Publications, of which he has been president and publisher, to devote full time to his radio-tv interests, he announced today (Monday). Mr. Spivak is owner and producer of several programs, including Meet the Press and The Big Issue.

PROGRAM SERVICES PEOPLE

Glenn E. Miller, president, Glenn E. Miller Productions, Beverly Hills, in addition joins Spade Cooley Enterprises, that city (radio, tv, records, promotion-merchandising), as general manager.


James W. Bayless, general plant manager, Capitol Records Inc., Hollywood, elected a vice president.

Al J. Madden, northern Calif. sales manager, Ziv Radio Productions, to head of newly-created sales organization, Sportswest Inc., San Francisco.

Robert T. Sheeran, United Press divisional representative, named manager, UP Boston Bureau (BPT, May 24).

Sam Greller, formerly with Columbia Pictures Inc., named assistant supervisor of sales for Fortune Features Inc., N.Y., tv film distribution firm.


H. J. Kells, recently national sales manager, Los Angeles Drug Co., to Television Programs of America, N.Y., as account executive for Mountain States area headquartered in Denver.

Robert Howard, formerly NBC western manager, national spot radio and tv sales, to Hillman-Oakley Inc., Beverly Hills program packagers, as sales manager.


Bob Gleeson named production assistant, John Wolfe & Co., S.F., radio-tv production company.

L. Clay Johnson, business manager and consultant, Beverly Hills, to William B. White Agency, that city (talent service), as head of tv packaging department.

Hank Leeds, independent radio and tv packager, and Jean Harrison Leeds, president, Harrison Productions, N.Y., radio and tv commercial production company, parents of daughter, Liza Beth, May 12.

Donald Baum, 58, imitator of sounds made by animals, machines and babies for radio, tv and the legitimate stage, died May 22.

PROGRAM SERVICES SHORTS

The Detroit Television Council has been renamed The Detroit Radio & Television Council to "better serve effectively the interests of the entire broadcasting business," according to Win Hulten, Council president.

Fremantle Overseas Radio Inc. changes name to Fremantle Overseas Radio & Television Inc. (FORTV) New York.

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 this 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!
ADVERTISING—SALES IS TOP ISSUE AT 'TRIBUNE' FORUM

Ben Duffy, BBDO president, says advertising campaigns no longer can be conducted without adequate research.

VIEWS on whether advertising should be responsible to sales and how elimination of excess profits tax will affect advertising, emerged as significant issues in last fortnight’s fifth annual Chicago Tribune distribution and advertising forum.

The sessions were held in the WGN Chicago audience studios. They comprised a number of top industry executives, including Edgar Kobak, president of the Advertising Research Foundation; Fairfax Cone, president of Foote, Cone & Belding, and Ben Duffy, BBDO president. The forum was divided into three panel discussions.

Mayor of Kestenbaum, president of Hart Schaffner & Marx, felt the removal of the excess profits tax would mean a return to the “proper evaluation” of advertising expenditures.

Mr. Kobak noted there had been a lot of "tax money" for advertising in recent years but felt the situation would straighten itself out within the next two years. He presided over a panel on “Management Looks at Distribution and Advertising” last Tuesday. Mr. Kobak added that sometimes companies "oughta do it (advertise) before they gotta do it."

Mr. Cone, serving as moderator of another panel, opened that advertising applied to products turned out by mass production has put the national brand in the driver’s seat as a major factor in today’s economy. "The major competition now is between advertisers and advertising," he stated.

Yardsticks of Ease, Speed

Mr. Duffy pointed out that advertising campaigns no longer can be conducted without adequate research. The yardsticks of ease and speed of new products determine whether the products contribute to a higher standard of living, was the subject of that particular panel.

George C. Brown, professor of marketing at the U of Chicago, said he thought goods weren’t being marketed “nine-tenths” as well as they could. He proposed that “if the FCC would license television channels for the purpose of delivering commercial messages only, the cost of labor and time might enable television to be used to reduce the cost of retailing in a fashion similar to the mail order catalog.

"Advertising should be done on a continuing basis and not ‘in fits and starts,” according to W. Paul Jones, president of Serval Inc. He debated the question whether a firm’s advertising budget should be based on a percentage of sales and market investments. M. F. Pecells, International Harvester Co., claimed that “right now sales needs advertising more than it ever has in the past. Advertising must help sales if it is to be effective.”

George Foerster, Amana Refrigerator Inc., felt ad expenditures should be pegged on a percentage of sales over a long range.

Henry C. Bougie, vice president of Zenith Radio Corp., urged more efficient advertising to “pre-sell” products. He noted there had been a “tremendous change” in public relations through the years and claimed it is so broad that it cuts across many fields, including engineering at Zenith.

On the agency level, George H. Hartman, president of George H. Hartman Co., claimed that the penalty for mistakes in advertising has been increased because of the complexity of today’s economy. He said: "We no longer have to sell advertising to a dubious advertiser. We must build the right advertising and sell its proper use to an eager advertiser."

Chester Miller, copy supervisor, Leo Burnett Co., said that in these fast-moving times, advertising has had to take on a heavier burden for more and faster decisions designed to encourage the public to buy.

BAB LISTS PARTS OF SALE CLINIC

MAJOR elements of each of the 37 area sales clinics to be conducted by BAB between June 7 and Aug. 31 have been listed by BAB President Kevin Sweeney.

Each clinic will have five principal components, he said, listing them as follows:

1. Half-hour transcribed “capsule” sales training course, one part dealing with fundamentals of selling and a second part with application of these fundamentals to specific problems of selling radio.

2. Demonstrations of actual sales presentation techniques and materials, using slide presentations dealing separately with each of more than a score of categories of local business.

3. Presentation of the "top 25 sales ideas of the year," along with the story of how each sale was made and with sample commercials.

4. Half-hour transcribed program on proper elements and step-by-step creation of good radio commercial copy (together with analyses of both good and bad copy).

5. Summary presentation of more than 600 different sales tools and presentations produced by BAB since last summer’s sales clinics, accompanied by demonstration of specific applications of use each category.

NATRFD Omaha Meet Set for June 3-5

RADIO-TV broadcasters from 19 states and the District of Columbia are expected to attend the spring meeting of the National Assn. of Television & Radio Farm Directors in Omaha June 3-5.

Major program events have been announced by Arnold W. Peterson, WOW-AM-TV Omaha, spring committee chairman.

Among the events scheduled are visits to Allied Chemical & Dye Corp.'s new $300 million plant, the Omaha stockyards, the U. of Nebraska Tractor Testing Lab, Strategic Air Command Headquarters and the Father Flanagan Home for Boys.

Little actual business will be transacted.

CTC Approves Plan To Merge With BECC

THE WAY was cleared May 21 to consolidate Chicago Television Council and the new Broadcast Executives Club of Chicago when the former voted unanimously for a plan to merge the two groups.

The new organization would be known as the Chicago Radio & Television Council. The proposal still needs approval by BECC. A business meeting will be called in the next fortnight by John Cory, Free & Peters, BECC president.

Brophy, Elliott, Moley To Address AAW Convention

ADDITION of three more speakers at the 1954 convention of the Advertising Assn. of the West, scheduled for June 27-30 in Salt Lake City, were announced last week.

The speakers are Thomas D’Arcy Brophy, chairman, Kenyon & Eckhardt, New York, who will discuss “Advertising and Selling—America’s Prosperity Tools for 1954”; Joseph E. Elliott, executive vice president, RCA, on radio and television in advertising, and Dr. Raymond Moley, contributing editor, Newsweek magazine.

These are in addition to previously announced Esther Lutakze, Chicago, director of the Con

Page 76 • May 31, 1954
POTTER BACKS UHF TAX AID; VH'ERS SEEK TO BE HEARD

Senate Communications Subcommittee supports a proposal that would drop the 10% excise tax of uhf receivers. Vhf operators at the NARTB convention show concern over the proposals to curtail or eliminate vhf, and decide to present their side of the story.

SOME of the heat that the uhf operators have generated on Capitol Hill [B*T, May 24] is being applied this week on a key Senate committee.

The Senate Communications Subcommittee, led by its chairman, Charles E. Potter (R-Mich.), quickly adopted a resolution last week urging the Senate Finance Committee to eliminate the 10% Federal excise tax on uhf tv sets and component parts at the manufacturing level.

Sirings of the resolution were distributed by Sen. Potter to members of the Finance group, which is methodically plowing through a projected over haul of the tax laws.

The Potter unit emphasized in the resolution that "many uhf sets have been rejected by the Senate Interstate & Foreign Commerce Committee concerning the extreme lack of uhf receiving sets in the hands of viewers."

It said the uhf hearing "revealed that the high cost of uhf sets so that it could receive uhf signals was costly and generally troublesome."

Unless action was taken now "to encourage the purchase of tv sets capable of receiving uhf signals, the miraculous media of mass communications on a truly nationwide basis may suffer a serious setback with the public interest adversely affected."

Result, the Potter group said, would be (1) loss of Federal revenue, (2) millions of jobs created by station construction and operation "will not be forthcoming," and (3) manufacturers, advertisers and salesmen would be affected indirectly.

Embroiding the uhf request is Sen. Edwin C. Johnston (D-Colo.), a veteran of the legislative-broadcasting field in the Senate and a member of the Finance committee.

Sen. Johnson told B*T he expects his amendment regarding the lobbying of the FCC to become the Finance group this Wednesday. The amendment has the endorsement of the NARTB and the Radio-Electronics-Tv Mfrs. Assn. At the same time, Sen. Russell B. Long (D-La.) may come up with his proposal that the 10% tax be eliminated on all tv sets.

Last week, during which the Senate subcommittee took time off on its uhf study that recessed May 21 and resumes this Thursday at G-16 in the Senate wing, was more a buildup for future action than a hiatus.

In Chicago at the NARTB convention, vhf station operators took steps to broaden the hearings. Sen. Potter the time, Sen. Russell B. Long (D-La.) may come up with his proposal that the 10% tax be eliminated on all tv sets.

The uhf pioneers group plans to appear before the subcommittee.

NARTB Asks Appearance

At the same time, NARTB asked for an appearance to present data to the subcommittee (see NARTB story on the hearing, page 58).

The subcommittee also may be in for more data. for, it had it that the Senate subcommittee had first begun its inquiry into the uhf field. For the Senate group, it was learned, may now come on head with the controversial Edward Lamb case (see box, this page).

This week's two-day hearing already looms as a headline. All of the networks, except DuMont which stated its position earlier in the hearing, are slated for appearances. In addition, the Storer Broadcasters, which is contesting the FCC multiple ownership rule in the courts, is scheduled to be first on the stand. Latest word was that George B. Storer, head of SBC, will represent the company.

Sen. Potter, it was thought not expecting a long-drawn-out hearing. But, at the same time, he has let it be known he wants every bit of information on uhf he "can get his hands on." According to his close associates, Sen. Potter is "still very much open-minded."

The Senator also assured NARTB that no hasty decisions would be made by the subcommittee. His statement was in answer to NARTB President Harold E. Fellow's wire asking that the subcommittee hold up until all the facts are in. "That is just what the Senator intends to do," a spokesman said.

At the same uhf, Sen. Johnston, queried by B*T, indicated there was no hesitation on his part as to what ought to be done for uhf. His remedy goes along with a large segment of the uhf operators—put all tv into uhf.

Sen. Johnson of Colorado, while the Senate at the end of this year, declared that he had recommended that the FCC place all television in the uhf as far back as five years ago.

Sen. Johnson also was critical of "the FCC leadership." He asked why FCC had not come before the subcommittee with suggestions for remedies. If the Commission would do this, Sen. Johnson said, then the Congress could offer legislative aids where needed.

Tentative list of witnesses for the Thurs-

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day-Friday hearing, as drawn up last Thursday, is as follows:

Thursday—George Storer, Storer Broadcasting Co.; Merrill Panit, managing editor, Triangle Publications Inc., Philadelphia; Hubert Taft Jr., Radio Cincinnati Inc. (WKRC-TV); Gordon Brown, WSAV Rochester, N. Y.; Leon Green, KNUZ-TV Houston; Philip Merryman, WICC-TV Bridgeport, Conn.; Raymond F. Kohn, president, WFMZ-TV; Ernest J. Brown, WSAY Rochester, N. Y.; Cooper Lee, WJAC Johnstown, Pa.; and John E. Fox, WKNX-TV Cleveland.

Friday—Ernest L. Jahnecke Jr., ABC-TV; Jack Van Volkenburg, CBS-TV; Joseph V. Hef-fernan, NBC-TV; Joseph Benner, KBAY-TV San Francisco; Franklin C. Salisbury, attorney, Salisbury and Wall; Raymond Wilmotte, consulting engineer; J. Howard McGrath, attorney [representing Edward Lamb].

The current order of witnesses may be shuffled quite a bit. NARTB has asked for an early appearance before the subcommittee. In addition, requests to testify had been received at the last minute from a few TV station operators.

Expected to come up when the networks testify is the bill (S 3456) introduced by Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee. That measure would empower the FCC to regulate radio and TV networks. [8* May 17]

The committee has asked FCC, the General Accounting Office and the Justice Dept. for comments on the bill. As yet, the committee has not received communications from those agencies.

Broadcasters who have been following closely the testimony of FCC members on the uhf problem were rewarded with a round-robin discussion before the subcommittee at the May 21 session. The exchange was sparked by fervent pleas from uhf advocates that all TV be placed in the uhf band.

Comr. Fred B. Hennock held the center of the stage in that discussion when she made an impassioned statement punctuated with choked emotion and tears. That statement (from the official transcript):

'It is very difficult for me to state my problem. I have no doubt but I blame the Senate as much as the Commission.

The 381 applicants which you now permit and all the other applicants have dropped by the way-side, and I think there were another 40 which gives 370 or 380 people who thought very highly of uhf.

I blame the Senate because of the Senatorial pressure. I am all for these improvements that these people talk about, but if there is any thing that is any thing the matter with uhf, they have not told me it for years.

What do we mean as a Commission by sitting here and saying to these people that this is just as good as vhf and never make a distinction between the two bands, and if you want me to tell the truth, when you Senators call up this Commission and say hurry up and give us television service to our communities and give it to us tomorrow, and give it by the most unethical manner known to man, what do you mean by allowing applicants to come in on Tuesday at 5 o'clock and file an application and not allow anybody to compete for that channel and allow the worst interests in those communities—and I do not mean disreputable necessarily, but why you allow two companies to merge and not even to let the public know what is happening to the public interest and necessity in this country and the free speech and opinion, what do you think I will say when you ask me that question?

I am ready to go and 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 this hearing.

Of equal interest, but receiving less attention in news reports of that day's proceedings, was the statement by FCC Chairman Rose H. Hyde. This, as taken from the transcript, follows in full:

During the Commission's consideration on the allocation plans, the idea of shifting the entire service to the ultra-high, so that all stations would have the same type of channel, was considered to a certain extent.

At that time, the Commission was aware of quite a large number of television sets in the hands of the consumers.

By the time the report was released, the figure was about 15 million.

It was, of course, aware of the serious dislocations of service that would be involved in any general shift.

It was aware, of course, of the inconvenience that it would cause to the public. It was, of course, aware of the impact any such move would have on a new industry just getting started.

Actually in 1952, there were still people holding the opinion that television couldn't operate in the field that they were traditionally operated in this country.

There were well-known people in the broadcast field making public statements that television couldn't survive on advertising revenue.

The committee has heard witnesses mention that permits for vhf stations were surrendered. There were 20 such permits surrendered, and there were a larger number of applications for television permits that were withdrawn in some instances quickly, so fear the Commission might grant a permit before the application could be withdrawn.

Now that indicates, I believe, some of the fear and some of the concern about whether television, as a service, could get started.

In that kind of a psychology, on the basis of that kind of an outlook, and with the dislocations I have mentioned, the Commission could hardly have undertaken a shift of this magnitude into an undeveloped part of the spectrum.

You may say, 'Why did we attempt to extend the industry into that field?'

Well, we didn't do that without getting the advice and opinion of everyone that can be helpful, and it was done, as the testimony, which has been presented shows, on the basis of assurances that equipment, as such, would be made available as the allocation was ready for implementation; and, of course, always, the Commission had to proceed with faith and confidence in an industry which has made remarkable achievements.

The original television allocation was made on that basis.

There were many skeptics who had doubts in the workability of television not to mention its prospects as a business enterprise.

Now, I believe I mentioned that the usual experience of the first television stations to operate, the universal experience of them, was that they lost money. As more and more stations got on the air and set distribution increased, the time it took for a new station to begin to make money was shortened.

That, I think, explains some of the reasons the Commission did not make an effort to wipe the slate clean and move the whole industry up into ultra-high.

Others Asked Views

Comms. George E. Sterling and E. M. Webster, present in the hearing room, also were asked by the Senators to present their views.

Comr. Sterling said that he agreed with the position expressed by Chairman Hyde earlier that day which stressed the Commission had found it necessary to "use both parts of the spectrum in order to provide the [tv] coverage necessary."

Comr. Sterling warned that it was not possible to "generalize" about something as great in proportion as tv. "From a long term standpoint," he said, "I do not believe there would be sufficient uhf lines to channel it for nationwide competitive service. But that competitive service will go on the manufacturers, in response to a demand for cheaper equipment and competitive features," will attack the problem, and smaller
charge that he is using the baseball club to promote a beer monopoly via the use of broadcasts of St. Louis games.

Mr. Busch, visibly angered by Sen. John-
son’s resolution, “If anybody wants to offer more, the bid would be considered,” Mr. Busch said.

A feature of the hearing was a biting re-
minder from Sen. Everett M. Dirksen (R-Ill.)
that he would fight not only Sen. Johnson’s
decision on the anti-trust laws but that he
would do all in his power to thwart the
Coloradoan’s bill (S 1396) which would restore
baseball’s rule 1 (d). The latter measure, which
was given adverse last year, has
been blocked on the Senate floor.

Sen. Dirksen told Sen. Johnson he was “going
toff on a tangent” and “seeing dangers and
phantoms under the bed that do not exist.”

Mr. Busch revealed that Budweiser was pay-
ing $300,000 for radio-tv rights to the Cardinals
games (77 home contests).

**WHITEFISH BAY**

**CH. 6 CASE BEGINS**

Countercharges of lack of
good faith are exchanged by
contestants, Independent T
Inc. and WMIL. The other bid-
der is Hearst’s WISN.

**HEARING conferences on Whitefish Bay’s ch.
6 (Milwaukee area) opened Friday with cross-
complaints of lack of good faith made by two
of the three applicants.

The two complaining contestants are WMIL
Milwaukee and Independent Television Inc.
The third applicant is Hearst Corp. (WISN
Milwaukee).

WMIL two weeks ago asked FCC to dismiss
the Independent application on the ground
that it was notarized by a party in interest
which is forbidden by Wisconsin law. WMIL
also charged that the Independent application
had not been filed in good faith and that this
should be made one of the issues in the case. The
Independent answered that the Wisconsin
law cited by WMIL regarding notarization
applied only to banking institutions and that
the state regulations regarding notaries con-
tained no such provision. It also said it was
prepared to furnish proper certification if re-
quired. It claimed its application was filed in
good faith and that it intended to prosecute it
vigorously.

Essence of the WMIL allegation regarding
the good faith of the Independent was that
there is a close relationship between Inde-
pendent’s counsel, the Uhf Television Assn.,
and ch. 25 WCAN-TV Milwaukee. William A.
Roberts is counsel for Independent and the
Uhf T v Assn. President of the Uhf T v Assn.
is Lou Poller, who is also president of WCAN-
TV. Both the Uhf T v Assn. and WCAN-TV
fought the allocation of ch. 6 to Whitefish Bay.

In its reply, filed by Mr. Roberts, Inde-
pendent maintained that there was no conflict
in acting as counsel for Independent and
Independent. It asserted that Mr. Poller was only
one member of the board of the Uhf Assn.,
and that organization’s opposition to the allo-
cation of ch. 6 to Whitefish Bay was made by

**COM. WEBSTER**

**COM. STERLING**

on a “gracious” note that day, when Miss Hen-
nock stated in part:

“I, personally want to thank you for your
patience with me when I got a little emotional
about this, but, as I say, I have taken my share
of the blame, and I feel the Commission has
been perfectly honest about it, and my col-
leagues have, from the beginning; and it is
a very critical situation, and it is a very dif-

cult one, to place at your door as a new chair-
man.

“Just want you to know I am wonderful.”

Sen. Potter: “You are gracious.”

**JOHNSON DROPS**

**BASEBALL BATTLE**

**SEN. EDWIN C. JOHNSON** (D-Colo.) last
week abandoned his fight to divorce profes-
sional baseball from breweries and other com-
mercial enterprises.

Sen. Johnson’s statement that he was
“outraged” by his plan to press for his resolu-
tion that would apply Federal anti-trust laws to
any baseball club owned by a company which

was subject to those laws, came a day
after last Tuesday’s hearing before a Senate
Judiciary subcommittee.

Sen. Johnson said Wednesday that his pri-
mary interest in proposing his resolution was
to “give a warning” to baseball and Congress
that the sport’s new-guaranteed exemption from
the anti-trust laws may be lost. He said

he would not renew his legislative battle against
big league baseball unless baseball itself got
behind him.

The Colorado Senator has been in a long
wrangle with August A. Busch Jr., owner of the
St. Louis Cardinals. Mr. Busch, appearing be-
fore the subcommittee with a battery of attor-
ney and tax experts, den the Sen. Johnson’s

**WATCH ANNOUNCEMENT OF NEW**

**RAYMOND MASSEY SERIES JUNE 14**

**Imperial WORLD films, inc.**

**CHICAGO, ILL.**

**BROADCASTING * TELECASTING**

**T. "THOMAS" LEAHY**

**MONARCH WINE COMPANY**

“the results of our 25 spot a week schedule have
really been amazing.”

**ROLLAND STUDIOS**

“We had 18 inquiries on 1
one minute spot and sold
15 of them.”

Rep. by

George W. Clark, Inc.

**WICHITA’S RADIO ACTIVE STATION**

**1140 KC * 1000 WATTS**

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The Ladies Wait for the Door to Open

UNUSUAL spectacle of actual lobbying in the House Office Bldg. to solicit support for the Bryson bill (HR 1277) to ban advertising of alcoholic beverages in all media. Representatives of various temperance and prohibition organizations stopped persons seeking to enter the hearing room in the House Office Bldg. to inquire whether they were Congressmen and, if so, to solicit their support.

On the first day of the hearing (May 19) supporters of the temperance forces, most of them middle-aged women, stormed the doors of the House Interstate & Foreign Commerce Committee hearing room as this picture shows. Most of them had to stand once doors were blocked by guards until witnesses were seated.

The preponderance of pro-Bryson bill spectators made it necessary for the hearing site to shift from the regular hearing room in the New House Office Bldg. to the much larger House Caucus Room, located in another building.

TESTIMONY ON BRYSON BILL ENDS

Although some in Washington consign the anti-alcoholic beverage advertising measure to the committee shelf, the 'dry' lobby is seen as a potent threat. ANA warns against 'censorIAL black out.'

A 31-MAN House Interstate & Foreign Commerce Committee must now decide what, if anything, it will do about the Bryson bill which would ban all alcoholic beverage advertising from interstate commerce. This would mean no beer or wine ads would be permitted on the airwaves.

The Bryson bill (HR 1227) hearing by the committee started May 19 (B.T., May 24) and ended last Monday after a full day of testimony.

Chairman Charles A. Wolverton (R-N. J.), who was present during most of the hearings, has not indicated his sentiment on the measure. Some observers already have consigned the bill to the legislative graveyard.

Because of the large membership of the committee, viewpoints are bound to be divergent. At the same time, the measure itself is so controversial as to bar any quick committee decision. It is speculated also that the committee held the full hearing to placate the persistent prohibitionists but that the measure now will be placed on the shelf for the remainder of this congressional session, now more than half over.

But working against this, and for the Bryson bill will be one of Washington's most powerful lobbies—the 'drys,' made up of the National Temperance & Prohibition Council, the National Woman's Christian Temperance Union and many allied groups.

These various organizations succeeded in forcing a hearing on the Bryson bill by swampng congressional offices with messages, petitions, letters and telegrams, all urging immediate action.

At the same time, the dry lobby has succeeded in hastening a hearing in the Senate where the Interstate & Foreign Commerce Committee there has scheduled June 21 for its Subcommittee on Business & Consumer Interests to hear the Langer bill (S 3294). The Langer measure is essentially the same bill as the Bryson proposed legislation.

NARTB was the radio-television industry's spokesman at the House hearing. Testifying May 21 (also see At Deadline, May 24), NARTB Vice President Ralph W. Hardy charged the Bryson bill with discriminating against the broadcasters.

Mr. Hardy asserted before the committee that:

The right to advertise legal goods and services which are generally available to the public for purchase and use is a basic one (and) the private enterprise radio and television stations which derive their financial support from advertising, his presence would be derelict if they failed to vigorously defend that basic right.

Mr. Hardy said that if the direct threat to the principle he enumerated was ignored by broadcasters, "we would find ourselves compromised in the future when other advertising curtailments were proposed."

Last Monday's witnesses were equally divided among the bill's proponents and opponents.

Against the bill, witness Gilbert H. Well, general counsel of the Assn. of National Advertisers (ANA), told the committee that "honest and proper advertising of a lawful commodity should not and cannot be subjected to a censorIAL black out."

Clarence L. Chapin, president of Repeat Assn., urged parental control which "should be such that nothing further would be needed to solve the problem of the possibility of children being influenced by advertising of alcoholic beverages."

Bill 'Discriminatory'

Also in opposition to the bill, Arthur P. Bondurant of Glenmore Distilleries and R. E. Joyce, vice president of Distilled Spirits Institute, testified the bill was discriminatory against their industry.

They denied the charge that the beer, wine and liquor industry spends excessively for advertising and showed the declining percentages of advertising expenditures for the industry in recent years as proof. They also cited efforts on behalf of their industry to police advertising, particularly on radio, in Sunday newspapers and in other forms of media. Pelly R. Evans, Washington Publications Assn., representing the three dailies in the Nation's Capital, also opposed the bill.

A Washington lawyer, Dr. Edward B. Dunford, representing the National Temperance League, set forth a lengthy list of legal precedents which he said argued that it is within the power of Congress to pass a bill such as the Bryson measure.

An advocate of prohibition, Edward P. Gaston, national commander of the Patriotic Guard of America Inc. and American commissioner of the World Prohibition Federation, warned "every nation in history that permitted alcohol to be drunk. If America ever dies, it died drunk." He also advocated passage of an anti-tobacco advertising bill.

Also testifying Monday: William L. Daley, National Editorial Assn. Legislative Committee (against the Bryson bill).

In other developments:

Rep. H. P. Eberharter (D-Pa.) last week introduced a bill (HR 9309) to bar tobacco advertising. It is similar to the measure (HR 9153) introduced a fortnight ago by Rep. John Dingell (D-Mich.).

The American Newspaper Publishers Assn. has placed in The Washington Post-Times Herald presenting its position against the Bryson bill as it had been given to the House committee. The ad was titled, "It should always be legal to advertise anything that may be legally sold."

Ch. 2 Bid in Clear

PROSPECT of an initial decision to grant ch. 2 at Henderson, Nev., to Southwestern Pub. Co. appeared last week as FCC reported approval for dismissal of a competitive bid by Boulder City Broadcasting Co. operator of KRAM Las Vegas. KRAM withdrew in favor of prosecution of a bid in which it is associated for ch. 13 at Las Vegas, Desert Television Co. Southwestern is operator of KFSA-AM-TV Ft. Smith, Ark.
Network Benefits
Slight, Says Mason

THE bill to authorize the FCC to regulate networks, introduced by Sen. John W. Bricker (R-Ohio) [BWT, May 17], may have brought glee to some broadcasters who feel networks have too much power over their affiliates, but to one broadcaster it's a little like St. George going after the dragon whose fire has already been banked and whose fangs have been drawn.

Robert T. Mason, president and general manager of 250-w WMRN Marion, Ohio (on 1070 kc), believes that "in a high percentage of cases network affiliation is of little financial value to a station."

In a letter to Sen. Bricker, who is chairman of the Senate Interstate and Foreign Commerce Committee, Mr. Mason suggested that it might be more apropos to look into the relationship of AT&T and its position in allocating long lines to the various networks. He also suggested that the committee determine what proportion of broadcast revenues go to AT&T to maintain its long lines.

WMRN, which is affiliated with ABC, received total income from network sources in 1947 of $12,000, of which $10,000 came from ABC, Mr. Mason informed Sen. Bricker. Six years later when network revenue amounted to only $1,500, he said.

"Other than the programming that is provided free," Mr. Mason wrote, "much of which is of secondary nature in quality, there is little real value in a network affiliation except for the ability of the individual stations to sell spot announcements for programs adjacent to network programs."

Mr. Mason also spoke of the "unhealthy and uneconomic" practice of networks selling spots in sustaining programs, network "hysteria" over television and the "repeated" reduction in affiliate compensation rates. This makes it evident, Mr. Mason added, that "the future of the entire network industry as such may be very questionable."

The future of networks, Mason judged, is along the lines of the feature syndicates of newspapers and magazines. Programs owned by networks will be sold to any station, under a franchise system, he foresaw.

Mr. Mason, who was an NARTB director several years ago and who has been active on NARTB committees, noted that he was not questioning the necessity or propriety of Sen. Bricker's bill (S-3456), but was questioning the basis for the legislation.

In discussing the reasons for introducing his bill, Sen. Bricker pointed to the 60 uhf tv grants and the 12 vhf grants dropped or suspended and declared that "we have reason to believe that many of these failures are due to the fact that the stations were denied programs by the various operating networks."

He also said: "Since the original Communications Act networks have grown to dominate the broadcast field. The ability of an individual station to obtain network programming too often determines whether that station lives or dies."

HOUSE UNIT SETS PROBE OF FACTS FORUM ISSUES

Edward R. Murrow's name pops up in testimony, brings conflict among members of the special committee.

A SPECIAL House probe unit is moving quickly toward an airing of Facts Forum Inc. which produces radio and tv programs ([BWT, May 17].

It was revealed that Internal Revenue Bureau officials would be called this week to testify about results of their investigations of foundations and religious institutions which enjoy a tax-exempt status.

According to Rene A. Wormser, the committee's counsel, these officials "will show us just how difficult it is to determine what is propaganda on the part of foundations. They will bring us samples of propaganda that will shock us."

A Democratic member of the House Committee Investigating Tax-Exempt Foundations, which is headed by Chairman Carroll Reece (R-Tenn.), has charged Facts Forum with propaganda and a one-sided presentation of public issues.

The Democrat, Ohio's Wayne L. Hays, has aimed his barbs at Facts Forum, intimating the organization possibly uses its programs to influence political attitudes. If the programs are biased, according to Rep. Hays, they have the right to be on the air but not with tax-exempt funds.

Asks to Be Heard

Chairman Reece disclosed that representatives of the radio-tv division of Facts Forum had requested to be heard. He named Harry Burt as the spokesman, and added that he had assured Mr. Burt he would be called.

Last week's hearing was tumultuous with frequent rows among committee members.

At one point, when a witness, Aaron M. Sargent, named Sen. Paul A. Douglas (D-I11.) as a "Socialist" in his college days, Rep. Hays walked out of the hearing protesting Chairman Reece's refusal to require the witness' testimony be heard first in executive session.

Another argument broke out when Mr. Sarg- ent, a San Francisco attorney, included CBS news commentator Edward R. Murrow in a list of 25 persons whom he said appeared in a pamphlet dealing with a summer school session at Moscow U. in 1935.

At the mention of Murrow, Rep. Hays said: "I must object to this. This is the same thing Joe McCarthy accused Murrow of several weeks ago and it has been repudiated."

Mr. Sargent said the pamphlet indicated the thinking of educators at that time and was part of efforts to propagandize the American school system. When the attorney said he had been informed the summer school session had been held in the Soviet Union, Rep. Hays countered with a charge that apparently Mr. Sargent "never read the papers, never listened to the radio or watched television."

Later Rep. Hays said he checked with CBS and that Mr. Sargent's assertion had been refuted. The Congressman then asked that Mr. Murrow be called before the committee. The House group took no action but Rep. Reece said, "We'll be glad to subpoena someone."

"I nominate Murrow," said Rep. Hays. "If it's a lie he can nail it to the cross. I merely want to ask him if the school was held or not held."

Senate Passes Authority
For Military Radio-Tv

THE SENATE has passed and sent to the House a bill that would set up statutory authority for such military-connected radio-tv facilities as the Armed Forces Network.

The measure (S 3401) was authored May 4 by Sen. Leverett Saltonstall (R-Mass.). He offered the bill at the request of the military. Such facilities as AFRN first were operated under emergency war powers. Later, their continued use was permitted by yearly congres- sional appropriations. The Saltonstall bill would give authority for future appropriations for radio and television of troops and service personnel abroad and in isolated places in this country.

WHFB-TV
ROCK ISLAND, ILL.

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (264,800)

Les Johnson, V.P. and Gen. Mgr.
SOME of the guests attending a reception in honor of Theodore Granik's American Forum of the Air, Washington-originated NBC-AM-TV program which celebrated its 26th anniversary May 9 [B&T, May 17] and is claimed to be the oldest network discussion program, included (1 to r): Rep. Dwight Rogers (D-Fla.), Sen. Mike Mansfield (D-Mont.); Leonard Holl, Republican National Committee chairman; Sen. Karl Mundt (R.S.D.); Robert Granik; Theodore Granik, founder and producer; Stephen Mitchell, Democratic National Committee chairman; Sen. James E. Murray (D-Mont.); Rep. John W. McCormack (D-Mass.), and Sylvan M. Marshall, with Mr. Granik's law firm.

FCC May Curtail 'Points of Reliance'

ELIMINATION of the requirement that "points of reliance" be submitted by opposing counsel in tv comparative hearing cases—and a statement calling on examiners to exert more leadership in cases—is expected to be announced by the FCC momentarily, according to informed sources.

Other revisions of the so-called expediting procedures are also expected in the same order, it was understood. One of these may be the deletion of the provision requiring exchanges of information among applicants.

Reversal of the FCC's thinking on these subjects is believed to stem from a meeting two weeks ago of FCC Chairman Rosel H. Hyde, Comrs. Robert T. Bartley and John C. Doerfer, and staff advisers and members of the Practices & Procedures Committee of the Federal Communications Bar Assn.

The meeting was the culmination of a series of discussions which have been taking place during the past few months.

The considerations came to a head several weeks ago, when the Commission heard oral argument on the request of the Broadcast Bureau that the points of reliance submitted and accepted by the examiners in the Miami ch. 7 and Charlotte, N. C., ch. 9 cases lacked "specificity" [B&T, May 10, 3; April 26]. This resulted in a re-evaluation by the Commission of its requirement that points of reliance be particularized.

Under the Commission's expediting rules, it was required that each applicant must detail his case in conferences with the examiner so that hearings could be held to a minimum of time and record.

Commission's attitude that examiners must exert more direction of hearings has not fallen on deaf ears.

Last fortnight, in the Miami ch. 7 hearing, the first applicant was on and off the stand in seven hours. This was Biscayne Television Corp., which is an amalgamation of WIOD and WQAM Miami, with former NBC president Niles Trammell holding the balance of control.

Under the firm hand of Hearing Examiner James D. Cunningham, and with the cooperation of all parties and counsel, it is believed that the other applicants—there are three others—will not take more than the same amount of time. This should, it is believed, wind up the hearing in seven or eight days.

Among the innovations instituted by Mr. Cunningham were pressure for stipulations instead of oral testimony regarding such things as public service, network affiliation, and biographies of directors—saving a total of 40 witnesses; consolidation of questions for cross-examination by opposing counsel, instead of repetitive interrogations by each of the opposing attorneys; elimination of "self-serving" and "conclusionary" evidence; a sharp brake on "fishing expeditions," and the refusal to clutter the record with financial matters. On the latter, Mr. Cunningham ruled that since the Commission had found all applicants financially qualified, there was no need to put any such information in the record.

Button to Defense Dept.

ROBERT E. BUTTON, account executive in the sales department of NBC-TV, has been granted a leave of absence to serve in Washington as assistant director of the office of special operations in the office of Secretary of Defense Charles E. Wilson.

FTC Ad Checks: Radio, 3.5%; Tv, 4.9%

FEDERAL Trade Commission figures compiled from reports by the agency's advertising examiners indicate that of 299,768 radio continuities examined during the 12-month period from May 1, 1953, through April 30, 1954, some 10,575 or 3.5% were set aside for further investigation because of the possibility of being "false and misleading." Of 112,460 television continuities examined, 5,547 or 4.9% were set aside for further check by the FTC.

Some 3.8% or 6,652 of the 177,183 newspaper advertisements examined were set aside as questionable by FTC, and 4.8% or 4,245 of 88,752 magazine advertisements examined were set aside for more checking.

FTC said the number set aside is not necessarily a complete index of the character of the advertising examined since some questionable advertising is not set aside for more checking because of apparent lack of jurisdiction by the agency, and for other reasons.

The agency also disclosed that Robert Heller & Assoc., Cleveland, management consultant firm which recommended changes in procedures and management of the organization and procedures in a report Feb. 1, part of which has been followed by FTC in a reorganization to take place July 1 [B&T, May 24], also has recommended changes in the agency's setup for examination of advertising.

The consultant firm reported that "tangible results" of FTC's examinations were "small" for the money expended and that after examination of "thousands" of advertisements, only 84 preliminary inquiries and 55 scheduled investigations were instituted in fiscal 1953.

The management consultant firm recommended that FTC's seven advertising examiners, "whose prime function has been largely stenographic and secretarial, be replaced by three attorneys." These, the firm said, could identify better and more rapidly "false or misleading advertising" and also initiate procedures, "unlike present examiners.

Three Initial Tv Grants Include Vhf for Phoenix

INITIAL decisions proposing new tv grants for ch. 3 at Phoenix, ch. 8 at Petersburg, Va., and ch. 9 at Dothan, Ala., were announced last week by FCC.

Prospective permitees are: Phoenix ch. 3, Arizona Television Co., headed by ex-Sen. Ernest W. McFarland (D-Ariz.); Petersburg ch. 8, S Omise Virginia Telecasting Corp., whose principals also operate WSSV there; and Dothan ch. 9, Ala-Fla-Ga Television Inc.

Arizona Television was the only applicant for ch. 3 at Phoenix, a competitive bid by KTAO there having been disqualified earlier. KTAO has purchased ch. 12 KYTL-TV Mesa, Ariz., subject to Commission approval. Besides president and 40%-owner McFarland, Arizona Television also includes 10% owner Edward Cooper, former communications expert of the Senate Interstate & Foreign Commerce Committee, now tv director of Motion Picture Assn. of America.

Examiner Claire W. Hardy preferred WSSV for ch 8 at Petersburg over competitor Petersburg Television Corp., which would be denied, on the grounds of programs and ownership integrity. Petersburg Television is under common ownership with WBBE Richmond and WITH-AM-TV Baltimore.

Examiner Hardy also wrote the Dothan decision, favoring Ala-Fla-Ga. It would deny in default the competitive bid of WOOF Television Corp., under common ownership with WOOF Dothan.

CCBS Prepares Position In Daytime Skywave Case

REVIEW of FCC's proposal to change rules and standards relating to suggested daytime skywave protection at sunrise and sunset hours for clear channel stations was presented at a meeting of the Clear Channel Broadcasting Service in Chicago last week [B&T, April 26, March 17]. Representatives of all but one of 14 clear channel stations met Wednesday morning during the 33rd annual NARTB convention. Presenting was Hollis Seavey, CCBS director.

The group discussed the nature of CCBS' position on the question and the tack it will take in argument before the Commission next...
HILL HEARINGS GAIN LOCAL SPONSORSHIPS

New ABC-TV and DFN sales reported by affiliates.

INCREASING local sales of telecasts of the Army-McCarthy hearing were reported last week as network broadcast coverage resumed last Monday after a layoff of a week.

Sales made by ABC-TV affiliates include those on: KFEL (TV) Decatur, Ill., to the local Philco dealer; WENS (TV) Pittsburgh, Arthur Murray Dance Studios; WARM-TV Scranton, Books Furs; WILK-TV Wilkes-Barre, Peoples Outfitters and D & H Distributing Co.; WAYS-TV Charlotte to Radiotronic Television Equipment Co.; WSIV (TV) Elkhart, First Old State Bank and Peter Eckricht & Sons; WHUR (TV) Manchester, Eastern Co., Merrimack St. Garage; Down Insurance Agency and Ray Hackett Home Appliances; WTVH-TV Peoria, Famous Appliance Store of Peoria; WWOR-TV Worcester, Kennedy-Sacks Opticians; WSBA-TV York, Group of “spot” advertisers; WXEL (TV) Cleveland, Chrysler Dealer, Leader Appliance Store, Hippodrome Theatre, Canfield Oil and TV Guide; KMMT (TV) Austin, Minn., Minnesota Food Dealers.

St. Louis Turnabout

DuMont Television Network coverage of the hearing was sold by its St. Louis area affiliate, WTVH-TV (TV) Belleville, Ill., to the St. Louis Post-Dispatch. The Post-Dispatch-owned KSDK-TV is affiliated with NBC-TV, which is not covering the hearings live. ABC-TV's station lineup totals 54 and DuMont's 11, including WDLK Cleveland, which is provided with audio coverage.

All five of the stations reporting sales are uhf outlets. The hearings were first made available for sponsorship, with certain limitations on commercials, on May 13.

ABC-TV and DuMont are the only television networks providing full coverage of the hearings on a live basis. Between the start of the hearings April 22 and their resumption last Monday, ABC-TV and DuMont estimated they had devoted some 78 hours each to the live pickups. In a further breakdown, ABC-TV said this figure represented 37% of its total program ming time during this period.

ABC also reported its radio network had devoted 62½ hours to live and recorded coverage of the proceedings during the April 22-May 17 period, and that, with the resumption, ABC Radio would provide direct pickups 11:15 a.m. to 12:30 p.m., followed by recorded versions at 4:46 p.m. plus summaries at 10:35-11 p.m. nightly (except Fridays, when it would be 11:35 to midnight).

Schedules of other networks:

- NBC Radio—12:30-3 p.m. live and recorded; highlights 10:15-11 p.m.
- NBC-TV—11:15 p.m. to midnight, highlights Mutual—10:35-11:25 a.m. and 2:30-5 p.m. live, with highlights at 10:30-11 p.m.

Special Hootooper surveys of tv homes in New York, Washington, Boston and Houston showed that interest in the hearings last Monday still remained high but was at “a somewhat lower level” than at the time of the last comparable survey. The share of audiences ratings were said to remain high, with Monday afternoon showing 60 for New York; 75 for Washington; 87 for Boston, and 69 for Houston. Following are the Monday ratings, together with the last comparable ratings:

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Crime Probe to Study Radio-Tv Effects

A SENATE subcommittee investigating juvenile delinquency will hold an “opening” hearing on crime programs on television this Friday and Saturday in New York. Sen. Robert C. Hendrickson (R-N. J.) is chairman of the special group.

Tv and radio will not be divorced by the probers. The study, according to Sen. Hendrickson, will start with tv and later will go into radio and movies.

Last week, the subcommittee staff asked 81 tv stations in various parts of the country to submit sample program logs covering the period from April 23 to May 22. The reason for this, it was said, was to present to the staff an idea of what type of video program fare is presented for children.

The subcommittee, which is probing the possible effects of various mass media on the incidence of juvenile delinquency also is continuing its consideration of crime comic books.

The radio-tv study will be held at the Federal courthouse in Foley Square.

First witnesses will be “experts” in the field of research of “youth behavior,” and judicial or law enforcement officials concerned with radio-tv’s alleged effect. NARST has been contacted by the subcommittee and its spokes men may be expected to testify sometime during the broadcast probe, it was explained.

KYOS-KVME (FM) Sale Brings $150,000

SALE of KYOS and KVME (FM) Merced, Calif., by Mrs. Hugh McCling for $150,000 to broadcasters Glenn McCormick and Charles O. Chatterton was announced last week, subject to FCC approval.

Mr. McCormick is owner of KSLM-AM-TV Salem, Ore., and holds a permit for KFLM Chehalis, Wash., new daytime outlet due to commence in about four months. Mr. Chatterton, former owner of KWLK Longview, Wash., is to become manager of KYOS.

Mrs. McCling also announced that M. F. Woodling, manager of KHSL-AM-TV Chico, Calif., will devote full time to the television outlet after July 1. On that date, Charles Kins ley, present manager of KYOS, is to become manager of KHSL radio. The other McCling station is KCVJ Redding, Calif.

HECKMAN REVIEWS FCC'S DIVERSIFICATION POLICY

Dow, Lohnes & Albertson lawyer says Commission never ruled adversely against newspaper-radio ownership unless a monopoly of local media was involved.

FCC's decisions regarding diversification of the media of communications and newspaper ownership has steadily followed a single course of what is to prevent the establishment of a monopoly. But recently, there seems to be a movement afoot to push the Commission into a more strict interpretation of that policy. These are the general conclusions of Jerome H. Heckman, associated with the Washington law firm of Dow, Lohnes & Albertson, and published as “Diversification of Control of the Media of Mass Communications—Policy or Fallacy?” in the March 1954 Georgetown (U.) Law Journal.

In his 21-page article, Mr. Heckman traces the establishment of the FCC doctrine regarding diversification, including the abortive 1941
investigation to determine whether newspapers should be barred from holding broadcast licenses. He also cites pertinent cases to come to the conclusion that the Commission has never ruled adversely against a newspaper unless a monopoly of local media was involved.

Recent moves which seem to tend toward a narrow construction of the diversification policy, according to Mr. Heckman, are the views of FCC Chairman Wayne Coy in the 1951 Hearst Radio case, and those of the Broadcast Bureau in exceptions filed with the Commission to an examiner’s initial decision in the 1954 Tampa, Fl., tv hearing case. He also refers to the activities of Sen. Harley M. Kilgore (D-W. Va.) in connection with alleged monopoly of television by radio broadcasters.

"If lack of legislative enactment has clouded the issues," Mr. Heckman writes, "Congress should act to give statutory authority to its outspoken intent; but a more satisfactory solution is to be found in an administrative adoption of the 'no discrimination' rule outlined above."

WTVI (TV) Petition Challenges Merger

ON THE HEELS of a court ruling denying a stay of the authorization for ch. 4 WKK-TV St. Louis, ch. 54 WTVI (TV) Belleville, Ill., filed a Sec. 309(c) economic protest with FCC last week to challenge legality of the Commission’s merger policy.

The order by the U.S. Court of Appeals for the District of Columbia permits KWK to go ahead with its construction without delay. The ch. 4 grant was made to KWK after opposing applicants withdrew following a merger agreement [B*T, May 17, 3]. Still before the court is WTVI’s complaint that FCC failed to give it a hearing on an application for ch. 4, filed two days before FCC issued a final decision in the St. Louis merger case.

The KWK merger involves Missouri Valley Tel. Co. (KSTP-AM-TV Minneapolis-St. Paul and St. Louis businesses) and KXOK St. Louis. KWK ownership would be revised so that existing majority owners Robert T. Convey and associates would own 28%; KSTP, 23%; St. Louis Globe-Democrat, current minority stockholder, 23%; KXOK, 23%, and St. Louis residents of Missouri Valley 3%.

Elze M. Roberts Jr., president-minority stockholder in KXOK, and C. L. Thomas, KXOK manager, would assume full ownership of KXOK when the merger is effected, subject to FCC approval.

Contending the ch. 4 tv outlet will represent a $5 million asset, WTVI told the FCC the granting of options to competitors for their dismissal constitutes an illegal consideration since they will pay only part of the option value for the stock. The procedure is contrary to both public and FCC policy, the uhf station said.

More existent is an option agreement between KWK and KXOK also raises a question of a violation of the Commission’s duply rule, WTVI claimed.

"The Commission," WTVI concluded, "must face up to the fact that a direct result of the operation of KWK at this early date may mean the end to at least one of the uhf services now serving the St. Louis area, and that this is being done through a grant which is legally indefensible."

Bond Div. Promotes Linehan

EDMUND J. LINEHAN, chief of the advertising section of the U.S. Savings Bonds Division of the Treasury Dept., has been appointed to succeed Elhuu E. Harris as assistant national director for advertising and promotion, Earl O. Shreve, national director of the division, has announced. Mr. Harris joins Screen Gems Inc., New York, as director of advertising and promotion. Mr. Linehan served with KSO and K R N Des Moines from 1934-49, joining the Savings Bonds Division in 1949. He will direct all media activities for sales of U.S. Savings Bonds.

WTAM-TV Asks Court Stay Of WSPA-TV Site Change

REQUEST that the court order a stay of the FCC grant to WSPA-TV Spartanburg, S. C., to move its ch. 7 transmitter site from Hogbeck Mt. to Paris Mt. [B*T, April 12] has been filed by WTAM-TV Anderson, S. C., in the U.S. Court of Appeals in Washington.

The Anderson station also asked that the court reverse the Commission’s order and order that a hearing be held based on objections filed by WTAM-TV and WGLV (TV) Greenville, S. C. WGLV filed a Sec. 309(c) protest against the modification of CP two weeks ago [B*T, May 17].

Both stations, which operate on uhf channels, allege that the change of site for WSPA-TV was required in order to secure a CBS-TV affiliation. They also charged that the Paris Mt. site, 5½ miles from Greenville, would permit WSPA-TV to serve an area different from that which the allocations table specifies. The CBS-TV affiliation with WAIM-TV claimed that it had lost more than $60,000 since the FCC first granted WSPA-TV temporary operation from Paris Mt., and that the losses were continuing at a rate of $1,000 per week. Earlier this year, WSPA-TV received an SFA from the Commission for interim operation from Paris Mt. After court appeals by WAIM-TV and WGLV (TV), this grant was stayed by the court. WSPA-TV surrendered its temporary authority after the stay was issued [B*T, Feb. 1 et seq.].

In answer to the series of protests and court appeals, the Commission has maintained that there is no reason to disapprove the move of WSPA-TV to Paris Mt. since it will continue to meet the engineering requirements for the Spartanburg allocation.

FLINT CITY COMMISSION PROTESTS CH. 12 GRANT

THE City Commission of Flint, Mich., criticized the FCC grant of ch. 12 at Flint to WJR Detroit and urged that the award go to WDFD Flint, in a resolution adopted unanimously Monday [B*T, May 17].

The resolution said the channel had been allocated to Flint, third largest city in Michigan, and that the city "is entitled to have a vhf tv station which would be primarily devoted to the interests of Flint and its immediate area." It added that the FCC examiner had originally recommended grant to WDFD Flint.

Flint civic, business and public service agencies are dependent on ch. 12, it was stated, and "our feeling as above said, is confirmed by our own experience over a period of many years with WJR’s radio station which has also covered both Detroit and Flint and on which Flint civic, public service and business organizations have rarely been represented. WDFD has served the city of Flint for 32 years without censure or citation by the FCC," the resolution stated.

Meanwhile, WDFD’s Washington counsel acknowledged the station has authorized appealing the final decision as far as the courts if necessary. Whether protest will be made directly in court or first to FCC has not been decided. Lester W. Lindow, WDFD general manager, affirmed the report WDFD will fight the Commission’s ruling.

John F. Pratt, WR president stated:

WJR had hoped that the final decision of the Commission which has been made by a decisive majority, would enable the successful party to begin television broadcasting in Flint at the earliest possible date. Flint is one of the largest cities in the country not having its own television service and WJR is prepared to start service in a few months if it is not hindered by legal action. We have no wish to enter into any controversy over the Commission’s decision, which speaks adequately and eloquently for itself. The facts are there, the conclusions have been soundly reached. Our counsel is prepared to take any necessary legal steps to defend the action of the Commission.
LOCAL 802 NAMED IN INJUNCTION

Court order in strike against WINS New York bans pickets at Yankee Stadium and Eastern Parkway Arena, sports programs origination points.

TEMPORARY injunction was issued by the U. S. District Court for the Southern District of New York last Thursday prohibiting members of Local 802, American Federation of Musicians, from picketing the Yankee Stadium and Eastern Parkway Arena, where WINS New York sports broadcasts originate.

The union local has been on strike against WINS since March 31 and has maintained pickets at the Yankee Stadium continuously, and at Eastern Parkway Arena for several days until the agreement to broadcast bouts from the arena was temporarily cancelled for the station told BT Thursday that WINS would start broadcasting the bouts tonight (Monday).

It was reported that the injunction was authorized under the Taft-Hartley law which outlawed "secondary boycott." A representative of Donovan Leone, counsel for WINS, explained that the applicable sections of the law prohibit picketing of premises of companies which do not employ the strikers.

The injunction was handed down on petition by the National Labor Relations Board. WINS initially called on NLRB to rule on the issue of picketing at the Yankee Stadium and Eastern Parkway Arena. In turn, the government agency asked the court for a temporary injunction until it could make a final determination.

The local also has been involved in a labor dispute (Editor's Note: Not a strike) with WOR-AM-TV New York since last Feb. 27. The main issue in both disputes has been an insistence by Local 802 that the stations maintain a quota of staff musicians. The stations have countered with a demand that they be permitted to hire musicians on an "as needed" basis [BT, March 1, et seq.].

SWG APPROVES NATIONAL UNION

REORGANIZATION plan for over one writers union under the name of American Writers Guild Inc., with two administrative setups for Eastern and Western groups respectively, was adopted May 19 at a Screen Writers Guild special meeting in Beverly Hills. Under new setup, SWG and Radio Writers Guild maintain their identity as units of AWG. Eastern group will concern itself only with radio and TV writers while Western unit will have jurisdiction over radio, TV and motion picture writers.

Although the recently organized Television Writers of America was not invited to participate in the reorganization meeting, according to Ben Starr, TWA president, his group is always ready, willing and able to enter into any kind of discussion or efforts to bring writers together." TWA members will definitely be invited to join AWG, Jerome Lawrence, RWG president, declared.

SWG also revealed it has reached an agreement with Columbia and Republic pictures for wage increases from 25 to 42% for writers employed at their respective TV subsidiaries, Screen Gems Inc., and Studio City Television Productions Inc. Added payment for reruns of TV films also has been worked out.

PROFESSIONAL SERVICES

Judge Justin Miller Joins L. A. Law Firm

JUDGE Justin Miller, advisory counsel to NARTB and its retired board chairman, has become associated with the Los Angeles law firm of McClean, Salisbury, Pettie & McClean. Harry J. McClean, head of the firm, announced that Judge Miller had consented to affiliate with the firm. Mr. McClean is a member of the house of delegates of the American Bar Assn., and former president of the California State Bar Assn.

Another partner, Don Petty, was a student of Judge Miller at U. of Southern California and for several years was general counsel of NARTB and its predecessor, NAB. Judge Miller continues his advisory arrangement with NARTB. He has been living in Los Angeles since retiring April 1.

Page Engineers Formed

PAGE Communications Engineers Inc. has been formed by Page, Creutz, Garrison & Waldschmidt, consulting engineers, Washington, to design, procure, construct, install, test and operate radio communications plants, systems and equipment in this country and abroad.

Officers of the new corporation: President, Esterly C. Page; executive vice president, Joseph A. Waldschmidt; vice president-treasurer, John Creutz; secretary, Charles J. Seeley; chief engineer, James L. Hollis.

PROFESSIONAL SERVICES SHORTS

Smith-Horwits, Beverly Hills public relations and publicity firm, disburses with Low Smith retaining firm's offices at 340 N. Rodeo Dr. and Al Horwits announcing plans for own public relations firm, to be formed shortly.

Hal Marc Arden, writer-producer for radio and TV, win Nathansone & Assoc., N. Y., public relations firm, as radio-TV director.

Joseph W. Kutcha, formerly with Armour Research Foundation of Illinois Institute of Technology, Chicago, to Chicago office, Harsh Rotman Inc., as assistant account executive.

Walter E. Klaine, 61, publicity and public relations counselor, Los Angeles, died May 5.

Natalie Reiff Jones, formerly a publicist with Earl Farris, N. Y., and previously an NBC-TV reporter, to Milburn McCarty Assoc., N. Y., as a publicity account executive.

AWARDS

WERE, WBNS-TV Win Headliner Awards

TWO Ohio stations, WERE Cleveland and WBNS-TV Columbus, have been selected as winners of the National Headliner Club awards for outstanding news reporting by a radio and a TV station during 1953.

In the network class, ABC was named winner for consistently outstanding local and network coverage by a radio network, while the TV network award went to CBS Television for Edward R. Murrow's "See It Now" series. The CBS Radio Network was voted an award for outstanding public service based on the documentary Feature Project Series produced by the network's department of public affairs.

The Headliner awards and others for outstanding newspaper writing, cartooning and photography and for the best magazine news feature will be presented June 19 at the annual National Headliners Frolic in Atlantic City, sponsored by the Atlantic City Press Club.

Proetz Awards Presented For Women in Advertising

THE 1954 Erma Proetz Awards to women in advertising were presented last Tuesday at a luncheon held jointly by the men's and women's Advertising Clubs of St. Louis at the Hotel Statler there.

First in tv went to Catherine M. Haynie, copy supervisor, Foots. Coca-Cel and Bell, Chicago, for film spots on the Dial Soap account. Honorable mention was awarded to D. W. Fick. Advertising Co., St. Louis, for Johnson Wax spots done at Needham, Louis & Borokey, Chicago. Frances Kennedy, vice president, for copy. Dancer-Fitzgerald-Sample, Chicago, for film on Ligulin.

First in radio was awarded to Jane Stevenson, publicity director, KGO, San Francisco, for her program, "Make a Toy for a Child to Love." Honorable mention: Margie Phillips, staff writer and assistant news editor, KHSG Hollywood.

Amvets Award to NBC

NATIONAL Americanism award by Amvets, Korean and World War II veterans organization, has been presented to NBC for the network's "national program of merit employment."

Henry J. Mahady, Amvets national commander recently returned from a Korean trip, made the presentation at a Los Angeles dinner, praising NBC's policy of "employment without consideration for race, creed or color." Lewis J. Frost, public relations director, NBC Pacific division, accepted the award for John K. West, vice president in charge of the Pacific division.

82% of Cincinnati's Big "Out of Home" Audience listen to WCKY

In 504 quarter hours weekly

(6 am to midnight — 7 days a week)

1st Place Rating

WCKY—412

All Four Network Stations Combined—170

Get this big "PLUS" This Summer

May 31, 1954 • Page 85
KFXJ-TV, KTEN (TV)
START THIS WEEK

THE debut of two new TV stations, KFXJ-TV Grand Junction, Colo., due to begin yesterday (Sunday) and KTEN (TV) Ada, Okla., slated to start tomorrow, will raise the number of operating TV stations to 384. This gives both communities their first local TV outlets.

KTEN, operating on ch. 10 and serving eastern Oklahoma, will be affiliated with ABC and represented by Venard, Rintoul and McConnell. Transmitter and antenna are BCA.

KFXJ-TV, operating on ch. 5, says it has received excellent reception reports in a 100-mile radius. Yesterday’s inaugural program was to include filmed greetings from Gov. Dan Thornton and Democratic Sen. Ed C. Johnson. The station will be affiliated with NBC and DuMont. Hal Holman Co. is representative.

Reports from other stations:
WDBO-TV Orlando, Fla. (ch. 6), will start regular programming about June 15, Harold P. Danforth, president, announced. It will be affiliated with all four networks.
WMCL-TV Decatur, Ala. (ch. 23), will begin commercial programming June 21, Manager Bill Guy reported. This will be Decatur’s first TV station.
KDRO-TV Sedalia, Mo. (ch. 6), expects to be on the air by July 1, Milton Hinlein, president, announced. John E. Pearson Co. is representative.

The following stations have reported they expect to begin regular programming by June 30:
WMSL-TV Valdosta, Ga. (ch. 37); WINT (TV) Waterloo, Ind. (ch. 15); WBOC-TV Salisbury, Md. (ch. 16); KGEO-TV Enid, Okla. (ch. 5); WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5); KVDO (TV) Corpus Christi, Tex. (ch. 22).

(For details see TELESTATUS page 117.)

KCMC-TX Texarkana Boosts Power to Maximum 100 kw

KCMC-TV Texarkana, Tex., was scheduled to quadruple its power last Friday with a boost from 25 kw to the maximum authorized 100 kw, according to station management, which said viewers in areas ranging from 30 to 75 miles should receive a much brighter signal from the ch. 6 station with “virtually no interference,” and that many viewers as far as 125 miles away will receive “satisfactory service.”

KCMC-TV, which calls itself the Four States Area station, claims coverage in southwest Arkansas, northeast Texas, north Louisiana and southeast Oklahoma. Within a 100-mile radius of the station live 1,681,000 people who account for more than a billion dollars annually in retail sales, the station says.

The Texarkana station, which went on the air last August, says it sent the first TV signal into homes in that area and now is on the only station with maximum power between Memphis and Dallas.

AMPEX TAPE RECORDERS
GATES-LOS ANGELES
7501 Sunset Blvd. Tel. Hollywood 2-6531

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AFTER 20 years’ consecutive sponsorship of its 9 a.m. news show by one account, WMT Cedar Rapids, Iowa, thinks it has the sponsor, Killian’s department store, on ice. Accordingly, WMT presents Killian’s with an ice bucket.

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‘Express’ Sells KTSA
To Buy KGBS-AM-TV

SALE of KTSA-AM-FM San Antonio by the Express Publishing Co. to O. R. Mitchell, local Dodge and Plymouth dealer, was announced last week by Frank G. Huntress Jr., president of the stations and executive vice president and general manager of the San Antonio Express and Evening News. Price was not revealed. Application for FCC approval is due to be filed soon, Mr. Huntress said.

Relinquishment of the ownership of the 26-year-old AM station paves the way for the Express Co.’s $3.5 million purchase of the Storer-owned KGBS-AM-TV San Antonio

WBZ Covers ‘Bennington’

EIGHT hours after the explosion aboard the U. S. aircraft carrier Bennington, WBZ Boston-WBZA Springfield reporter Ken Mayer was at the Quonset Point, R. I., pier reporting on the tragedy while casualties were still being removed from the vessel. Mr. Mayer stayed at the scene most of the night. His first report was made at 2:15 p.m. WBZ-TV rushed movie photographers to the scene and films were shown at 4:30 p.m. and during regular news shows at 6:15, 7:15 and 11 p.m. The Westinghouse Broad- casting Co. stations claim they were among the first in the area with complete coverage.

NBC Spot Sales, Crosley Executives Hold Party

A GROUP of NBC Spot Sales executives met with Crosley Broadcasting Corp.’s management in Cincinnati a fortnight ago for a series of meetings in connection with the two organizations’ reciprocal national sales representation arrangement. Under this plan, effective Sept. 5, NBC Spot Sales will represent Crosley properties in Detroit and on the West Coast and Crosley will represent the NBC Spot Sales list of stations in Cincinnati, Dayton and Columbus.

Among the NBC Spot Sales executives conferring with Crosley were Richard Close, manager of represented station; John Reer, national tv manager; Martin Percival, radio sales representative, San Francisco; George Fuerst, tv sales representative, San Francisco; Walt Davidson, tv sales representative, Los Angeles, and Caroline Herbert, manager of sales service and traffic.
WTMJ-TV Plans July Debut For Local Color TV Shows

TARGET date of July 1 has been set for the first use of local color equipment by WTMJ-TV Milwaukee, it was announced last week. The color gear, just received by the station, includes a color studio camera and associated control equipment, a color slide camera for 2x2-inch slides, and tri-color control equipment. Earlier this week, the station received a color bar generator which it uses for daily test pattern transmission.

Color network programs have been transmitted since Dec. 20, when transmitter equipment for that service was installed.

First use of studio color equipment will be on a spot basis in such programs as What's New in the Kitchen and Woman's World about once a week. Several commercial programs will also be done at times in color. The station will bear the extra production costs when a commercial program is done in color, it announced, until Dec. 31. After that date, an advertiser will be charged for color production costs as well as for black-and-white costs. There will not be a separate rate for color, the station reported.

WTMJ-TV, owned by the Journal Co. (Milwaukee Journal) which has been a leader in run-of-the-paper newspaper color, does not intend to settle into the production of local color shows until it feels it can do color in quality comparable to network presentations. It was said.

Fogarty Appointed V. P. Of Meredith WOW Inc.

FRANK P. FOGARTY, general manager of WOW Omaha, has been appointed vice president and general manager and elected to the board of directors of Meredith WOW Inc., licensee of WOW-AM-TV, Edward Meredith Jr., president of the company and vice president - general manager of Meredith Publishing Co., said last week.

Mr. Fogarty joined WOW in August 1950 as general manager. Mr. Meredith bought WOW-AM-TV in September the following year. Before joining WOW Mr. Fogarty was vice president of Paxson & Gallagher, Omaha wholesale coffee and hardware firm, and prior to that served 15 years with the Omaha Chamber of Commerce.

WSPD-TV, CBS Launch Joint Promotion Campaign

JOINT PROMOTION campaign will be launched tomorrow (Tuesday) by WSPD-TV Toledo and CBS-Columbia, tv receiver manufacturing division of CBS, to coincide with the beginning of affiliation of the station with CBS-TV. The promotional effort will continue throughout this week.

Called "CBS and CBS-Columbia Week," the project will include dealer tie-ups with the station whereby placards will be placed in stores calling attention to the CBS-TV affiliation and to the network's programs and personalities.

WSPD-TV will salute the dealers in on-the-air promotion and local station personalities will make personal appearances in dealer stores throughout the Toledo area.

The promotion was conceived by station executives and Maury Isaacs, vice president of World Radio & Appliance Co., CBS-Columbia distributor in Toledo.

KLZ NAMES FONDREN GENERAL SALES MGR.

LEE FONDREN, in charge of national sales for KLZ Denver since 1947, has been appointed to the newly-created post of general sales manager, directing all local and national commercial activity for the station, it was announced last week. Mr. Fondren has been with KLZ since 1941 when he joined the outlet to set up the promotion department.

He is president of the Advertising Club of Denver and a member of the board of directors of the Denver Chamber of Commerce.

WBNQ (TV) Plans Boost To Full Power by June 10

PLANS for completion of a new antenna, by which NBC's odo WBNQ (TV) Chicago will become the first local tv outlet to reach maximum power, have been announced by Jules Herbvueux, general manager. He set a target date of about June 10.

The 5 tower is to be the new antenna 747 feet above street level-120 feet higher than its original mast. Exact date of "MP-HT"—"maximum power-highest tower"—will depend on weather conditions favorable to construction atop the Kemper Bldg. Construction of a 35-ton, six six-superantenna was begun in mid-April, looking toward a jump from 75 to 100 kw.

Fringe viewers will derive the most benefit from the power boost, according to Howard Luttag, WBNQ chief engineer and co-supervisor of the project, along with Walter Lanterman, transmitter engineer, and John Selbert, NBC New York project engineer.

WBKB (TV), ABC Chicago outlet, was scheduled to complete construction of its new antenna and increase its signal from 100 to 200 kw by week's end [BT, May 3].

WHAI Buys New Home

WHAI Greenfield, Mass., has signed to purchase the historic Potter House as a future home for the station. Completion of the sale is scheduled for June 15, with no sales price disclosed.

The house, built in 1822, contains 13 rooms on three floors. No date has been set for the station's move to the new quarters, but renovation work tentatively is scheduled to begin in the fall. John W. Haigis Sr. is owner of WHAI.

WFMY-TV Ups Rate

WFMY-TV Greensboro, N. C., has announced that effective July 1 the national Class A hour rate will be $650. Present advertisers get rate protection for six months. The station is now building a new plant with 39,000 square feet of floor space. Occupancy by fall is expected by General Manager Gaines Kelley.

Robert Cessna Appointed V.P. for WSAM Saginaw

APPOINTMENT of Robert W. Cessna as vice president-general manager of WSAM Saginaw, Mich., has been announced by Milton L. Greenebaum, the station's president.

Mr. Cessna comes to WSAM after four years in television, with FYC Alma, Mich., as vice president and general manager. He previously served as program director of WOAP O'wasso, Mich.

Officers elected to the board of governors for the ensuing year also were announced. Besides President Greenebaum there will be John W. Symons Jr., vice president and treasurer; Morris Nover, secretary; John W. Creed, and Clair Toppin.

Pack Quits WNBC-WNBT (TV)

RICHARD PACK, director of programs for WNBC and WNBT (TV) New York key stations of NBC's radio and tv networks, has resigned, effective tomorrow (Tuesday). Before joining the stations two-and-a-half years ago, he was program director of WNEW New York and previously was publicity director of WFY New York. Mr. Pack will announce his future plans after his return from a month's vacation, he said.

Withiin 15 Miles of this tower
lives the greatest concentration of buying power anywhere!

Ask Hal Holman Co. for the proof

Robert Cessna
V.P. for WSAM Saginaw

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Noe on KNOE-TV
FORMER Gov. James A. Noe, owner of KNOE-TV Monroe, La., was on hand for all but four hours as his station went all out in a 17-hour telethon for Cerebral Palsy.

Actor Forrest Tucker participated in the funds campaign along with other personalities, including Johnny Desmond and Sam Cowling of the Breakfast Club, singer Mary Mayo, Maj. Gen. Claire L. Chennault, Buzz Corey of Space Patrol, and Ivory Joe Hunter, recording artist.

The telethon, which ran from 9:45 p.m. May 22 (Saturday) through 3 p.m. the next day, has raised over $60,000.

Mr. Tucker (l) and Gov. Noe assist a phone operator.

Carr Elected Head Of Brush-Moore Firms
EUGENE CARR, director of radio for Brush-Moore Newspapers Inc., has been elected by the board of directors to succeed Roy D. Moore, who died May 1, as president of Ohio Broadcasting Co. (WHBC, Canton) and Scioto Broadcasting Co. (WPAY, Portsmouth, Ohio).

William I. Hervey was elected and Joseph K. Vodrey re-elected vice presidents of the Ohio and Scioto companies. Other corporate radio officers are: William H. Vodrey, Jr., assistant secretary; William H. Vodrey Jr., assistant secretary, and J. R. Troxell, assistant treasurer.

WIP Returns Ch. 29 CP To FCC, Cites Economics
WIP Philadelphia announced last week that it has turned back to FCC its permit to build and operate a new television station in Philadelphia on ch. 29.

In a letter to FCC, Benedict Gimbel Jr., president and general manager of WIP, said “the action has only been taken after a most careful appraisal of the presently existing television situation in Philadelphia.” He said the conditions referred to make it economically impossible to operate a uhf station in Philadelphia at the present time.

WIP-TV was granted in November 1952, the first of the four uhf channels assigned there. Since then WIBG has been assigned ch. 23. Ch. 17 is unscheduled and ch. 35 has been set aside for an educational tv outlet.

WFIL Adopts One Rate For Entire Schedule
ADOPTION of a one-rate policy for all broadcast hours by WFIL, Philadelphia, which four years ago was among stations which started the trend toward equalization of day and night rates, was announced at the NARTB convention last week.

In its newest rate card, effective June 1, the station established a one-rate policy for its entire 5:45 a.m. to 1 a.m. broadcast schedule. The new card sets a straight hourly rate of $3.50. Formerly an hour in Class A time (7 a.m. to 10 p.m.) was $215 and an hour in Class B (all other operating periods) $200.

Under the new policy, the rate includes not only time charges but also talent and program fees. No additional charges will be made for news, transcription or run-of-schedule announcer service. Formerly these services were provided at charges above the rate-card quotation for time.

Overall, according to Roger W. Clipp, general manager, the new card will represent a rate increase of 9%, which takes into account the revised policy of lumping in talent and program fees. The new WFIL card sets up firm, one-rate schedules for all broadcast hours, except for a special inducement to advertisers who wish to buy night time over extended periods. A 50% discount from the one-time rate on all contracts of 13 consecutive weeks or more will

KDYL-AM-FM MOVE TO NEW QUARTERS
KDYL-AM-FM Salt Lake City began broadcasting last Monday from the company’s new quarter-million-dollar headquarters after moving from the Tribune Bldg. over the previous weekend. KDYL-AM-FM administrative offices were moved to the new structure, but tv broadcasting facilities will not be moved from their present location at the playhouse until mid-July, the company announced.

The new broadcasting headquarters contain 40,000 square feet of floor space of which 30,000 will serve as studios and offices and 10,000 held in reserve for future expansion.

Local color tv transmission has been considered in planning television space in the new building, according to John M. Baldwin, KDYL-AM-FM engineering vice president. KDYL-AM-FM already has transmitted NBC-TV colorcasts and plans to be among the first to handle local color origination, with equipment now on order, he said.

Work Began Last Fall
Intermountain Broadcasting & Tv Corp., a Time Inc. subsidiary, began work on the former garage building last fall after negotiating a long-term lease, with Mr. Baldwin supervising transformation into “commodious” radio and tv operating units. Half of a city block deep, the building is divided into two levels, one for studios and operating offices and the other for administrative quarters. It is cooled by air refrigeration.

The lower level contains two tv studios 50 x 80 and 40 x 50 feet, a radio studio, newsroom, music library, projection room, maintenance room, two announcers booths, two tv control rooms and a radio control room. The administrative office area is 14,600 square feet.

BROADCASTING • TELECASTING
George W. Clark Moves Offices to New York

TRANSFER of headquarters from Chicago to New York effective June 1 has been announced by George W. Clark, head of the radio-tv sales representative firm bearing his name. The move is part of the firm's expansion plans.

At the same time, Mr. Clark announced the appointment of Robert L. Brockman as Midwest division manager. Mr. Brockman has been with the Clark organization since last November. The new Midwest division manager formerly was with the sales staff of WENN and ABC, both Chicago.

New headquarters are at 11 W. 42d St., with Mr. Clark in charge. The organization has maintained a branch office there for the past two and a half years, and also operates in Los Angeles, San Francisco and Minneapolis.

Murray To Manage WGKV

WILLIAM R. MURRAY, Charleston regional manager of WSAZ-TV Huntington, W. Va., has been also named general manager of WGKV Charleston, W. Va. A group of officials of WSAZ-TV have purchased WGKV [B&T, April 5].

Mr. Murray has been with WSAZ-TV since March 1953 and previously was general manager of WFMC Goldsboro, N. C., and WPLV Pulaski, Va. He will make his new headquarters at the offices of WGKV.

Mr. CLARK

Col. Long Is 91

COL. JOSEPH H. LONG, president of WSAZ-AM-TV Huntington, W. Va., and publisher of the Huntington Herald Dispatch and Advertiser, celebrated his 91st birthday May 21. The 248 employees of the Huntington Publishing Co., parent firm of the broadcasting-publishing holdings, of which he is president, gave a birthday dinner for him that night.

Col. Long was born in J ones t on, Pa., in 1863, beginning his career as printer and pressman of the Ohio Press in Steubenville. He came to Huntington in 1893 and two years later purchased The Advertiser.

Active in Democratic politics throughout his career, Col. Long in 1932 was elected delegate-at-large to the Democratic national convention. A year later he was appointed by President Franklin Roosevelt as a member of the Public Works Administration advisory board for West Virginia.

He has two sons, 11 grandchildren and 16 great grandchildren.

Mr. CLARK

Mr. MCKERNAN

Mr. TIEMER

MURRAY (TV) Boosts Rates Under Newly-Issued Card 14

MURRAY (TV) New York on June 1 increases its Class AA (10:30-11 p.m. daily, 6:30-7:30 p.m. Sunday), one-hour rates from $5,500 to $6,250, according to a new rate card (No. 14) which also calls for hour rate increases in Class A time (7-7:30 p.m., Mon.-Sat.) from $4,500 to $5,500, and Class C time 11 p.m.-midnight, Mon.-Sat., 11:15-1:15 p.m. Sun.) from $1,850 to $2,650.

Station break rates are also increased: 20-second: Class AA—from $1,095 to $1,575; Class A—$575 to $1,095; Class B—$575 to $815; Class D—$815 to $1,575; 30-second: Class AA—$565 to $850; Class A—$350 to $565; Class B—$260 to $295; Class D—$65 to $80. In a letter to advertisers and agencies, sent with the new card, Hamilton Shea, general manager, WNB-C-WMNT, points out that Class B program rate changes and Class C time station break rates are unchanged and that C time station break periods have been extended from 3 p.m. to 6 p.m. on Sunday. Discount structure remains the same, he said, with program sponsors getting six-month protection and station break advertisers three-month protection from June 1.

STATION PEOPLE

Edward J. McKernan, Detroit area sales representative, Capper Publications, named assistant to general manager, WIBW-AM-TV Topeka and KCKN Kansas City, effective June 15.

Robert Oyster, Fresno sales representative, KNGS Hanford, Calif., to KBIF Fresno, as account executive.

John T. Quinnlan, producer and publicist, KLRP-TV Oklahoma City, named promotion director, KGMB-TV Honolulu.


John Alves, announcer, WSJV (TV) Elkhart, Ind., appointed production manager in charge of local live telecasts.

John Boor, director of engineering and vice president, KMO-AM-TV Tacoma, Wash., named chief engineer, KCTS (TV) Seattle.

Milo Ryan, associate professor of communications, U. of Washington, named program director.

W. W. Carter Jr., manager, WTRY Troy, N. Y., elected treasurer, Troy Broadcasting Corp., licensee, WTRY.
Harvey A. Tepfer, to promotion dept., KRON-TV San Francisco.

Richard F. Root, announcer-director, WLS-TV Roanoke, Va., to KNXT (TV) Hollywood as summer replacement staff announcer.

Roy Partridge, formerly of CKCK Regina and CJOB Winnipeg, to announcing staff of CHUM Toronto.

Bob McLaughlin, disc m.c., KLAC Hollywood, resigns.

Phyllis Mortlock to WBAP-TV Ft. Worth, as tv production secretary.

Mary Anne Thompson to WSYR Syracuse, as music librarian.

Rosemary Garrett, professional dancer known as Rosemary Carroll, to KCOP (TV) Hollywood, sales promotion staff as publicist.


Benedict Gimbel Jr., president-general manager, WIP Philadelphia, and member of MBS board, elected to board, Villanova U. Development Foundation.

I. R. Lounasberry, former president, general manager and partner, WGR Broadcasting Corp., Buffalo, honored with a staff party on the occasion of his leaving the station.

Robert J. McIntosh, general manager, WJPS Evansville, Ind., elected president, Evansville Ad Club.

Carol Lee Gregerson, Washington State College, to work at KING-TV Seattle this summer, as first holder of summer internship post under Nancy Graham Memorial Fund award, established by parents of WSC graduate who was employed at that station at time of her death.

William G. Mulvey, WHN-TV New Haven program coordinator, spoke on "How to Prepare for a Radio-TV Career" at banquet of U. of Connecticut's WHUS, campus radio station.

Art Schofield, promotion manager for Storer Broadcasting Co., addressed the annual Awards Dinner, U. of Miami School of Radio and Television.

Richard C. Smith, director of radio, WHB Kansas City, elected president, Kansas City Press Club.


Don Stewart, former manager, WDTV (TV) Pittsburgh and KCTV (TV) Kansas City, to staff, WGLV (TV) Easton, Pa., as consultant on television.

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**STATIONS**

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SUMMER ACTIVITY INCREASES—NBC-TV

Seven participating sponsors are signed for the new Saturday night variety show. Other shows announced.

NBC-TV summer business activity this week included lining up seven advertisers for a 90-minute program, signing an eighth advertiser for 14 weeks of a half-hour show and substituting a summer program for the ninth advertiser.

The seven sponsors signing up for the variety program—Saturday Night Revue—Saturday, 9:10-10 p.m., are:

- Dow Chemical Co., Midland, Mich. (Saran Wrap) 9:30-9:45 p.m. alternate Saturdays for 13 weeks through MacManus, John & Adams, N. Y., Armour & Co., Chicago (Dial soap and shampoo), 9:30-10 p.m. alternate Saturdays for 13 weeks, through Poets, Cone & Belding, Chicago.
- American Chicle Co., N. Y., ten minutes between 9:20-10:10 p.m. for 12 weeks through Dancer-Pittsburgh-Sample, N. Y.
- Lemon Products Advisory Board, Los Angeles, ten minutes between 9:50-10:00 p.m. for 15 weeks through McCann-Erickson, L. A.
- Griffin Mfg. Co., N. Y., ten minutes between 9:30-10:00 p.m. for 15 weeks through Bercingham, Caste & Adams, N. Y.
- General Electric Major Appliance Div., Louisville, Ky., 20 minutes between 10:10-10:30 p.m. for 11 weeks and ten minutes between 10:10-10:30 p.m. for two weeks, through Young & Rubicam, N. Y.
- Guadak Packing Co., Omaha, ten minutes between 10:10-10:30 p.m. for 15 weeks through Young & Rubicam, Chicago.
- Associated Products Inc. will sponsor for a 14-week summer series a half-hour version of The Arthur Murray Party starting June 15, Tuesday, 8:30-9 p.m. The program will fill the second half-hour segment of the Buick Berle Show during the summer months while the latter takes its season hiatus.

The Arthur Murray Party was first featured on tv in 1950 and was last presented on NBC in a quarter-hour version. Kathryn Murray will return in her role as hostess of the series, which will be produced by her husband, Arthur Murray, in the half-hour version. Grey Adv., N. Y., is the agency for Associated Products.

American Tobacco Co. (Lucky Strike cigarettes) will move Private Secretary from Sundays on CBS-TV to NBC-TV as a summer replacement for Your Hit Parade Saturdays, 10:30-11 p.m., effective June 19. The program will return to its Sunday evening time on CBS-TV in the fall.

KTVU (TV) Joins NBC-TV

AFFILIATION of KTVU (TV) Stockton, Calif., with NBC-TV was announced last week in Chicago. The station is on ch. 36. Knox La Rue is general manager.

Many Inquire

SOME 49,100 letters had been received from ABC-TV viewers up to last Wednesday requesting complete information on the new pre-engineered six-room home which was introduced on the April 27 U. S. Steel Hour, the network reported last Thursday. ABC-TV said that the house, called "The Westerner," manufactured by U. S. Steel Homes Inc., was set up and completely furnished on "the largest and most elaborate set ever constructed for a television commercial."

WUSN-TV Charleston, S. C., scheduled to go on the air Sept. 25 on ch. 2 from an 850-foot tower with 100 kw, signs affiliation with NBC-TV. L to r: Philip D. Porterfield, general sales manager, and J. Droyt, station manager, both WUSN-TV; Paul Rittenhouse, station relations representative, and Thomas Knude, station relations manager, both NBC.

ABC-TV Adds Two Affiliates

AFFILIATION of two more television stations with ABC-TV, increasing total affiliates to 198, was announced May 21 by Alfred R. Beckman, national director of ABC's stations relations departments. New affiliates are KID-TV Idaho Falls (ch. 3), owned and operated by Idaho Radio Corp., effective May 23, and KTRAN (TV) Ada, Okla. (ch. 10), owned and operated by Eastern Oklahoma Television Co., effective tomorrow (Tuesday).

'Cavalcade' To NBC Radio

GILLETTE Co.'s Cavalcade of Sports Friday night boxing bouts, previously telecast over NBC-TV and broadcast over ABC Radio, is to broadcast over the radio as well as the tv broadcast becoming an NBC program, effective Sept. 3. Agency is Maxon Inc., New York. Fight broadcasts run from 10 p.m. EDT to conclusion.

NETWORK PEOPLE

Gino Conte, unit manager on NBC-TV One Man's Family, promoted to producer succeeding Richard Clemmer, on leave of absence from NBC-TV to produce "Whisper To Me" on Broadway.

F. Paul Johnson, senior engineer, CBC International Service, Montreal, named assistant to director of engineering, Canadian Broadcasting Corp., Ottawa.


Show, will star and produce Cramer-Autry rodeo this summer, starting series of appearances in Miles City, Mont., June 25.

Jan Murray, star of DuMont TV Network's Dollar a Second, served as emcee for cerebral palsy telethon on WICS (TV) Springfield, Ill., May 22-23.

Glenn Denning, the original Commander Corey of ABC-AM-TV Space Patrol, assigned role in Paramount Pictures feature film, "Strategic Air Command."


Mel Dacus, staff announcer, WBAP Ft. Worth, father of girl, May 17.


Peter Mustak, sales representative, KOTV (TV) Tulsa, father of boy, Stephen Craig, May 13.

Donald J. Ruhman, floor manager, ABC-TV Hollywood, father of son, James Michael, May 12.


ABC-TV

SELL THE "Golden Market" OF 50,000.000 NEGRO POPULATION

WDIA--50,000 WATTS

Here is a new "golden market" of 1,400,000 negroes! 75% of the total area population . . . one-tenth of the entire negro population of America! And it can't be teleched except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN. REPRESENTED BY JOHN E. PEARSON CO., DORAL-CLAYTON AGENCY, SOUTHEAST

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New Color Equipment Unveiled by DuMont

DuMONT color equipment, to permit stations to rebroadcast network signals, originate color slides and color film, was announced last week. Comprising four packages, the DuMONT gear with prices, are as follows:

Complement A—For test and rebroadcast of network color programs, including color stabilizing amplifier, $1,800; video switching unit, $240; phase correction unit, $975; color monitor with decoder, $7,400 for chassis alone, $8,200 for rack mounted unit, $8,750 for console unit; color bar generator, $2,370; step wave generator, $1,550; square wave generator, $250; vectorscope, $3,400; oscillograph, $825; rack of jacks, etc., $1,700; three sets of power supplies, $1,500; rack mounting adapter, $35. Total, $22,145-$23,215.

Complement B—For origination of local test signal, including the above plus encoder, $4,980; subcarrier generator, $2,450; lumi-chrom filter, $100. Total, $29,675-$30,745.

Color Slide Reproduction

Complement C—For reproduction of color slides, including above plus two color program switchers, $800; monitor switch, $95; additional color monitor with decoder, $7,500 chassis only, $8,200 rack mounted, $8,570 console unit; two electronic masks, $3,600; field keyer, $1,100; additional set of racks, jacks, etc., $1,700; two additional power supplies, $1,000; low voltage supply, $395; 17-in. picture monitor, $495; color multi-scanner equipment, $9,800; automatic dual color slide equipment, $6,620. Total, $55,480-$56,550.

Complement D—For reproduction of color film, including the above plus additional program color program switcher, $400; additional monitor switch, $95; additional color monitor with decoder, $7,500 chassis only, $8,200 rack mounted, $8,570 console unit; additional coder, $4,980; two additional electronic maskers, $3,600; additional field keyer, $1,100; additional oscillograph, $825; additional set of racks, jacks, etc., $1,700; two additional power supplies, $1,000; additional rack mounting adapter, $35; remote control projector, $200; 16mm color cinecon equipment with multiplexer, $12,775; 16mm color cinecon equipment, $11,500; dual wave generator, $595; $8,155-$8,561.

Additional dual color slide equipment is listed at $5,700. And, DuMONT offers to convert existing black-and-white multiscan slide and film equipment to color for $8,037.

New RCA Color Scanner Tube

RCA has announced a new scanner-type cathode ray tube (RCA-5AUP2A) designed for picking up call letters, test patterns and other picture material in color. New tube is not a camera tube, but a light source for scanning color slides and other transparencies, according to Robert H. Sheaffer, general marketing manager of the RCA Tube Division, who called it a color version of the "flying spot" tube developed by RCA in 1948 for use in black-and-white tv.

Stromberg Pays Dividends

STROMBERG-CARLSON CO., Rochester, last week declared a dividend on the company's 4 1/4% convertible preferred stock of $56 1/4 cents per share payable on July 1 to stockholders of record on June 15. The company also declared a dividend on common stock of 37 1/4 cents per share, payable June 30 to stockholders of record on June 15.

Hoffman Radio Negotiates Loan, Will Build Tv Plant

HOFFMAN Radio Corp., Los Angeles, negotiating with Metropolitan Life Insurance Co. for a 15-year $2 1/2 million loan, contemplates a public offering of 130,000 shares of common stock, H. L. Hoffman, president, reported last Monday to stockholders at the annual meeting.

These two financing programs, he said, would result in excess of $4 million for additional working capital. Of this amount $200,000 would be used to purchase the old equipment, and $150,000 for additional working capital. The remaining $150,000 would be used to pay off old debts, and $15 million would go to build a new El Monte, Calif., plant for tv production.

Sales and earnings are holding up due to a diversification program the company started several years ago, he added.

Smallest Dynamic Mike

NEW RCA microphone BK-6A, weighing less than six ounces and small enough to be worn around a performer's neck, clipped to a lapel or dress or concealed in his hand, is called by the company the smallest dynamic microphone ever developed for radio or tv broadcasting. Unit, complete with lanyard, clip and a 30-foot flexible cable, measures only 3-3/2 inches by 1-3/16 inches.

'Utilivue' in Production

DIAMOND Power Specialty Corp. last week announced that its new "Utilivue" series 400 closed circuit camera has gone into production and will be available for delivery in July. This camera is available with the vidicon type pickup tube for less than $2,000 and with the Uticon long life cold cathode camera tube for under $5,200.

It is being distributed by Graybar. The Diamond power plant is in Lancaster, Ohio.

PhiloCor. Sales Show 12% First Quarter Decline

PHILCO CORP., on May 20 reported a decline of 12% in sales during the first quarter of 1954, compared with the same period last year. First quarter sales in 1953 were $129,058,000, and were $113,777,000 in 1954.

Earnings during the first quarter were $2,438,000 or 62 cents a share, compared with $3,401,000 or 88 cents a share in the first three months of 1953. Since April 30, the company's plants in Philadelphia and Sandusky, Ohio, have been closed by a strike of CIO International Union of Electrical Workers.

Valentine to FTL Sales

JAMES M. VALENTINE, associated with IT&T since 1951 as supervisor of tv station installations in this country and abroad, has been appointed sales manager of the tv branch of Federal Telecommunications Labs, a division of IT&T. Mr. Valentine was with the tv engineering department of NBC prior to World War II, during which he was in charge of developing radar tv systems for military purposes at the MFT Radiation labs. Following the war, he became a member of the CBS color tv development group, served as tv sales engineer in the transmitter division of Allen B. DuMont Labs and, from 1948 to 1951, was tv engineering manager of ABC's Central Division, supervising the installation and operation of WENR-TV Chicago and WXYZ-TV Detroit.

MANUFACTURING


Robert Nesbit to Cinema Engineer Corp., Burbank, Calif., as Texas and Oklahoma factory representative, headquartered in Dallas.

Edward C. Madden appointed traffic manager and Thomas A. Guadette assistant traffic manager, Admiral Corp., Chicago.

Charles Taylor, electronic technician, Western Airlines, to Conrad R. Strasser Co., L. A., electronic sales representatives, as assistant to president.

Edward Miller, engineering department, Sandia Corp., Albuquerque, N. M., to Kitson Co., L. A. (electronic engineering representatives), as branch manager in former city.

Allen R. DuMont Labs television transmitter design has compiled a new, revised 36-page bulletin listing complete television broadcast products manufactured and distributed by the department.

Sylvania Electric Products Inc., N. Y., announces it has developed and begun production of color television dot generators, electronic devices that "assure proper alignment of electron beams which produce color tv pictures." The suggested list price of the dot generator, Type 506, is $129.50.
The Tape That Mirrors the Original Sound

Just as the reflection of a perfect mirror is faithful to the original image, in every detail, so too does IRISH Green Band RECORD, RETAIN and REPRODUCE the original sound with flawless fidelity.

Instruments will reveal that IRISH Green Band offers lower noise level, uniform sensitivity, minimum amplitude variation, less distortion.

But instrument tests are only the landmarks of good design and production. The final proof is in the hearing. To appreciate the quality of IRISH Green Band, it must be listened to, and compared with other tapes on the same recorder.

You will find that the only limitation to IRISH Green Band quality is the limitation of the tape recorder itself...it is the finest tape your recorder can use.

irish GREEN BAND Professional

is fast becoming the choice of audio engineers in broadcast stations, recording studios and wherever sound quality is of paramount importance.

1200 feet on plastic reel............$3.30 Net.
2400 feet on metal or fiberglass reel...$7.71 Net.
One day you will surely use IRISH...so write today for free sample reel.

At all leading radio parts distributors
ORRADIO INDUSTRIES, INC.
OPELIKA 9, ALABAMA
World's Largest Exclusive Magnetic Tape Manufacturer
EXPORT DIVISION: Morhan Exporting Corp., 456 Broadway, New York, N.Y.
Meet the original John Kieran

That’s Kieran on the left, and as millions of people can tell you, he’s a very original fellow. He has a quarter-hour TV show called “Kieran’s Kaleidoscope,” which is also very original, and to watch it, you’d say he knows everything! The other actors on this program usually don’t have names, but they’ve got plenty of appeal. They’re not all animals...sometimes they’re bugs, or plants, or planets. They appear on film in their natural habitat, Kieran ad-libs a witty commentary, and everyone has a wonderful time. Especially the sponsors. Over 50 advertisers have used “Kieran’s Kaleidoscope” with exciting results...one for nearly 250 weeks. You can run this show almost indefinitely, since there are 104 films in the series! For availabilities and prices, wire or call collect:

In New York: Don L. Kearney, 7 West 66th Street, Susquehanna 7-5000
In Chicago: John Burns, 20 North Wacker Drive, Andover 3-0800
In Hollywood: Bill Clark, 1539 No. Vine Street, Hollywood 2-3141

Another hit from ABC Film Syndication, Inc.
DEPARTMENT STORES ARE NOT RADIO PROOF

SO SUCCESSFUL was the use of radio by a large department store in Greater Boston's northern area in creating opening traffic and selling goods after the store opened that it has signed a 52-week radio saturation announcement schedule.

Hirshon-Garfield Inc., New York and Boston advertising agency, for its client, the newly opened Jordan Marsh Co. department store in Malden, Mass., selected two intensely competing stations—WHIL Medford and WTAO Cambridge—to promote the opening of the store April 1, after its acquisition by Allied Stores Corp., described as the largest department store group in the country.

Allied acquired the store, formerly the F. N. Joslin Co., and changed its name to Jordan Marsh Co., after its large Boston store of the same name and two others in the chain, in Framingham, Mass., and San Diego, Calif.

The store underwent extensive remodeling and was designed especially for the shopping convenience of residents of the northern areas of Greater Boston, where competing WHIL and WTAO both have primary coverage.

Although usually competitive with each other in efforts to gain audience, WHIL and WTAO joined to put everything they had into the promotion.

The store, which normally used the two stations on a year-around basis, had never tried combined spot coverage before, so a two-month test was made with the result that “all parties were pleased.”

The campaign decided upon by Sherwood J. Tarlow, president and general manager of WHIL, and Fred Bailey, general manager of WTAO, together with account executive Ruby Newman and Vice President Herb Stern of Hirshon-Garfield, called for intensive on-the-air saturation promotion beginning when the store, said to be the largest in the nation north of Boston, closed down for final remodeling touches one week before the grand reopening.

Both stations, with a budget split almost evenly between them, began airing announcements “almost every hour,” including “selling” copy on items in the store and the departments where they were to be found, with descriptions of the store's facilities and services. At the same time the stations began hitting the air with shorter “teaser” announcements: “The Big J (Jordan Marsh) is coming to Malden especially for you.”

The half-hour program, produced by WHIL Production Director Allan Roberts, was the only one used, the rest of the radio promotion being announcements. No television was used.

For the next three weeks the stations flooded the air with copy on individual items of merchandise, the store's departments and its facilities, at the same time discontinuing the “teaser” announcements. At the end of the three-week period, institutional copy was added. The stations also started using their merchandising services, including point-of-sale cards and WHIL’s “teaser” cartoons in newspapers.

Results? "And how!" says Arthur D. Stampler, WHIL promotion director. Mr. Stampler's enthusiasm, it develops, is with good reason. The stations have been given exclusive radio coverage by Jordan Marsh in the Greater Boston area and have been signed for 52 more weeks of heavy saturation.

Joseph P. Mclsaac, managing director of Jordan Marsh Co., two weeks after opening day, added this fitting summation:

"Management is most gratified with the results. People are continuing to crowd our store. Our sales show customers from points as distant as Providence, R. I., and Bangor, Me. There is a tremendous upsurge in business—far above any expectation. And our sales are continuing on the increase at a very high ratio."

All of which goes to bear out what the two radio stations and the agency maintained all along:

"Department stores are not radio proof."
Eighty-four NARTB delegates were on the links at Chicago's Acacia Country Club to compete for the B+T trophies. Joe Higgins came away with a gross 73 to win one of them; Henry Clay shot a net 65 to take the other.

JOE HIGGINS, WTHI-TV Terre Haute, Ind., and Henry Clay, KWKH Shreveport, La., won low gross and low net honors respectively at the 23d annual NARTB golf tournament at the Acacia Country Club last Sunday. Mr. Higgins, former medal winner in 1946 and 1950, won his third silver B+T trophy, scoring a 73 gross. Mr. Clay shot an 89, with which a 24 blind bogey handicap, scored a 65 to win the B+T cup for low net.

Some 84 broadcasters and agency executives participated in the convention tournament. Tied for second low net honors with 66's were: Norm Barry, NBC, Chicago; Max Everett, Everett-McKinney, New York; Peter Fronzek, WCEN Mt. Pleasant, Mich., and Rush Evans, Northwestern University Radio & TV, Evanston. C. L. Posey, Mc-

GOLF POT POURED at NARTB Convention. A happenstance 20th Century reunion of Clay and Lee occurred when the B+T trophies of the golf champs were presented in Chicago last Monday. L to r: Sol Taisshoff, B+T editor-publisher; FCC Comm. Robert E. Lee; low net winner (65) Henry Clay, KWKH Shreveport; low gross winner (73) Joe Higgins, WTHI-TV Terre Haute.

L TO R: Grover Cobb, KVGB Great Bend, Kan.; Paul Hancock, NBC New York; Horace Fitzpatrick, WSLS Roanoke, Va., and Walter J. Brown, WSPA Spartanburg, S. C.

L TO R: C. L. Posey, McCann-Erickson, Chicago; Sterling Beesan, Headley-Reed, New York; Bill Shaw, KHMO Hannibal, Mo., and Hugh Boice Jr., WEMP Milwaukee.

L TO R: Bob Gilbertson, Harrington, Righter & Parsons, Chicago; Tee Watson, J. Walter Thompson Co., Chicago; Tom Miller, H. R & P, Chicago, and Bowen Munday, Leo Burnett Co., Chicago.


L TO R: Les Rawlins, KDKA Pittsburgh; Bill Clark, ABC Los Angeles; Hal Meyers, WPOR Portland, Me., and F. E. Fitzsimonds, KPFR-AM-TV Bismarck, N. D.

TOP PICTURE, L TO R: John Spearman, Spearman & Roberson, Washington; Paul Raibourn, KTLA (TV) Los Angeles; Dick Swift, Bolling Co., New York; Joe Higgins, WTHI-TV Terre Haute, and unidentified golfer.

BOTTOM PICTURE, L TO R: L. Waters Milbourne, WCAO Baltimore; Paul Raymer, Paul H. Raymer Co., New York; Armand Grant, WAAM (TV) Baltimore, and Jim Parsons, Harrington, Righter & Parsons.

**PROGRAMS & PROMOTION**

**ALARM RINGING CONTEST**

VIEWERS of KBID-TV Fresno are invited to guess when an alarm clock will go off during each broadcast day, in a $5,300 six-week audience promotion contest. The audience is asked to write the station, answering a daily question and nominating their favorite program. Additionally, they guess when the alarm will go off. The alarm rings during the program that receives the most votes. The station reports an 8,000-letter-a-day response, with winners receiving three appliance prizes a day.

**JUNE WEDDING PROMOTION**

WLKB DeKalb, Ill., has instituted a promotion campaign involving all couples who plan to be married in June. Called June Wedding program, the station asks couples to submit their names and then asks listeners to vote for their favorite couple. Listeners vote by shopping at stores of participating sponsors. Each shopper is entitled to one vote for each cent spent in that particular store. WLKB is inserting posters and other promotion material in participating stores. The couple receiving the most votes will receive assorted prizes.

**WKNX-TV BIRTHDAY BONUS**

IF EVERYTHING goes according to schedule, the first anniversary promotional stunt of WKNX-TV Saginaw, Mich., will cost the station nearly $2,000 by the time it celebrates its 21st anniversary on the air. A special on-camera birthday party was presented honoring children in the WKNX-TV coverage area who were born on May 4, 1953—the day the station began telecasting. The children were presented with a $1.00 bill in commemoration of the occasion and this presentation will continue each year with the monetary gift increasing to equal their increased age each year, according to WKNX-TV. By the time the children reach 21, they will have received a total of $231 each.

**HILLBILLY MUSIC ARTICLE**

THE JUNE issue of Good Housekeeping magazine features an article on country and western music by Nelson King, co-m.c. of nightly, six-hour Hillbilly Jamboree, over WCKY Cincinnati. The article, titled "Hillbilly Music Leaves the Hills," points out the growing popularity of country type music in large cities and shows where many a "pop" tune began as a country or western hit, including such songs as "Cold Cold Heart," "You Belong to Me," "Don't Let the Stars Get in Your Eyes," "Tennessee Waltz" and the newest Tony Bennett hit "There'll Be No Teardrops Tonight," which was co-authored by Mr. King and the late Hank Williams, according to the station.

**CHURCH ASSEMBLY COVERAGE**

TOTAL of six nation-wide broadcasts and 44 programs by Detroit area stations were slated for presentation during the period May 20-30 in conjunction with the Detroit meeting of the Presbyterian General Assembly. Local area stations participating include: Radio — WIR, WWJ, WXYZ, WJBK and WWJ — all in Detroit; CKLW Windsor, WCAP Pontiac and WEXL Royal Oak. Television — WJBK-TV, WWJ-TV and WXYZ-TV. Participating networks include CBS Radio, CBS- TV, ABC Radio and NBC Radio. Additionally, an estimated 260 radio stations throughout the U.S. are slated to carry two special programs in the Let There Be Light series of the Broadcasting & Film Commission of the National Council of Churches of Christ.

**CFQC TROPHY BROCHURE**

CFQC Saskatoon, Sask., Canada, winner of 1953 Radio Television News Directors Assn. trophy for "most outstanding radio news operation," at the group's annual convention in Washington, has published a brochure on its news service. The brochure, which shows the gold trophy on a blue cover, is being distributed to Canadian members of Parliament, members of the Legislature in Western Canada, prominent civic officials, agencies and radio and tv stations. Enclosed are pictures of prominent people and their congratulatory messages. The

**KFEL-TV to Drop News**

KFEL-TV Denver will drop news programs June 1 because officials are convinced the public does not watch tv news shows in sufficient numbers to justify the news telecasts, it was announced last night by Gene O'Fallon Jr., public relations director and son of the owner. KFEL-TV, first tv outlet to begin telecasting in the Denver area has dismissed Jack Fitzpatrick, KFEL-TV news director, and six others, Mr. O'Fallon said.

Page 98 • May 31, 1954
In Color TV instrumentation, no other name means as much as Telechrome... because no organization can match Telechrome's 3 years of experience in providing color TV generating, testing and broadcasting equipment to these and other prominent manufacturers, laboratories and broadcasters.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures—literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

| DELIVERY 60 DAYS |

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446
station's news service is outlined and a description of facilities, coverage and "firsts" follows, with pictures of personnel and events covered. Roundout is the brochure.

CLOSED-CIRCUIT TELECASTS
A SERIES of closed-circuit product demonstration colorcasts, produced for the benefit of local business executives and ad agency personnel, has been undertaken by WKY-TV Oklahoma City. Called Food, Fashion and Furnishings Forums, the colorcasts are being assembled in 30-minute productions employing an announcer, musical background and women's commentary. The series will feature packaged products, prepared dishes in the food line, current fashions in apparel, accessories and the cosmetic lines and late trends in home furnishings and interior decoration. Invitations are being extended to about eight food brokers and chain store executives a day to witness the program which is keyed to the particular brokerage house represented that day.

KATE AIRS PROBLEMS
LISTENERS are given on-the-air answers to all sorts of problems by Dale Dickerson, host of "Party Line" over KATE Albert Lea, Minn. Through a special phone attachment, a telephoning listener can hear his voice state problems on the broadcast and frequently the next call received will bring another listener's solution to the problem. Most problems perplexing listeners are concerned with home-making, according to Mr. Dickerson, and he adds that this simple format has created greater success than any other program aired by that station.

STUDENTS OPERATE WADK
STUDENTS took over all the operations of WADK Newport, R. 1., as part of the annual "Youth Day", a time when pupils from the city's high schools take over the city government and conduct all civic activities. Milton E. Miller, manager of WADK, suggested to the Elk's Youth Committee that they select

TO DRAMATIZE radio's penetration and importance to the average citizen, WTOP Washington used these promotional pieces in a recent campaign. The automobile piece ran as a full page ad in two Washington newspapers and the "house-ad" was sent to local agencies and CBS Spot Sales offices. The station reports the "house" promotion piece is being consistently reordered by Spot Sales representatives.

KEystone PROMOTION PIECES
KEystone Broadcasting System is distributing to all major agencies and advertisers a packet of material comprising a station list of 715 affiliates, its network primary coverage map and a tv map showing KBS supplementary stations. Material is offered for "consideration of lucrative markets for your products." Letter, signed by Edwin R. Peterson, KBS vice president, cites "advantages of Keystone over the wired networks," the "neighborliness" of broadcasts from home town areas, and ability of advertisers "to pick and choose his markets according to his own needs." Coverage maps are designated to alert advertisers to "tremendous potential" in vast population areas not covered by television and any one wired network.

RELAY HOOKUP ‘FIRST’
IN WHAT is claimed to be North Carolina's first relay hookup, WSJS-TV Winston-Salem, N. C., was the pivot point in a three-way relay telecast when President Eisenhower spoke at a "Freedom Rally" in Charlotte May 18. WSJS-TV picked up the coverage of WBTV (TV) Charlotte and then fed it to WFMV-TV Greensboro. Phil Hedrick, WSJS-TV operations manager, said the experiment paved the way for greater statewide coverage.

PETROLEUM CAREERS BOOKLET
A FREE booklet dealing with the career opportunities afforded by the oil business is being offered to interested high school and college students. Titled Careers in Petroleum, the booklet is available on request to American Petroleum Institute, Box 172, 50 W. 50th St., New York 20, N. Y.

BOTTLE CAP DISCOUNT
TO PROMOTE the sale of Bireley's soft drinks, KXEL San Bernardino, Calif., sent dealers a letter which was attached to a cup from a Bireley's bottle held down with Scotch tape. The explanatory note said: "Summer is the time for circuses and Bireley's beverages. And speaking of the 'Big Top' ... under the Bireley's cap you will find a ten cent discount on your first case ... put it on Bireley's and win more sales than ever ..." A dime was tucked beneath the bottle cap. KXEL says the promotion has been very successful, especially among individual grocers and small dealers.

CFPL LISTENER CHECK
THREE radios for the winner's home and a breakfast for the winner with 50 of his friends was the prize offered by CFPL London, Ontario, to find out how many people listen to its early
What does modern advertising owe to Socrates and P. T. Barnum? How did advertising premiums become a billion-dollar business? Whose face was red when the first radio boxtop deal paid off? Why does housewives’ laziness help build package goods sales? For the answers, read....

'Ads, Women and Boxtops'
The “boxtop king” tells the inside story of package goods advertising techniques...

a B•T exclusive

by Duane Jones

A definitive series of articles about the 15 basic techniques of package goods advertising, how they were invented, how they have been used to send sales curves shooting into the stratosphere.
JUDGES in the $1,000 contest by WSTV-TV Steubenville, Ohio, to provide a slogan for its 881-foot tower, look over some of the 30,000 entries. L to r: Emerson V. Wood, executive secretary of the Steubenville Chamber of Commerce; J. Richard Sonneborn, president of the Wheeling Ad Club, and William Coffman, officer of the Pittsburgh Radio & TV Club and president of Cabbit & Coffman Agency there.

morning show, which uses part of the Red Skelton transcribed program. Listeners were asked to give name, address, employment, number of people in the family listening to the 6-7 a.m. show and for comments on it. The results have brought valuable information on early morning listeners, the station reports, including data on what type of music the cows like best when they are being milked!

WLOF JET RECORDING
ARMED with a small tape recorder and lots of courage, Lee Hall of WLOF Orlando, Fla., flew in a jet plane and made a 15-minute recording which the station later broadcast to listeners. Miss Hall's flight in the T-33 jet plane was WLOF's participation in Armed Forces Day as observed by Pinecastle Air Force base in Orlando. She described how it felt to sit in the rear cockpit of a 400-mile-per-hour jet, doing rolls and peeling from formation. Many WLOF listeners throughout the central Florida area were afforded a vicarious thrill while they listened to the broadcast, according to the station.

KEK RADIO SURVEY
A STUDY of automobile listening in the Portland, Ore., area has been completed by KEK there, which shows the total audience in every hour of the day in metropolitan Portland and also throughout the 42-county KEK listening area. The survey, prepared by Promotion Manager C. L. Burrow, also points out that over 800,000 vacationers visit Oregon every year and spend over $150 million, making the tourist business the third largest business in the state. Stating that car use doubles during summer months, the study says Oregon tourists are "a hot weather plus for KEK advertisers." The radios in automobiles, the study indicates, are "enough alone for a complete media... best covered by the 50,000 watts of KEK."

WTRY PROMOTION PIECES
WTRY Troy, N. Y., has completed for mailing to local and national agencies and advertisers, three promotional pieces titled "Summertime," "How Much for Advertising?" and "This Is WTRY, the CBS Radio Network." "Summer-

time," mailed to local accounts only, describes WTRY's penetration in the vacation market, programs geared to the season and rates. "How Much for Advertising?" contains an analysis of circulation and penetration of daily newspapers and points out the advantage in using WTRY in addition to newspaper advertising. "This Is WTRY," describes the station's advertisers, personalities, the audience and its listening habits.

GREAT LAKES BROADCAST
IN WHAT WWCA Gary, Ind., believes is the only show originating from any of the Great Lakes, that station will originate Beach Ballroom throughout the summer direct from Wells Street Beach on the southernmost tip of Lake Michigan. The daily show, 4-5 p.m., will feature records, lake forecasts, interviews and water temperature reports.

SOFTBALL TELECAST 'FIRST'
THE FIRST regularly scheduled softball telecasts in the history of Oklahoma City television is claimed by KTVQ (TV) that city in a planned Monday and Tuesday night series staged in cooperation with the Oklahoma City's Softball Assoc. and Park Dept. The station is already telecasting the home games of the Oklahoma City Indians, Texas League representatives, and the proposed series will be covered when the Indians are on the road. Station Manager Harry Abbott said that the softball feature will help solve programming plans as well as give assurance to the fans that every Monday and Tuesday night, weather permitting, they will have a live telecast of some diamond activity.

NBC SUPERVISOR TRIBUTE
PAT KELLY, veteran NBC supervisor of announcers, was the principal subject on Ralph Edwards' "This Is Your Life" (NBC-TV, Wed., 10-10:30 p.m. EDT). Mr. Kelly is planning to retire from NBC next month after 25 years of service to the network. On hand to pay tribute to Mr. Kelly were: a former employee of 36 years ago from Vancouver, B. C., Fortune Gallo, who hired Mr. Kelly to sing with his San Carlo Opera Co.; his wife, his sister-in-law and a group of his microphone associates, including Ben Grauer, George Hicks, "Tiny" Ruffner, Tex Antoine, Ed Thorngren, Alwyn E. H. Booth, Norman Brokshire, Jimmy Wallington, Don Wilson, Ford Bond, Hugh James, Jack Costello, George Putnam and Howard Petrie.

THE HUMAN TOUCH
ANDERSON & CAIRNS, New York advertising agency, launched a series of weekly two column ads in the New York Times and several trade papers based on the people who are working on behalf of its clients. "The human side of the agency business is probably one of the most frequently overlooked aspects of successful advertising ever," it's basically an enterprise of talented human beings who are real people," John A. Cairns, president of the agency, asserted.

WJBK-AM-TV JET BROADCAST
TO CALL attention to Armed Forces Day and the Air Force Jet Show at nearby Selfridge Field, WJBK-AM-TV Detroit, Mich., arranged a live pickup from an Air Force jet while the plane circled Briggs Stadium during a pause in the New York Yankees-Detroit Tigers game May 14. Paul (Dizzy) Trout, former Tiger pilot and now a sportscaster, in the jet and carried on a five-minute conversation that was broadcast over the loudspeaker in the stadium and over WJBK-AM-TV, according to that station.

WLW-AM-TV LENDS TALENT
WLW-WLWT (TV) Cincinnati will furnish the talent for what is expected to be "the largest square dance ever held in the country," which will take place at the Darke County Fair. It is hoped that last year's opening day crowd of 84,000 people will be exceeded at this year's fair. WLW's Midwestern Hayride show will be broadcast directly from the fair grounds, according to the station.

KOTV (TV) DEDICATION 'FIRST'
KOTV (TV) Tulsa reports the first television coverage of the opening of a new building in that city when the dedication ceremonies of the new $400,000 First National Bank Automall and Autobank were carried by that station. C. F. Tuna, KOTV news director, handled the narration and conducted interviews with civic and business executives attending the ceremony.

CBS-TV Hails Haile First
CBS-TV was credited with a news "beat" last Tuesday in presenting over The Morning Show (CBS-TV-Detroit, Mich.) arranged a "live" shipboard interview with Emperor Haile Selassie of Ethiopia a full hour before his ship docked in New York.

A CBS-TV spokesman said the "beat" was accomplished by placing reporter Tom Costigan aboard the S. S. United States before it entered New York harbor and hiring a tugboat, equipped with a colorl95 camera unit, to steam alongside the liner as it entered the harbor. Mr. Costigan persuaded the Emperor to stand near the liner's rail where the camera from the tug was able to obtain a fairly close view of the monarch while he spoke into the microphone for viewers of the show.
Chicago Educ. WTTW (TV) May Lack Funds For Start

CHICAGO Educational Television Association may have to postpone the operational start of WTTW (TV) until the fall of 1955 for lack of funds, CETA President Edward L. Ryerson said a fortnight ago.

Mr. Ryerson, discussed the ch. 11 station’s status in a talk before the Adult Education Council of Greater Chicago. WTTW still must obtain over $200,000, a staff including a general manager, and studio facilities, he said.

“It could be a mistake to launch the station without enough funds to undertake its operation for two years,” Mr. Ryerson admitted. “I am hopeful this will be possible in 1955,” and held out some hope WTTW could go on the air by next spring.

Mr. Ryerson said one or two executives had rejected the manager’s post but that he had another dozen under consideration.

Summer Workshop Set For Radio, Film Scripts

A WORKSHOP in planning and writing marketable radio and film scripts will be held by the New School for Social Research in New York from June 21-Aug. 4. The workshop will be directed by Flora Rheta Schreiber, writer and teacher.

Guest lecturers will include George Kondolf of BBDO, producer of “Teahtre Guild on the air and of the current Broadway show, The Fifth Season: William Traum, director of the radio and TV division of Town Hall; Jack Glenn, president of Jack Glenn Inc., formerly producer of “March of Time”; Jack Le Vien, assistant general manager of Warner Pathe News; Mrs. Robert Flaherty, documentary film maker; Merle T. Mager, director of The Goldbergs; Ed Roberts, BBDO and director of Armstrong Circle Theatre.

NAEB Names Bidlock

CECIL C. BIDLOCK, member of the radio and television engineering staffs of NBC since 1938, has been named by the National Assn. of Educational Broadcasters as its first television engineer, effective July 1. In his new post, which was made possible by a grant to NAEB from the Ford Foundation’s Fund for Adult Education, Mr. Bidlock will perform engineering services for proposed educational TV stations throughout the country.

Radio-TV Students

FIVE high school students in the New York area, who received their high school education through integration of home instruction and radio and television methods, received achievement awards in a ceremony last fortnight at the studios of WPIX (TV) New York. The students were able to complete their education through home visits by accredited teachers, listening to regular radio courses conducted by WNYE (FM), New York Board of Education station, and viewing The Living Blackboard program over WPIX. The program has been presented since 1951 to assist in the education of handicapped children. WPIX telecast the awards ceremony.

EDUCATION FOR THE RECORD

Station Authorizations, Applications (As Compiled by B & T)

May 20 through May 26

Includes data on new stations, changes in existing stations, ownership changes, bearing cases, rules & standards changes and routine roundup.

Abbreviations:

CF—construction permit, DA—directional antenna, ERP—effective radiated power, ETL—studio-transmitter; I&K, synch. Amp.—synchronous var., high frequency, uhf—very high frequency, uhf-ultra high frequency, an—antenna, aux.—auxiliary, v.h.—visual, kw—kilowatts, w—weeks, ma—magnetrons, +—day, —night, L—local source, nd—non-distribution, thru—transmission, un—unlimited hours, ke—kilowatt, 8—I—specialty license, au—automatic, trans—transmitter, s—solar, p—permanency, auth.—authorization, (FCC file and hearing deck numbers given in parentheses.)

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>2560</td>
<td>525</td>
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<td>2460</td>
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<td>2450</td>
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<td>2410</td>
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<td>2060</td>
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<td>377</td>
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<td>2020</td>
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<td>377</td>
</tr>
<tr>
<td>1980</td>
<td>558</td>
<td>377</td>
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</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.

* * *

Am and FM Summary Through May 26

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed Cps</th>
<th>Pdend. Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
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<td>1,450</td>
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<tr>
<td>FM</td>
<td>530</td>
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</tbody>
</table>

KNBC, KPIX (TV) Join In Radio-TV Institute

KNBC and KPIX (TV) San Francisco are joining to conduct the 12th annual summer Radio-Television Institute at Stanford U. from June 21 to Aug. 17.

Staff members from both stations will be among instructors for the eight-week course. Classes will be conducted in the KNBC and KPIX studios Mondays, Wednesdays and Fridays and at the Stanford campus Tuesdays and Thursdays.

Four to Get ‘Shakespeare’

FIRST semester kinescopes of Dr. Frank C. Baxter’s Shakespeare on TV program started on three additional stations, WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., and KUHT (TV) Houston, and will start on a fourth, WQED (TV) Pittsburgh, June 13. Kinescopes are furnished by KNXT (TV) Hollywood, which is offering a course for college credit in cooperation with the U. of Southern California. The program is not being offered for college credit by the new stations. Educational TV and Radio Center of Ford Foundation, Ann Arbor, Mich., is handling distribution.

NAEB Seminar June 7-11

FIVE-DAY seminar will be held by the National Assn. of Educational Broadcasters in St. Louis from June 7-11 for writers and producers of in-school programs. The host station will be KSLH, St. Louis Board of Education station. Marguerite Fleming, director of KSLH, is in charge of arrangements.

Television Station Grants and Applications

Since April 14, 1952

<table>
<thead>
<tr>
<th>Grants since July 11, 1952:</th>
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<tbody>
<tr>
<td>vhf</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Educational</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.: vhf uhf Total

| Commercial | 913 | 317 | 1,230 |
| Educational | 54 | 26 | 80 |

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Total</th>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
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<tbody>
<tr>
<td>1,250</td>
<td>703</td>
<td>717</td>
<td>1,290</td>
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</tbody>
</table>

APPLICATIONS OF FCC

New TV Stations . . .

TULSA, Okla.-Okla. Educational TV Authority, noncommercial educational vhf ch. 11 (198-204 Mc); ERP 75.2 kw visual, 49.7 kw audio; antenna height above average terrain 1,270 ft., above ground 1,300 ft. Estimated construction cost $253,856, first year operating cost $21,186, Post Office address 10 John W. Dunn, State Capitol, Okla. City. Studio and transmitter location 4.6 miles WNW of center of Tulsa, and 1.9 miles N of Osage-Tulsa County line. Geographic coordinates 36°11'26" N. Lat., 96°09'50" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Markert, Washington. Consultant engineers George L. Riemer, Washington; Frank R. Scaife; Chairman Charles Franklin Spencer, president East Central State College, Ada, Okla.; Vice Chairman Rex E. Pettijohn, and Secretary- Treasurer to St. Mattew's Ford Found., Oklahoma City.

APPLICATIONS DISMISSED

LOCK HAVEN, Pa.- LOCK HAVEN TV Corp., FCC dismissed bid for new tv station on uhf ch. 35 at request of attorney. Dismissed May 21.

WCGN-TV Milwaukee, Wis.-Midwest Beatz, Inc. FCC dismissed application for modification of CP for uhf ch. 25 to specify vhf ch. 12. Dismissed May 18.

Existing TV Stations . . .

APPLICATIONS OF FCC

KCOI-TV Phoenix, Ariz.-Maricopa Beatz, Inc. granted modification of CP for vhf ch. 10 to change from share time with KOY-TV to unlimited time. Granted May 21; announced May 25.

KPIX-TV Grand Junction, Colo.-Western Springs Beatz, Co. granted STA to operate commercially on vhf ch. 5 for the period ending Nov. 22. Granted May 20; announced May 25.

WKNX-TV Bostom, Mass.-American Educational Foundation granted modification of CP for non-commercial educational vhf ch. 2 to change from sharing to 84 Massachusetts Ave., Cambridge, Mass. Granted May 18.
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<th>Day</th>
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</tbody>
</table>

**Notes:**
- The schedule is for June 1954.
- CBS, ABC, and NBC are the networks listed.
- The columns list programs and their times.
- Some programs are indicated by specific stations or services.
- The image contains a table with columns for each network and days of the week, listing various programs and their times.
### Comparative Network AM Show Schedule

#### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td></td>
<td></td>
<td></td>
<td>MaBell's Saturday Matinee</td>
</tr>
<tr>
<td>6:16</td>
<td>Paul Harvey</td>
<td></td>
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</tr>
<tr>
<td>6:45</td>
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<tr>
<td>7:00</td>
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<td></td>
<td>The World Around The World</td>
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<td>7:45</td>
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<td></td>
<td>What's The Name Of That Song</td>
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<td>Music Hall</td>
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<td>Answers for America</td>
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<td>The Assembly of God's &quot;Believe Time&quot;</td>
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<tr>
<td>11:15 PM</td>
<td></td>
<td></td>
<td></td>
<td>Freedom Songs</td>
</tr>
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</table>

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### Monday - Friday

<table>
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<tr>
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<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Network</th>
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</thead>
<tbody>
<tr>
<td>6:00 PM</td>
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<tr>
<td>6:16</td>
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<td>11:15 PM</td>
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<td>Freedom Songs</td>
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### Saturday

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Want to Build Your Own Radio Network?

Trouble with wired network advertising sometimes is that it covers you where you don’t need it and leaves you bare where you could use a blanket. Us ... why we have a network that’s as flexible as a pair of hollow legs filled to the knee caps with Old Grandad. Flexible enough? You can build your own network. It's simple. List the markets where you want strong, complete coverage . . . extra merchandising arms and legs to tell and sell the dealers . . . to get displays onto and into the windows.

We'll take your list and furnish a network that will prove to you that KEYSTONE is the most RADIO-active network in America and the most flexible. Call us, write us, wire us. We'll help you build your own RADIO network to follow your specific sales pattern . . . “tailor-made” for your markets.

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
115 West Washington St.
State 2-6303

NEW YORK
306 Fifth Avenue
Place 7-1440

LOS ANGELES
1306 Wilshire Blvd.
Downtown 3-2910

SAN FRANCISCO
57 Post Street
SUite 1-1440

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA
From where I sit
by Joe Marsh

"Browser’s" License

“Specs” Johnson, who thinks it’s a real treat to spend an hour or so browsing in a bookshop found his idea of heaven up in Centerville last week.

"Just inside the door," Specs says, "there’s a tray of bright blue buttons. If you want to look around without having someone tag along, suggesting you buy the latest best-selling novel, a mystery thriller or maybe a history of Africa, you pin one of these blue buttons on your coat lapel.

“You can poke around as long as you like. Then when you’ve found just the book you want, take off the button, and someone’s right there to take care of you.”

From where I sit, everybody likes to make his own choice. It doesn’t matter whether it’s books, preferences in clothing, where to live, or makes of cars. And it’s certainly no surprise that folks have personal preferences in beverages, too. So if your neighborhood orders a temperate glass of beer while you’re having coffee, remember he’s entitled to his choice, too.

Joe Marsh

Copyright, 1954, United States Brewers Foundation
Existing FM Stations

Actions by FCC


Ownership Changes

WQWD Gadsden, Ala.—Etowah Broadcasts, Inc. granted voluntary transfer of control to Jack L. Koehler, Jr., for $62,500. President-Publisher: Max Vischer, Mass., 720 W. Madison St., Chicago.

Wednesday FM Baltimore, Md.—Maryland Bestco. granted CP to change antenna height above average terrain to 470 ft. Granted May 21; announced May 25.

Scriber, Neb.—Earl C. Holmes, Jr., granted voluntary assignment of license to WBNR, for $30,000. President: C. W. Scriber; treasurer: S. A. Holm.

WNBX-FM New York, N. Y.—City of N. Y. Municipal Board of Radio Communications granted CP to change ERP to 18 kw, antenna height above average terrain to 540 ft. Granted May 21; announced May 25.

Broadcasting

Hearing Cases

INITIAL DECISIONS

Phoenix, Ariz.—VHF ch. 3. FCC Hearing Examiner Millard F. French issued initial decision dismissing petition of Phoenix Broadcasting Co. for construction permit for new tv station on ch. 3. Mr. French found that the station would not meet the FCC's distant signal criterion. A competing application from KTAZ, Phoenix, Mass., remains pending. Petition dismissed with prejudice on May 15. Action May 25.

Minneapolis, Minn.—New tv, vhf ch. 9. FCC Hearing Examiner Adelaide Lohnes and Albert-Arneson, Inc. issued initial decision dismissing petition of KAMM, Inc., owner-operator of WTMN, Minneapolis, Minn., for construction permit for new television station on ch. 9 in Minneapolis, Minn. Petition dismissed without prejudice on April 7. Action May 19.


Memphis, Tenn.—VHF ch. 3, 7, 11. Dismiss: Hearing Examiner priority for applications in Memphis, Tenn., for construction permit for new television station on ch. 3, 7, 11 in Memphis, Tenn., and for changes of existing television, radio and tv stations in Memphis, Tenn. Hearing examining order.

Memphis, Tenn.—VHF ch. 5. Hearing Examiner priority for applications in Memphis, Tenn., for construction permit for new television station on ch. 5 in Memphis, Tenn., and for changes of existing television, radio and tv stations in Memphis, Tenn. Hearing examining order.

KSRK Sidney, Neb.—Lewis W. Grove & William C. Grove d/b/a Sidney Bestco. seeks voluntary assignment of license to WIKC, with $10,000 in exchange for license. President: W. C. Grove.


APPLICATIONS

WPLA Plant City, Fla.—W. A. Smith seeks CP to change from 1976 kc daytime to 1236 kc unslated. Granted May 21; announced May 25.

NEW FM STATIONS

APPLICATIONS

KGB San Diego, Calif.—General Teleradio Inc. seeks voluntary assignment of license to Marion R. Hewett, owner, of KGB, for $30,000. President: Marion R. Hewett.

<KML> 

Existing Am Stations

Actions by FCC

WRUW Iowa City, Iowa.—State of I. A. granted permission to reduce hours of operation from unlimited to 7,200 the first 365 days from Aug. 7 through Sept. 25 in order to observe vacation period. Granted May 9; announced May 25.

WCHO Washington Court House, Ohio.—Court of Common Pleas granted permission to sign off at 6 p.m. on Saturdays. Granted May 17; announced May 25.

WTRB Two Rivers, Wis.—Two Rivers Bestco. granted permission to sign off at 5 p.m. from April 1 to Sept. 1. Granted May 18; announced May 25.

APPLICATIONS

WPLA Plant City, Fla.—W. A. Smith seeks CP to change from 1976 kc daytime to 1236 kc unslated. Granted May 21; announced May 25.

NEW FM STATIONS

Action by FCC

Detroit, Mich.—Michigan Music Co. granted CP for new class B fm station on ch. 278 (103.3 mc); ERP 50 kw; antenna height above average terrain 200 ft. Granted May 26.

Existing Fm Stations

Actions by FCC

WITH-FM Baltimore, Md.—Maryland Bestco. granted CP to change antenna height above average terrain to 470 ft. Granted May 21; announced May 25.

Ownership Changes

WQWD Gadsden, Ala.—Etowah Broadcasts, Inc. granted voluntary transfer of control to Jack L. Koehler, Jr., for $62,500. President-Publisher: Max Vischer, Mass., 720 W. Madison St., Chicago.

Wednesday FM Baltimore, Md.—Maryland Bestco. granted CP to change antenna height above average terrain to 470 ft. Granted May 21; announced May 25.

FOR THE RECORD

APPLICATIONS

KGB San Diego, Calif.—General Teleradio Inc. seeks voluntary assignment of license to Marion R. Hewett, owner, of KGB, for $30,000. President: Marion R. Hewett.

KSRK Sidney, Neb.—Lewis W. Grove & William C. Grove d/b/a Sidney Bestco. seeks voluntary assignment of license to WIKC, with $10,000 in exchange for license. President: W. C. Grove.


APPLICATIONS

WPLA Plant City, Fla.—W. A. Smith seeks CP to change from 1976 kc daytime to 1236 kc unslated. Granted May 21; announced May 25.

NEW FM STATIONS

Action by FCC

Detroit, Mich.—Michigan Music Co. granted CP for new class B fm station on ch. 278 (103.3 mc); ERP 50 kw; antenna height above average terrain 200 ft. Granted May 26.

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BROADCASTING • TELECASTING
for filing appearances in re the Daytime Skywave preliminary hearing on the day of filing of briefs to June 8, and the date for oral argument to June 22.

Henderson, Nev.—VHF ch. 2, proceeding. FCC Comr. E. M. Webster granted petition of KRAM to dismiss without prejudice its application for a new vhf station on vhf ch. 2 and retained in hearing application for a new vhf station in Henderson, Nev.—KRAM, KRAM-TV, St. Louis, Amendment Co., 298 TV Inc.

New Orleans, La.—VHF ch. 4, further hearing before Examiner Elizabeth C. Smith—WWL, WWOZ, WDSM

Miami, Fla.—VHF ch. 7, further hearing before Examiner James D. Cunningham—Biscay Television Co., Inc., Sunbeam TV Co.

Rochester, Minn.—VHF ch. 5, further hearing before Examiner Millard F. French—WPTF, WRCAL.

Philadelphia, Pa.—VHF ch. 6, further hearing before Examiner Charles H. Frederick—KDKA, WCAU.

Kalamazoo, Mich.—VHF ch. 2, further hearing before Examiner H. Gifford Irum—WET.

Henderson, Nev.—VHF ch. 2, before Examiner Claire W. Hardy—KFSN, KRAM.

Rule-Making Petitions

May 13-14—Lexington, Ky., American Broadcast Co.—Motion to dismiss opposition of WHAS Inc. to petition of American Broadcast Co. to amend Sec. 3.900, Table of Assignments and Section 3.510. Separation and Boundary Line Between Zones I and II filed for American Broadcast Co. (Sec. 3.900)


May 15-16—Lexington, Ky., American Broadcast Co.—Opposition to petition for amendment of Sec. 3.600, 3.610 (a) (1) and Fig. 1, Appendix I, of Commission's Rules and Regulations governing tv broadcasting for stations WBOB-CBS and WBOB-CBS, Inc., to petition of Crosley Broadcast Co. for amendment to Sec. 3.510. Separation and Boundary Line Between Zones I and II filed for Crosley Broadcast Co. (Sec. 3.510)

May 25-26—Lexington, Ky., American Broadcast Co.—Petition to amend Sec. 3.900, Table of Assignments and Section 3.510. Separation and Boundary Line Between Zones I and II filed for American Broadcast Co. (Sec. 3.900, 3.610 (a) (1) and Fig. 1, Appendix I)

May 28-29—Detroit, Mich., Woodward Broadcast Co.—Petition for amendment of Sec. 3.600 of the Commission's Rules and Regulations (Sec. 3.600)

Routine Roundup

May 20 Decisions

For listings of new stations for filing briefs to June 8, and the date for oral argument to June 22.

Henderson, Nev.—VHF ch. 2, proceeding. FCC Comr. E. M. Webster granted petition of KRAM to dismiss without prejudice its application for a new vhf station on vhf ch. 2 and retained in hearing application for a new vhf station in Henderson, Nev.—KRAM, KRAM-TV, St. Louis, Amendment Co., 298 TV Inc.

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Philadelphia, Pa.—VHF ch. 6, further hearing before Examiner Charles H. Frederick—KDKA, WCAU.

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Rule-Making Petitions

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May 25-26—Lexington, Ky., American Broadcast Co.—Petition to amend Sec. 3.900, Table of Assignments and Section 3.510. Separation and Boundary Line Between Zones I and II filed for American Broadcast Co. (Sec. 3.900, 3.610 (a) (1) and Fig. 1, Appendix I)

May 28-29—Detroit, Mich., Woodward Broadcast Co.—Petition for amendment of Sec. 3.600 of the Commission's Rules and Regulations (Sec. 3.600)
the hearing presently scheduled for May 27 is continued (Dockets 10683-E5).

By Hearing Examiner James D. Cunningham
issued an Order to govern the course of hearing.
In accordance with the terms of a Biscayne Television
of the air, and that it be transmitted on ch. 3 in Miami, Fl. (Dockets
San Antonio, Tex., Mission Telecasting Corp.,
The Walnut Co.—Granted permission of The
Motions of the Davis Co. — Approved on ch. 12 (Docket 10001),
to furnish additional information regarding
equipment, etc.

May 25 Decisions

May 24 Decisions

BROADCAST ACTIONS

Actions of May 21

Remote Control

The following stations were granted authority to operate transmitters by remote control: WJR, Detroit, Mich.; WABY, Buffalo, N.Y.; KLBA, Kansas City, Mo.; and WNYE, New York, N.Y.

Actions of May 19

Remote Control

The following stations were granted authority to operate transmitters by remote control: W TRAIN, Birmingham, Ala.; WABC, New York, N.Y.; WOR, New York, N.Y.; and WSM, Nashville, Tenn.

May 24 Decisions

BROADCAST ACTIONS

Actions of May 21

Remote Control

The following stations were granted authority to operate transmitters by remote control: WJR, Detroit, Mich.; WABY, Buffalo, N.Y.; KLBA, Kansas City, Mo.; and WNYE, New York, N.Y.

Actions of May 19

Remote Control

The following stations were granted authority to operate transmitters by remote control: W TRAIN, Birmingham, Ala.; WABC, New York, N.Y.; WOR, New York, N.Y.; and WSM, Nashville, Tenn.
Help Wanted

Managerial

Managers, young, ambitious with previous sales and managerial experience small station, for a metropolitan market. Unusual opportunity for man with broad outlook on sales and have thorough knowledge of market. Pay plus commission. Station is one of the best known in the area. All inquiries kept confidential. Box 520D, B-T.

Salesmen

Salesmen, or salesmen with experience, must be able to sell accounts in large metropolitan area. Must have ability to sell and close accounts, ability to deal with customers, ability to sell and close accounts. Salary scale $400, $450, $500. Good working conditions. Salary open. Excellent future. Reply to Box 530D, B-T.

Help Wanted—(Cont'd)


Announcer

Announcer with first ticket, $250.00. to start. Pleasant working conditions, vacation, chance to advance. Send tape, KXKK, Parsons, Kansas.

Television

Television salesman. VHF salesman who has good knowledge of television stations. Must be able to sell any kind of program. Good commission, good working conditions. Good future. Reply to Box 489D, B-T.

Production-Programming, Others

Help Wanted—(Cont'd)

Production-Programming, Others

Good local newswoman. Progressive news, special events minded station. Writing, announcing assignment included. Real “know-how” real newswoman will have eagerness to accept challenges of this position. Must have special interest in news coverage. Salary plus commission. Working conditions, opportunity, Box 501C, B-T.

Television

Television salesman. Must be able to sell any kind of program. Must have excellent knowledge of stations. Good commission, good working conditions. Opportunity. Reply to Box 515D, B-T.

Help Wanted—(Cont'd)

Production-Programming, Others

Help Wanted—(Cont'd)

Production-Programming, Others

General Manager, young, ambitious with previous sales and managerial experience small station, for a metropolitan market. Station is one of the best known in the area. All inquiries kept confidential. Box 520D, B-T.

Salesman, or salesman with experience, must be able to sell accounts in large metropolitan area. Must have ability to sell and close accounts, ability to deal with customers, ability to sell and close accounts. Salary scale $400, $450, $500. Good working conditions. Salary open. Excellent future. Reply to Box 530D, B-T.

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Radio worries? Do you have them and want to get away from it all? Here’s a team of real professionals who can give you the pressure and your operational costs at the same time. Do you get your commission, sales management, management and programming consultant work? Good opportunity to get an excellent program plan. Send full information, Manager, WHTR, Cheyenne, Wyoming.

Television

Television salesman. VHF salesman who has good knowledge of television stations. Must be able to sell any kind of program. Good commission, good working conditions. Good future. Reply to Box 489D, B-T.

Production-Programming, Others

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Radio worries? Do you have them and want to get away from it all? Here’s a team of real professionals who can give you the pressure and your operational costs at the same time. Do you get your commission, sales management, management and programming consultant work? Good opportunity to get an excellent program plan. Send full information, Manager, WHTR, Cheyenne, Wyoming.
Situations Wanted—(Cont'd)

Announcer—experienced, mature. Summer replacement or now thru Sept. Experienced production, direction, copy. Taught radio. Box 4719, B.T.

Announcer—Fine voice—college graduate. Ambitious—all phases—try me! Box 4412, B.T.

Country, western and gospel music DJ, Licensed, go anywhere. Box 4610, B.T.

Combe man, some experience, wishes local station employment within commuting distance of New York City. Box 4630, B.T.

Well known, top rated, personality DJ morning man in top market wants a change. 10 years experience. Can produce results for top station. Consider spot, sponsor basis. Tape, resume available. Box 4760, B.T.

Announcer. Competent; thoroughly experienced; pleasant delivery; excellent references; metropolitan market. Box 4690, B.T.

Attention California. Sports and Newspaper, 9 years experience, desires position with California station. Currently employed. Reply Box 4760, B.T.

Experienced DJ, Indy station. Prefer work 1,000 miles radius N.Y. Tape, references. Box 4790, B.T.

Announcer—graduate SRT, wishes position with small station. Good references. Available. Box 4800, B.T.

23, single, draft exempt, 16 months experience, restricted permit, midwest preferred. Stauton, Ill. Telephone 326-W. Box 4810, B.T.

Announcer, strong on music, commercials. Sober, reliable. Will travel. Disc, data and photo on request. Box 4810, B.T.

1st class combo man, 2 years presently employed—work staff and 3 1/2 hour afternoon disc show. Ranked number 1 DJ in a town of 4 network stations. Destris Florida location. Available middle August. Box 4810, B.T.

Staff announcer. Graduate Midwestern Broadcast University. Commercial, news, DJ. Veteran. Free to travel. Box 4860, B.T.


Exceptionally good newcomer—announcer. Impressive record. Proven rating. Box 5000, B.T.

High school graduate. Radio announcing graduate. Single. Will work anywhere in the U. S. Box 5050, B.T.


California stations: Good announcer wants good job. Midwesterner, 25, experienced. Box 5090, B.T.

1 year experience all phases radio. 3rd class ticket. Box 5100, B.T.

Staff announcer. Experienced, network independent, good all phases. Presently employed but available. Married. No children. Home is New Jersey. Please understand upon request. Proof is in the pudding. Box 5110, B.T.

Announcer, experienced all phases. Operate boards, hook,做得 good, good audio quality. Must relocate permanently, dry desert country. Box 5150, B.T.

Announcer—versatile—deep voice—6 months experience. College grad.—dramatics. Box 5180, B.T.

Experienced, capable announcer. All phases. College grad. 27, Florida, northeast preferred. Box 5190, B.T.

Negro DJ. Wants small station, tape, ticket, references. Light experience. Box 5210, B.T.


Situations Wanted—(Cont'd)

Versatile announcer, staff news, commercials, strong DJ and play-by-play sports. College, exempt, travel, resume, tape. Box 5220, B.T.

Recent Cambridge Radio graduate with excellent potential. Desires position with future. All-around personality, good commercial delivery. DJ. Authoritative newscaster. Box 5230, B.T.

DJ, announcer, type 3rd phone. Personality style. No aversion to small town. Tape, photo on request. Box 5240, B.T.

Young combo announcer, 1st phone—family man—light experience eager to learn. Willing to travel. Box 5280, B.T.

Announcer-DJ. Experienced all phases broadcasting. Desires am-tv operation. Presently employed. Second largest market. Midwest preferred but will consider any location. Box 5290, B.T.

Need a hard working, very conscientious combo man! Experienced—single, married. Will consider strong engineer in larger station. Box 5300, B.T.

News and sports director who thrives on work, wishes to be compensated . . . in money. Box 5310, B.T.

Massachusetts workhorse soon available. Desires combination news, program director. Box 5320, B.T.

Summer replacement announcer—experienced. Also production, direction. Mature. Excellent references. Box 5330, B.T.


Teacher or announcer available, 6 years experience. Familiar all phases. Degree. Box 5360, B.T.

Desire permenancy, 6 years experience. Mature, reliable, strong news, original DJ, sports, familiar all phases, degree. Operate board, tape on request. Box 5370, B.T.

Experienced, conscientious announcer with first class ticket wants position with radio-television or television only station. Box 5460, B.T.


Announcer, news, commercials, DJ, board operator. Experienced, dependable asset seeks permanent station staff. Single, veteran, ticket, resume, tape. Walter Dickman, 12 James Place, Metuchen, New Jersey.

Situations Wanted—(Cont'd)


Announcer, DJ, newscaster, control board, limited experience, unlimited ambition. Single, 21. Box 5420, B.T.

Former DJ, now newsman. Versatile. Excellent references. Marty Monroe, 248 Bay 22nd Street, Brooklyn 14, N. Y.

Staff announcer. Three months experience, news, disc jockey, commercial writing, veteran, single, will travel. College graduate, available now. Bill Mosca, 402 East 3 Street, Brooklyn 16, N. Y.

Technical

Experienced as engineer or chief 250 to 50kw. Available soon. Box 4400, B.T.

Engineer/administrator, age 32. Sixteen years experience. 7 years instruction, for-eign and domestic. Married, no children. First phone, Overseas assignments preferred. Excellent references. Complete summary on request. Box 4420, B.T.

Girl—college graduate—experienced radio production, continuity—seeks N. Y. C. job. Box 4510, B.T.

1st class phone. 1 1/2 years of am and 2 years technical school. Interested also in television opening. Box 4710, B.T.

Combo first phone. 2 years radio and television broadcast school. Box 4720, B.T.

First phone, recent graduate. No experience. Willing to travel. Box 4740, B.T.

Engineer-announcer (first-class), experienced news and DJ. Desperately needs job. Box 4800, B.T.

Engineer, first phone. 1 1/2 years broadcast. Excellent announcer. Prefer Texas. Box 4900, B.T.

Am engineer. Experienced xmnts, remotes, recording (tape and disc), maintenance. Box 5610, B.T.

Family man seeks station that offers pleasant working conditions and a permanent future to a qualified engineer. Tape, knowledge of hard knocks. 1st phone backed up by ten years of radio experience. Organized, instilling, operating and maintaining anything from the microphone plug (do not announce) to the antenna—including directional array. Have the know-how to efficiently yet economically operate your engineering department . . . Excellent references. Box 5710, B.T.

First phone, six years broadcast experience trans- mitter, control room, remotes. Dependable, married. Prefer southeast. Box 5900, B.T.

Engineer, 1st class, 48, single, self-employed, experienced, 250 watt to 50kw. Available for transmitter operation, vacation replacement, or where some maintenance initiative is needed, prefer midwest. Wallace V. Rockefeller, Wood River, Nebraska.

(Continued on next page)
Situations Wanted—(Cont’d)

Complete remote studio equipment including Magnecorder will sell. Will consider Magnecorder for $450. Charles Sharpless, 114 Dakin, La Porte, Indiana.

349 foot Trucon tower with base tower, insulated, type 5. Recently painted. Ready to ship out August 15. Make offer. Contact WCAL, Charleston, West Virginia, and leave your phone number. Box 3750, B-T.

No longer needed, guaranteed excellent condition

2 speed Presto L-T-A turntable with 15" record player. High fidelity pick up and turntable. See carry bag. Cuts from inside or outside. Pilot tuner. 5000 watt. Works on speaker. Two miles with floor stands. Many other extras, all excellent. $600 for all or make offer on either receiver. Can separate. Contact 2511 Connecticut Avenue, Washington, D.C. Emerson 2-1245.

Wanted to Buy

Stations

1500 watt day, going station, cp's or grant—in Mississippi, Arkansas, Louisiana or western Tennessee. Box 363D, B-T.

Manager with proven sales record would like to buy or lease a station in the south. Hard worker with references and ability. Box 385D, B-T.

Want 250 watt or 1 kw daytimer in Florida or coastal Mississippi, Georgia, South Carolina, Texas or California. Not more than $35,000 total cost. Write Box 5151, B-T.

Equipment, etc.

One Western Electric 16-1756 high voltage transformer, for 240-611 transistor. Box 3430, B-T.

1 kw and 3 kw am transmitters. Give make, age and price. Write Box 3053, B-T.

Wanted used 500MM beacon and flasher. Box 453D, B-T.

Frequency modulator transmitter, 50 watt that can be converted to center frequency 71-75 mc. Also used in tv control and does successful experimental units. Box 543D, B-T.

New 12C4 tube or other new tubes for 1 kw-RCA transmitter. Model BTP-IC. State asking price. Write to WLBK, Lebanon, Pa.

Wanted to buy complete used equipment for radio station installation. Wanted: Transmitter, frequency and modulator monitor, turntables and antennas. What do you have? Contact Charles M. Erhardt, Radio Station WPMJ, Punxsutawney, Pa.

Interested in used radio and television studio control, audio gear, studio advance, broadcast director, training. Communication Department, American University, Washington, D. C.

Magnecorder PTP-3 amplifier. Latest 400B or 500B special. Please give age, condition, price. C. Chamberlain, Box 346, Belfonte, Ohio.


Wanted, all types broadcast equipment. Highest cash prices. Seaboard, Box 306, Keyport, N. J.

Instruction


Help Wanted

Announcers

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.

WANTED: TV PERSONNEL

For the nation's number one television network, a skilled radio/television personality is desired to work in the northeast. This is an opportunity to work with a well-established network. For complete details contact B.T.

Production-Programming, Others

WANTED: TV PERSONNEL

For the nation's number one television network, a skilled radio/television personality is desired to work in the northeast. This is an opportunity to work with a well-established network. For complete details contact B.T.
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY

Radio-Television-Brokers

WASHINGTON, D. C.
James W. Blackburn

CHICAGO
Ray V. Hamilton

SAN FRANCISCO
Lester M. Smith

WINMA-Brokers

Tribune Building

Dellwood

Hollywood Blvd.

Sterling 3-4561

325 Montgomery St.

Exbrook 2-5672

May 31, 1954 • Page 115
SMALL WORLD!

Who'd ever think you'd bump into more people in Lima, Ohio, who watch WHIO-TV more than any other station? That's almost 70 miles from Dayton—way past the WHIO-TV primary coverage area. But facts are facts, and HOOPER figures show:

<table>
<thead>
<tr>
<th>Time</th>
<th>WHIO-TV</th>
<th>Station B (UHF)</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-8</td>
<td>59.99</td>
<td>32.3</td>
<td>4.6</td>
<td>3.2</td>
</tr>
<tr>
<td>8-9</td>
<td>48.6</td>
<td>25.2</td>
<td>8.5</td>
<td>1.3</td>
</tr>
<tr>
<td>9-10</td>
<td>61.3</td>
<td>24.2</td>
<td>12.2</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Small world—but Lima's a nice, big market. And it's just one of many extra, secondary-area markets you get with WHIO-TV. World's Tallest TV Tower, 1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain. Call George P. Hollingbery representatives for more facts.
TELESTATUS

Tv Stations on the Air With Market Set Count And Reports of Grantees’ Target Dates

Editor’s note: This directory is weekly status report of (1) stations that are operating as commercial and educational and (2) grantees. Triangles (△) indicate new air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Initial S. sets in use are unduplicated D T-estimate.

Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—
△WSBS-TV (12) ABC, DuM; 225,000
△WBSG-TV (4) NBC; Katz; 219,454
△WABE-TV (44), 12/10/54—Unknown
Decatur—
△WMAL-TV (22) Walker; 12/30/53-8/1/54
Mobile—
△WALA-TV (10) ABC, CBS, NBC: Headley-Reed; 93,200
△WKBB-TV (48) CBS, DuM: Forjoe; 60,800
Th Mobile Po Corp. (5), Initial Decision 8/12/54
Montgomery—
△WCOV-TV (20) ABC, CBS, NBC, DuM; Ray-
△WSFA-TV (12) Headley-Reed; 3/35/54-11/13/54
Selma—
△WSLA (8) 2/1/54—Unknown

ARIZONA

Mesa (Phoenix)—
△KTVU (12) ABC, DuM; Avery-Knodel; 93,200
Phoenix—
△KGOL-TV (10) ABC: Hollering; 93,200
△KPHO-TV (5) CBS, DuM; Katz; 93,200
Arkansas Po Co. (3), Initial Decision 8/21/54
Tucson—
△KOPO-TV (13) CBS, DuM; Forjoe; 24,300
△KVOA-TV (4) ABC, NBC: Raymer; 24,300
Yuma—
△KYIA (11) DuM; Grant; 18,302

ARKANSAS

El Dorado—
KRBB (10) 2/16/54—Unknown
Fort Smith—
△KPSA-TV (23) ABC, NBC, DuM: Pearson; 82,000
American Television Inc. (5), Initial Decision 4/30/54
Hot Springs—
△KTVV (8) 1/21/54—Unknown
Little Rock—
△KARK-TV (4) NBC: Petry;
△KAFV (9), (See Pine Bluff
△KETV (23), 10/20/53—Unknown
Pine Bluffs—
△KATV (9) ABC, CBS; Avery-Knodel: 68,725
Texarkana—
△KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
△KBAK-TV (9) ABC, DuM; Forjoe; 58,000
△KBIG-TV (5), ABC, CBS, NBC; Avery- 
Knoedle; 109,802
Berkeley (San Francisco)—
KQED (9) 7/24/54—July ‘54 (granted STA April 19)
Chico—
△KHSU-TV (12) CBS, NBC, DuM; Grant; 42,220
Corpus—
△KCOA (52), 9/16/53—Unknown
El Centro—
△KPIC-TV (18) 2/10/54—Unknown
Eureka—
△KTEM-TV (3) ABC, CBS, NBC, DuM; Brill; 10,000
Fremont—
△KTHE-TV (13) Meeker; 90,002
△KJEO-TV (47) ABC, CBS, Brannum; 106,586
△KJM-TV (34) ABC, NBC; Raymer; 85,441
Los Angeles—
KABC-TV (11) 10/10/52—Unknown
△KABC-TV (10) ABC: Petry; 1,235,863
△KCOC (15) Katz; 1,235,863
△KJLH (9) DuM, H-R; 1,235,863
△KWKH (5) ABC, NBC; Spot Sla; 1,235,863
△KXNT (2) CBS; CBS Spot Sla; 1,235,863
△KTLA (11) Brill; 1,235,863
△KSTU (28)
Directory information is in following order: call

May 31, 1954  •  Page 117
For a solid sales coverage of the rich, growing area on the road between Chicago & St. Louis, present Audited Area, 80,000 TV Homes 92.8% U.H.F. CONVERTED

Served at lowest cost without any duplication
FOR THE RECORD

NEW HAMPSHIRE

Keene—

WKNE-TV (45), 4/23/53-Unknown

Manchester—

WMUR-TV (9), ABC, DuMont; Weed; 310,000

Mt. Washington—

WMWT (8) See Poland, Me.

NEW JERSEY

Asbury Park—

WRTV (58) 197,000

Atlantic City—

WPFG-TV (48) see footnote (d)

WOCN (28), 1/8/53-Unknown

Camdent—

WKNF (17), 1/28/54-Unknown

Newark (New York City)—

WATV (11), 3/9/54-Unknown

New Brunswick—

WHTV(*19), 12/4/53-Unknown

NEW MEXICO

Albuquerque—

KGGM (40) CBS; Weed; 43,797

KOA-T.V. (7) ABC; Hollenberg; 48,000

KGB (7) NBC; DuMont; Branham, 63,797

Roswell—

KSWS-TV (8) ABC, CBS, NBC, DuMont; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—

WPTR-TV (23) 6/16/53-Unknown

WROW-TV (41) ABC, CBS, DuMont; Bolling; 82,000

WTWZ (17), 7/13/53-Unknown

Binghamton—

WNBG (12), ABC, CBS, DuMont; Bolling; 174,243

WQTV (*46), 8/14/53-Unknown

Bloomingsdale (Lake Placid)—

WIRI (5) 12/12/53-Summer '54

Buffalo—

WEEN-TV (4) ABC, CBS, DuMont, Harrington, Righter & Partners; 693,316. See footnote (a).

WRUP-TV (17) ABC, CBS, NBC, DuMont; H-R; 125,000

WHTV (22) 7/3/54-Unknown

WCTR (5) NBC, Headley-Reed; 4/7/54-Aug.

Elmira—

WECT (18) NBC; Everett-McKinney; 28,482

WTVK (24) ABC, CBS, DuMont; Forgiar; 31,000

Hartford—

WHCU-TV (20) CBS; 1/4/53-November '54

WISE (14), 1/8/53-Unknown

 Jamestown—

WJTN-TV (58), 1/23/53-Unknown

Kinston—

WCNY-TV (66) ABC, CBS, NBC, DuMont; Meeker New York—

WABC (7) ABC; Petry; 4,150,000

WABR (5) ABC; Avery-Knodel; 4,150,000

WATV (13) See Newark, N. J.

WCBS-TV (2) CBS, NBC, CBS Spot Slk.; 4,150,000

WABC (4) NBC; NBC Spot Slk.; 4,150,000

WOR (5) WOR, WOR-T.V. Slk.; 4,150,000

WPIX (11) Fees & Peters; 4,150,000

WGTW (9), 8/14/53-Unknown

WNYC (55), 7/12/54-Unknown

Rockefeller Center—

WCBF (15), 6/10/53-Unknown

WHAM-TV (6) NBC; Bollingbery; 210,000

WILCO-TV (10) ABC, CBS; Everett-McKinney; 210,000

WNYT (27), 4/2/53-Unknown

WORF (*1), 7/24/53-Unknown

WVET (16) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—

WRGB (6) ABC, CBS, NBC, DuMont; NBC Spot Slk.; 362,550

WTHI (35) CBS; Headley-Red; 78,500

Syracuse—

WKFS (5) ABC, CBS, DuMont; Katz; 345,000

WHTV (40), 9/18/53-Unknown

WSYR-TV (3) NBC; Headley-Red; 340,000

Utica—

WFRB (18), 7/1/53-Unknown

WATV (13), ABC, CBS, NBC, DuMont; Cooke; 150,000

NORTH CAROLINA

Asheville—

WISE-TV (82) ABC, CBS, NBC, DuMont; Bolling; 23,553

WLOS-TV (13) Venard; 12/9/53-Aug. '54

Chapel Hill—

WNBC-TV (44), 9/20/53-September '54

Charlotte—

WAYS-TV (38) ABC, NBC, DuMont; Bolling; 34,679

WHTV (3) CBS, NBC, DuMont; CBS Spot Slk.; 358,500

Durham—

WTIC-TV (11) ABC; Headley-Reed; 1/21/54-

Fayetteville—

WFPL-T.V. (18) 4/13/54-Unknown

Greensboro—

WCGO-TV (57) ABC; Bolling; 11/20/52-Unknown

WFMY-TV (2) ABC, CBS, DuMont; Harrington, Righter & Parsons; 285,006

Greenville—

WNCI (9) ABC, CBS, NBC, DuMont; Pearson; 51,988

Raleigh—

WNAO-TV (20) ABC, CBS, NBC, DuMont; Avery-

Wilmington—

WMFD-TV (6) NBC; Weed; 25,594

WHTF (3) 2/17/54-Aug. '54

Winston-Salem—

WMTV (2) ABC, NBC; Headley-Reed; 292,954

WTOB-TV (36) ABC, NBC; DuMont; H-R; 51,500

NORTH DAKOTA

Bismarck—

KFTR-AM (5) CBS, NBC, DuMont; Blair; 6,128

Fargo—

WDAY-TV (8) ABC, CBS, NBC, DuMont, Free & Peters; 42,660

Grand Forks—

KNOX-TV (19) 3/21/54-Unknown

Minot—

KCBG-AM (12) ABC, CBS, NBC, DuMont; WPD; 21,200

Valley City—

KJKX-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—

WAKR-TV (49) ABC; Weed; 56,199

Ashtabula—

WICA-TV (15) 20,000

Cincinnati—

WCET (*48) 12/9/53-9/1/54

WCPO-TV (5) ABC, CBS, DuMont; Branham; 400,000

WKRC-TV (12) CBS; Katz; 400,000

WLWT (3) NBC, WLW Slk.; 400,000

WXEN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—

WBNS (65), 6/11/53-Unknown

WEWS (3) CBS; Branham; 1,050,000

WNCB (3) NBC, NBC Spot Slk.; 478,895

WXEL (8) ABC, CBS, DuMont; Katz; 623,629

WXKX-TV (18) 11/19/53-Unknown

Columbus—

WBNS (10) CBS; Blair; 307,000

WLW (4) ABC, WLW Slk.; 307,000

WSWG (*44), 4/2/53-Unknown

WTEN (6) ABC, CBS, DuMont; Katz; 379,485

Dayton—

WHSO (7) ABC, CBS, DuMont; Harrington; 65,150

WIFE (22) See footnote (d)

WLWD (2) NBC; WLW Slk.; 310,000

Elyria—

WEOL-AM (31) 11/16/54-Poll '54

Lima—

WIMA-TV (35) Weed; 12/14/52-Spring '54

WLOK-FM (75) NBC; 87,874

Mansfield—

Fergus Theatre Inc. (36) Initial Decision

Mayfield—

WMAC-TV (23) Petry; 9/4/53-Unknown

Steubenville—

WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—

WSPD-TV (13) ABC, CBS, NBC, DuMont; Katz; 280,000

Youngstown—

WFMY-TV (73) NBC; Headley-Reed; 118,000

WKBN-TV (27) ABC, CBS, DuMont; Rayner; 117,177

WTVI (21) Petry; 8/25/53-Unknown

Zanesville—

WHIZ-TV (50) ABC, CBS, NBC, DuMont; Pear- son; 35,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating station; date of grant and commencement target date for grantees.

BROADCASTING • TELECASTING

Ladies Day

featuring

Kay Russell

Sold out—both national and local. Ratings, popularity polls prove it: Ladies Day SELLS.

Participating

Monday through Friday 2 to 3 p.m.

WSYR-TV

Channel 3 - 100 KW

NBC Affiliate

SYRACUSE, N. Y.

Headley-Reed, National Representatives

Page 120 • May 31, 1954
OKLAHOMA
Adalt—
KTEN (19) ABC; Venard; 11/16/53-6/1/54
(Known to be on air 4)
 Ardmore—
KXVO-TV (12) 5/15/54-Unknown
Elk—
KGRO-TV (5) ABC; Pearson; 11/16/53-6/1/54
(Proven to be on air 4)
Lawton—
KSWO-TV (7) DuM; Everett-McKinney; 47,485
Miami—
KRMV (54), 4/22/54-Unknown
 Muskogee—
KTVX (8) 4/7/54-Unknown
Odell—
KOTV—
WCAU—
WKBT-TV (18) ABC; DuM; Burlington; 89,267
(Proven to be on air 4)
KXTV (21) ABC; NBC; H-R; 190,344
KFTV (9) CBS; DuM; Avery-Knodel; 258,102
WKY-TV (4) ABC; NBC; Katz; 253,667
KETA (13) 12/3/53-Unknown
oklahoma—
KCBS (23) NBC; DuM; Bolling; 65,000
(Proven to be on air 4)
KOTV (6) ABC; CBS; NBC; DuM; Petry; 229,100
KSPG (17) 2/6/54-Unknown
OREGON
Eugene—
KVAL-TV (13) NBC; Hollingbery
Medford—
KKBV-TV (5) ABC; CBS; NBC; DuM; Blair
Portland—
KOIN-TV (8) ABC; CBS; Avery-Knodel; 152,283
WAFB (23) ABC; NBC; DuM; NBC Spot Sla.; 172,971
Oregon—
KLAM-TV (12), Initial Decision 11/10/53
SALEM—
KLDE-TV (11), 8/30/53-Unknown
PAUL PENNSYLVANIA
Allentown—
WFAP-TV (67) Avery-Knodel; 7/15/53-Summer '54
WFQY (39) Weid; 1/12/53-Unknown
Allentown—
WFJA-TV (30) ABC; CBS; NBC; DuM; H-R; 408,774
Bethlehem—
WLEV-TV (51) NBC; Meeker; 68,156
Chambersburg—
WCHA-TV (46) CBS; DuM; Forges; 15,500
Easton—
WGLV (97) ABC; DuM; Headley-Reed; 75,410
Erie—
WICU (15) ABC; NBC; DuM; Petry; 208,500
WBSE (35) CBS; Avery-Knodel; 17,059
WLEU-TV (66) 11/3/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
WPSG-TV (51) CBS; Bolling; 118,150
WTPA (71) NBC; Headley-Reed; 118,150
Hazleton—
WAZL-TV (62) Meeker; 12/18/52-Unknown
Johnstown—
WARD-TV (56) Weid
WARC-TV (6) CBS; NBC; DuM; Katz; 76,406
Lancaster—
WGAL-TV (8) ABC; CBS; NBC; DuM; Meeker; 280,847
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon—
WLBW-TV (18) Pearson; 146,575
New Castlet—
WKST-TV (45) DuM; Everett-McKinney; 135,576
Philadelphia—
WCAU-TV (12) ABC; CBS; NBC; DuM; Spot Sla.; 1,090,500
WFAB-TV (1) ABC; DuM; Katz; 1,750,100
WPHI-TV (32) 10/21/53-Unknown
WPXO-TV (30) NBC; Free & Peters; 1,767,042
Pittsburgh—
WDTV (2) ABC; CBS; NBC; DuM; Spot Sla.; 973,550
WENS (16) ABC; CBS; Petry; 207,140
WJJK-TV (53) ABC; NBC; DuM; Weed; 300,000
WQED (11) 99,079
WPXO (47) Headley-Reed; 12/23/53-Unknown
Reading—
WEIU-TV (11) ABC; NBC; Headley-Reed; 146,575
WJHL-TV (61) CBS; H-R; 173,980
Scranton—
WARM-TV (16) ABC; Hollinger; 150,000
WQBZ-TV (52) CBS; Blair; 183,000
WTUW (73) Everett-McKinney; 150,424

Now you can buy CHATTANOOGA

79th Market in the Nation

Population: 807,200
Households: 216,500
Income: 58,377,623,000
Retail Sales: 573,994,000

Interconnected ... NBC • CBS • ABC • DuM
105,200 Watts

Contact the BRANHAM COMPANY

May 31, 1954 • Page 121
Puerto Rico

San Juan—

WAPA-TV (4) ABC, NBC, DuMont, Caribbean
WKAQ-TV (2) CBS, Inter-American; 10,000

Canada

Kitchener—

CKCO-TV (12) 50,000

London—

CBLT-TV (10) CBS, 35,000
Montreal—

CBFT (2) 201,000

Ottawa—

CJOY (4) 10,100
St. John, N.B.—

WJOY (4) CBS

Sudbury—

CBLT-TV (5) ABC, CBS, All-Canada; 7,085

Toronto—

CELT (9) 221,650

Vancouver—

CBUT (2) CBS

Mexico

Juarez (El Paso, Tex.)—

XEU-TV (5) National Time Sales
TIJUANA (San Diego) —

XETV (6) Weed; 241,000

Total stations on air in U.S. and possessions: 382; total cities with stations on air: 222. Total tidal include XEU-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating in use 30,173,121.

Cities NOT interconnected with AT&T.

(a) Figures do not include 309,309 sets which WHEN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHEN-TV Louisville, Ky. Last report was 303,564 on July 19, 1962. (c) A president Gilman N. Nunn announced that construction of WAPL-TV has been temporarily suspended. (d) CP has not been rendered. (e) WFAB (TV) Pueblo, Colo.; WKKO-TV Louis- ville, Ky.; KFAZ (TV) Monroe, La.; WTAZ-FM Feb., 1954; KDKA (TV) Pittsburgh, Pa.; KBFF-TV Lincoln, Neb.; WFFP-TV Atlantic City, N.J.; WIFE (TV) Dayton, Ohio, and WASH-TV New- port News, Va.; have suspended regular operation, but have not turned in CP's. (f) WKBE-TV Battle Creek, Mich., told FCC it has suspended regular operations until June 1.

UPCOMING

JUNE

June 1: National Assn. of TV & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.
June 3-4: Senate Communications Subcommittee newsmakers hearings on use of multiple ownerships.
June 5: National Assn. of TV & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.
June 7-11: Seminar for writers and producers of in-school programs, sponsored by National Assn. of TV & Radio Farm Directors, St. Louis.
June 14-16: National Community TV Assn., Hotel Park Sheraton, New York.
June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.
June 20-26: D. C.-Maryland Broadcasters, Ocean City, Md.
June 17-19: Florida Assn. of Broadcasters, Biltmore Terrace, Miami Beach.
June 20-23: Advertising Federation of America, Sheraton, Boston.
June 21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising in interstate commercial radio and television stations.
June 25-26: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.
June 26-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Cali.
June 28-Aug. 6: Summer Institute of Radio & Television Broadcasting, San Diego, Calif.

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: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.
Sept. 13-14: British Columbia Assn. of Radio & TV Broadcasters, Harrison Hot Springs, B. C.
Sept. 20-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coro- nado, Coronado, Calif.

October-November

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 15-16: Ohio State U. advertising conference, Columbus.
Nov. 6-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 14: Indiana Radio-Newsmen, fall meeting at WIRE studios, Indianapolis.

Special Listing

BMB Program Clinics

June 7: Royal Alexander Hotel, Winnipeg, Man.
June 8: Hotel Saskatchewan, Regina, Sask.
June 11: Hotel MacDonald, Edmonton, Alta.
June 14: Fort Cumberland Hotel, Amherst, N.S.
June 14: Hotel Finlen, Butte, Mont.
June 16: 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.
June 23: Marvin Hulitt Hotel, Euron, S.D.
June 25: Indianapolis Athletic Club, Indianapolis.

BAB Clinics

June 7: Louisville, Ky.
June 8: Atlanta, Ga.
June 10: Birmingham, Ala.
June 11: Memphis, Tenn.
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.
June 12: Burlington, Vt.
June 15: Syracuse, N.Y.
June 16: New York City.
June 19: Tampa, Fla.
June 20: Charlotte, N.C.
June 20: Detroit, Mich.
June 22: Richmond, Va.
June 23: Washington, D.C.
July 7: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.

You say you're from El Paso, Texas, and want to see *Bill White*

Food sales in El Paso and its 24 county trading area were $120,633,000 in 1953.

KROD-TV operates on 56,300 watts—VHF4. Our mountain-top TV installation...the highest in Texas; 5,285 feet above sea level and 1,585 feet above average terrain gives greater coverage than any other station in our trading area...KROD-TV is affiliated with KROD-600 K.C.—CBS-5,000 watts. Owned and operated by the El Paso Times, Inc.

Roderick Broadcasting Company
Dorrence D. Roderick, President
Val Lawrence, Vice Pres. & Gen. Mgr,
Dick Watts, Sales Manager
Represented Nationally by The BRANHAM Company

*Of course you know Bill White, Media Supervisor for Cunningham and Walsh in New York*
editorials

Toward an NFRTB*

**WITH EACH** passing convention year, the sign becomes bolder —NARTB is evolving into a federation of entities functioning in the area of broadcasting. Inexorably, the trend is toward an eventual formalizing of such a federation, acting as the legislative and public relations umbrella over the audio and video arts.

Last week's convention underscored this trend. The radio section held separate sessions. The tv section did likewise. Engineers foregathered on their own. Various network groups met separately. The representatives had sessions with their own station groups. The radio and television boards function separately and autonomously. They converge only on matters of broad policy applicable to all broadcasting, and as to personnel on the overall executive level.

Our purpose is not to condemn the present order. It is working well. The process toward federation is as gradual as it appears to us to be inevitable. The association cannot be all things to all segments.

The biggest task is on the Washington front. And that is to preserve the free estate of all that is broadcasting and to enhance its prestige. That means coordination of activity in Congressional relations, public relations, regulatory relations and state and local affairs pertaining to all the broadcast media. Those functions must never be spread among several disjointed groups because that might spell disaster. By the same token, the top organization dedicated to protection of the sanctity of the broadcast arts should not be encumbered with activities below the policy levels.

*National Federation of Radio & Television Broadcasters

Whither Are They Drifting?

IT MAY NOT be technically correct to call CBS Radio's new night discount plan a rate cut, but whatever it is called, its purpose is to make another reduction in that network's prices, and its inevitable effect will be to bring the prices of other networks into line.

In the past three years network charges have been lowered, juggled, adjusted and discounted repeatedly. Each revision was made in the hope of stimulating business. Each failed to obtain more than temporary, if not illusory, relief.

By now it should be evident that the trouble with network radio is not in its pricing; if the trouble had been confined to that, it would surely have been corrected by price reductions of the past. The trouble, we suggest, is more basic. It resides in the fundamental structure of networking and will persist, indeed worsen, as long as it remains undiagnosed and untreated at the source.

A consideration of basic questions about networking cannot be postponed without grave damage to U.S. radio, for the importance of network-type programming is obvious. What networks and their affiliates must decide is how to maintain quality programming service with reasonable profit to both the user and originator. The service cannot be maintained if the trend of the past three years continues and if networks and stations persist in the use of such narcotics as rate cuts or spot selling plans—which may seem to improve things today but actually complicate them tomorrow.

We do not know how to cure the disorders of contemporary radio networking, for no one has done the necessary diagnosis to find out exactly what they are. As we have suggested in the past, the solution may lie in a complete reorganization of network concepts—perhaps in an adaptation of the news service practice in which networks would sell program service to stations which in turn could sell them to advertisers. Other solutions unquestionably can be found—but not until networks and affiliates alike face up to the necessity of finding them.

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Recovering Their Legislative Fumble

**THE FULL** story of television's regulatory and economic evolution now will be heard by the Senate Potter Communications Subcommittee before it passes judgment on the kind of medicine—legislative or otherwise—to be prescribed for uhf's admitted economic ills. A fortnight ago it appeared the committee might have undertaken radical surgery before diagnosis had been completed.

At the NARTB convention in Chicago last week, individual telecasters, acting outside the association's framework, but with its cognizance, set up a steering committee and retained counsel. Vhf licensees as well as uhf operators and applicants for both are represented. NARTB's Harold E. Fellows will appear separately.

When hearings resume June 3, new appearances will have been filed—appearances that should have been on hand weeks ago, when the hearings were announced.

A committee of Congress cannot be expected to pronounce reasoned judgment in a few days with only half the story told involving a field that has been more than a decade in the making.

The happenstance timing of the convention—in between Potter committee sessions—proved the big break. The full impact of Washington sessions became evident when the telecasters got together in Chicago.

The Importance of News

**WITHOUT** stooping to idolatry, it is possible to say that no one in broadcasting or telecasting is more entitled to speak as an authority on management's responsibility in news and public information programming than William S. Paley, CBS chairman.

It was with such authority that he spoke last week as winner of the 1954 NARTB Keynote Award. His advice to broadcasters to take a more serious interest in keeping the public informed was sound, sensible and in urgent need of recognition at some stations.

Undeniably, radio and television are miraculous technical resources for the distribution of news and informative commentary. In general these resources are being put to good use, but in some cases, as Mr. Paley said, broadcasters have not given adequate attention to that phase of their business.

On grounds of public service alone, station management should agree with Mr. Paley that news and public affairs are "at least as important as any of the other areas coming under [the broadcaster's] jurisdiction" and that appropriate money and effort should be devoted to that field. Mr. Paley did not mention what is another truth—that a good news and information policy pays off commercially as well.
There's fun galore on channel 4...in Detroit

YOUNGSTERS KNOW there's fun galore on Channel 4. Spring ratings show WWJ-TV attracting well over half the audience with such shows as Playschool, Howdy Doody, Cartoon Express, Roy Rogers and Johnny Jupiter.

TWO BIG SHOWS make 5 to 6 P.M. a special hour for Detroit's 450,000 five-to-fifteen year youngsters. The fun they have and the product preferences impressed on them, make WWJ-TV special to sponsors.

☆ ADVENTURE PATROL
5 P.M. Monday thru Friday
Dramas of danger...action packed tales of bold and daring deeds, building intense loyalty to every sponsor's product. High ratings prove its greater youngster appeal.

☆ HAPPY HOLLOW RANCH
5:30 P.M. Mon. thru Fri.
Famous Happy Hank brings Squeaky and Sputters and lots of fun to Detroit. His influence on children has long been applauded by community and women's groups across the country.

C'mon in—the fun is fine.
And your product belongs in this good company.

In Detroit...You Sell More
on channel 4 WWJ-TV

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Electronic Buttonhook

There are a bunch of guys in New York, Chicago, Los Angeles, and maybe even Washington, D.C., who are doing a pretty good job of turning out CBS TV programs. We have a gadget called a control panel which, by some kind of electronic magic too arcane for us salesmen, buttons onto the CBS TV network.

Folks in Eastern Iowa got buttons of their own. One of the juiciest, Channel 2, is pure pearl. By a strange coincidence it's WMT-TV.

Beyond having had sense enough to go CBS in the first place, we claim no credit for the excellence of CBS programs. We just lean back and feel their Pulse.

End of modesty. We do lay claim to local programming for the Eastern Iowa trade, which, when added to CBS network fare, completes the buttoning operation.

Herewith, some light thereon:

Miss Ruth Anne's School (Lion Taming's Easier) Produced five days a week by its star, Miss Ruth Anne's School is a "workshop" for four-to-five-year-olds. Each week six or eight children are selected for a one-week session of classes (finger-painting, dancing, table manners, gamesmanship); on Friday the children are graduated with diplomas and sighs of relief. Lion-taming looks easy by comparison, but Miss Ruth Anne, armed with nothing but child psychology and a smile, charms children and viewers, parents and sponsors. There are enough mop-pets on the waiting list to last a full year (sans hiatus).

Commercial: Program is sold by day units; sponsors purchase one complete program at a time. Product identification is carried over the full week by sponsor-mentions on a day-to-day reciprocal tie-in basis. See the Katz Agency for further details.