Now there are three... countin' K.C.!

First KOWH, the station that leaped from last to first place in Omaha and became "America's most listened-to independent station."

Then WTIX, with its spectacular seven-month climb from last place to become New Orlean's top independent, to vie with the nets for top audience honors.

And now WHB*, the station with the oldest call letters in Kansas City, with 10,000 Watts on 710 K.C., a combination for wide coverage.

You can expect big things from WHB... as new management institutes proven practices that have already produced two of the nation's finest radio success stories.

Now is the time to swing to WHB—a good buy today, it will be an exceptional buy tomorrow!

* Subject to FCC approval.

KOWH
Represented by
The Bolling Co.

WTIX
Represented by
Adam J. Young, Jr.

WHB
Represented by
John Blair & Co.
PEPSI-COLA CO. DOES A COMPLETE JOB...

In every step, from washing and sterilizing of bottles; laboratory quality control; to delivery of Pepsi to dealers . . . there's tireless attention to every detail. Combined with salesmanship in advertising and modern distribution, it's a complete job by Pepsi.

You get the same thoroughness and attention to detail . . . combined with creative programming . . . by the Havens & Martin Stations, Inc. Complete your job of getting top sales results by joining the other advertisers selling to the large and loyal audiences of the First Stations of Virginia, WMBG, WCOD and WTVR.

WMBG AM WCOD FM WTVR TV

First Stations of Virginia

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
On an average day she sees 41 TV Commercials

Some make a bigger dent than others
All eyes in the Lehigh Valley are on your sales message when you buy WLEV-TV. It's the medium which reaches the entire Lehigh Valley—a great area renowned for sound prosperity, celebrated for its sales response. Lehigh Valley people spend $1,195,585,000 a year in the retail market! You can get your share of this plenty through WLEV-TV, the first television station in the Lehigh Valley—the station with a record of continuous management! Take the "view way to the Lehigh Valley" and get the most for your advertising dollar.
PRESIDENT EISENHOWER will lean heavily upon both radio and television to put across his legislative program, which he has labeled his primary and virtually exclusive project from now on. His use of broadcast media during next few months, it’s learned on high authority, may exceed that of any of his presidential predecessors.

SCHEDULED June 15 resumption date for Senate uhf hearing is being held to with bated breath by Chairman Potter, Michigan Republican, whose presence is urgently required at most of Army vs. McCarthy hearings, is sticking to announced date, but with prolonged controversy over McCarthy-Cohn-Schine anything can happen to uhf schedule.

REASON behind Howard Hughes evading prospective buyers of RKO Radio Pictures Inc. could be negotiations with Matthew Fox, board chairman, Motion Pictures for Television, to take over film studio's $20 million backlog of old feature movies for tv. Not included in deal would be features with theatrical re-release value. Independent film producer Hal R. Makelim & Assoc. would buy RKO-Pathe studios in Culver City, if they can get together with Hughes and price is right.

MOVE TOWARD "federated" trade association for radio and tv is gaining momentum. But rather than a "National Federation of Radio & Television Broadcasters" to replace NARTB sometime in future, with autonomous segments covering each subdivision, thought is in direction of what might be known as "National Council" functioning only at policy level. It may take several years but that seems to be thinking of top people.

WILLIAM ZECKENDORF, head of Webb & Knapp, prominent builders and real estate operators, and former director of ABC, is in market for broadcast properties. It's reliably reported he has been in recent negotiations for stations, both radio and tv, with nothing yet definitely on line.

ABOUT 40 members of FCC staff—attorneys, clerks and possibly some engineers—expected to be separated July 1 because of cut in appropriation. Current fiscal year's budget for radio-tv of $1,604,000 being trimmed to about $1,250,000 necessitates reduction. FCC, however, intends to continue its "examiner teams" until current backlog of hearings is concluded. Some of engineering personnel presumably will be absorbed in field.

VEIL will be lifted on color tv set production figures within fortnight. Data on spring output of factories will be released by Radio-Electronics-Tv Mfrs. Assn., which has been unable to announce them under rule forbidding disclosure of individual company production, confined mostly to RCA in early period. One industry prediction puts June color output around 5,000 sets. No figure on sales to public has been collected, but it's believed they have been slow because of paucity of color programs, screen-size and price.

COME FALL, with 19-inch colorsets and late-evening colorcasts, barrooms are expected to utilize color tv to attract business just as they used black-and-white television in its novelty stage seven or eight years ago.

MARY McKENNA, timebuying supervisor, Benton & Bowles, N. Y., expected to resign effective June 15 to join WNEW New York as director of research and sales development.

CHEVROLET DEALERS ASSN. met in New York Thursday at the Waldorf Astoria to consider the presentations of at least seven advertising agencies to handle its advertising, which runs close to a million a year in television. Meeting broke up without any definite decision and will resume again early today (Monday). Campbell-Ewald, N. Y., had signed the account effective June 15.

ANDREW ZEIS, timebuyer, Bryan Houston Inc., N. Y., expected to resign June to join Needham, Louis & Brobury, Chicago, in similar capacity. John Ennis, timebuyer with Benton & Bowles, N. Y., expected to join Bryan Houston as successor to Mr. Zeis.

WITH PRESIDENT Harry Cohn "not interested" in selling, Ralph E. Stolkin, Chicago industrialist, has abandoned all efforts to purchase control of Columbia Pictures Corp. Mr. Stolkin was key member of syndicate which briefly held and then lost control of RKO Radio Pictures Inc., in a stock transaction with Howard Hughes in late 1952 [B&T, Sept. 29, 1952].

THERE'S something macabre about this, but some members of ad hoc committee of Washington Air Coordinating Committee studying whether present lighting and marking of radio and tv towers are adequate, are flying to Annapolis, Md., and Reading, Pa., June 10 to see how broadcast towers look from the air. And they're hoping for poor visibility!

> the week in brief

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- Dow Chemical sets big budget for tv  32
- Research shows tv helps children  38
- 'Life' ducks radio-tv issue in new study  38
- Is NARTB headed for trouble?  40
- Confidence keys farm directors' meeting  42
- Progress report on TvAB  42
- Boosters for uhf will get examination  42
- Issues extended in Senate uhf hearings  44

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Multiple ownership rule called illegal  46
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** **
A "Nose for News" coupled with broad radio, television and newspaper experience adds up to make a seasoned, sound reporter! That's Mark Weaver. Mark came from KLRA, Little Rock, where he won the Arkansas Press Association Award for Outstanding Journalism in 1953. He is known to many for his news feeds to CBS and Edward R. Murrow. Yes, Mark Weaver is another reason why KWTV news-casting is choice in Oklahoma City.

EDGAR T. BELL, Executive Vice-President
FRED L. VANCE, Sales Manager

KWTV goes to 316,000 watts with a 1572-foot tower in early fall 1954!
RCA Promotes Engstrom, Wolff Hanson, Ewing; NBC Shelby

SERIES of promotions designed to coordinate research and engineering activities to meet needs of expanding business announced by Brig. Gen. David Sarnoff, RCA board chairman, following meeting. Dr. Elmer W. Engstrom, executive vice president of RCA Labs, elected executive vice president, research and engineering, continuing as head of RCA Labs, elected executive vice president, research in headquarter in New York.

Dr. Irving Wolff, director of research, appointed vice president of research, RCA Labs. Dr. D. H. Ewing named administrative director of RCA Labs, headquartered at Princeton. He previously was director of RCA Physical & Chemical Research Lab. O. B. Hanson, NBC vice president and chief engineer, elected to RCA staff as vice president, operations and engineering. He is responsible for broadcast and communications operations engineering and will direct RCA Frequency Bureau, reporting to Dr. Engstrom as will D. F. Schmit, vice president of product engineering who continues in that capacity.

Ewen C. Anderson, vice president of RCA Commercial Dept., promoted to executive vice president of department with responsibility for all patent license matters.

NBC board elected Robert E. Shelby, director of color tv systems development, as vice president and chief engineer, succeeding Mr. Hanson.

**COLOR BREAKS**

NBC's WNBT (TV) New York has opened its schedule to accommodate regular color television commercials in station breaks. Hamilton Shea, general manager of station, said WNBT's (TV) prepared to handle color announcements in station breaks throughout broadcast schedule except early morning and late night hours. Mr. Shea said cost of color station breaks will be based on WNBT (TV) regular black-and-white rates, plus color charge which will be quoted on request.

**GENERAL MILLS Fall Plans**

Include Clears, Secondaries, Tv

GENERAL MILLS' fall plans reportedly include spot announcement campaign in 12 markets on 50 kw clear channel stations on personality shows and in about 52 secondary markets, mostly through stations, effective Sept. 1 for 37 weeks, similar to last year's plan.

In addition, General Mills is expected to increase number of tv stations carrying Valiant Lady from 31 to about 83 stations on CBS-TV and also increase stations carrying Lone Ranger on ABC-TV from 50 to 76 stations. GM also sponsors Lone Ranger on CBS-TV and will add several more "must" stations next fall. Dancer-Fitzgerald-Sample, New York, is agency.

**DOEGER Nominated; Chairmanship Still Unset**

WHO WILL HEAD FCC remained in doubt last week as President Eisenhower nominated John C. Doerfer, Wisconsin Republican, for new term of seven years as member of FCC, subject to Senate confirmation.

In sending Mr. Doerfer's name to Senate for new term to begin July 1, Mr. Eisenhower for present dispelled notion that newcomer might be named to FCC. Whether Mr. Doerfer later will be named chairman, to succeed Rosel H. Hyde, as previously had been speculated [Broadcast 8/31], is unknown.

Mr. Doerfer's nomination, following custom, was referred to Senate Interstate & Foreign Commerce Committee. Committee sources indicated hearing would be sandwiched into crowded calendar, probably within next 10 days. Since committee had heard Mr. Doerfer just 14 months ago, on his initial appointment, it was thought hearing might be pro forma, but fact that he hails from Wisconsin, and that his nomination comes at height of Administration-McCarthy controversy, might engender some abnormal interest.

During past few weeks, Administration sources had intimated that President desired to infuse new blood in administrative agencies that he wanted no carry-over chairmen. It had been emphasized that there was no desire to "oust" Mr. Hyde, but rather that "rotation" system was Hyde's term as FCC member runs until June 30, 1959.

One name strongly advanced if newcomer were to be named to FCC was George C. McCracken who has been chairman of Reorganization Board since last November and former chairman of Ohio Public Utilities Commission, under then Gov. and now Sen. John W. Bricker, chairman of Senate Commerce Committee.

Renomination of Mr. Doerfer does not necessarily preclude changes at FCC, although any shifts would appear remote. It's pointed out that President might decide to name one of incumbent commissioners who still has unexpired tenure to some other appointive post.

Mr. Hyde's one-year appointment as chairman expired last April 18. He has served since as acting chairman by unanimous vote of his colleagues. There was some thought that Mr. Hyde might continue as chairman until after Mr. Doerfer's confirmation, or even until end of year, in view of upcoming elections.

Mr. Doerfer succeeded Eugene H. Merrill, Utah Democrat.

Credited with quickly clearing backlog of public utility rate cases before Wisconsin Public Service Commission, to which he was named in 1949, Mr. Doerfer was chairman of that state commission when appointed to FCC.

Born Nov. 30, 1904, of German-American parents in Milwaukee, Mr. Doerfer attended grade and high school in that area and 1924-28 attended U. of Wisconsin at Madison. He received B.A. in commerce.

After college Mr. Doerfer worked as accountant, acquiring interest in law while working on condemnation case. He enrolled in Marquette U. Law School in 1931, received doctor of jurisprudence degree cum laude four years later. For next 15 years he was in private law practice in West Allis, Milwaukee suburb, beginning three terms as city attorney in 1940.

**BUSINESS BRIEFLY**

BIG TOWN TIME * • Lever Bros., N. Y., expected to sign for 10:30-11 p.m. period on NBC-TV for its Big Town, which was evicted from its CBS-TV spot [B+T, May 31]. Actual signing is being held up until NBC-TV completed sale of station clearing for time. Mr. McCann-Erickson, N. Y., is agency for Lever on this show.

60-MARKET CAMPAIGN • Sun Oil Co., N. Y., preparing another radio spot campaign in 60 markets for July 4th weekend, using spots Wednesday, Thursday, Friday, Saturday and Monday of that weekend. Advertiser using similar campaign during Memorial Day weekend. Ruthrauff & Ryan, N. Y., is agency.

COCA PARTICIPANT * • Johnson & Johnson, Chicago (bandages), Benrus watches and S.O.S. in negotiation for possible participation sponsorship of Imogene Coca show, Saturdays, 9-9:30 p.m. on NBC-TV.

OMNIBUS SPONSOR • Signing of Aluminum Ltd. of Canada as second sponsor for 1954-55 Omnibus show (CBS-TV, Sun., 5-6:30 p.m. EST) announced Friday by William H. Hylan, vice president in charge of CBS-TV sales. Program will resume Oct. 17. J. Walter Thompson Co. is agency for Aluminum Ltd., as well as for RCA, NBC, K-R, others on Omnibus rate base.

Mr. Hylan noted that during past month 14 advertisers have renewed 20 major programs.

**Ziv Television Programs Creates Business Department**

BUSINESS department has been created by Ziv Television Programs to handle all fields of sales service, film distribution and control and expanded operations merchandising and promotion, including personal appearances of Ziv TV stars, John L. Sinn, president, announced today (Mon.). New department will additionally deal with contract, labor and administrative functions and maintain close coordination between Ziv production and distribution offices in Hollywood, New York and Cincinnati.

Robert W. Friedman, for past two years manager of New York operations of Frederic W. Ziv Co. and Ziv Television, has been elected vice president and business manager of Ziv Television in charge of new department. He will be assisted by A. Frank Reel, former executive secretary of New York AFTRA local who joined Ziv earlier this year as operations manager, and by Thomas B. Roach, who has headed manufacturing operations of Ziv-World Transcriptions, who becomes sales service manager of Ziv TV's new business department.

Rapid growth of Ziv TV activity in past 18 months made new department essential, Mr. Sinn said, reporting 150% increase in Ziv film volume in time, while volume of business with sponsors and stations has risen 78%.

**Wind Topples KWFT Tower**

WINDS over 100 mph blew over 385-foot directive tower of KWFT Wichita Falls, Tex. Oct. 14. General Manager Kenyon Brown estimated damage at $20,000. KWFT is operating with reduced nighttime but normal daytime signal.

June 7, 1954 • Page 7
44,578 Viewers Wanted Our Trade-Mark...

Who'd ever have thought that 31 Scottie puppies would pull 44,578 entries in a one-month contest?

To celebrate our 5th Anniversary in March, we offered our viewers a chance to win a live replica of our Scottie trade-mark, "Waga," every day. Entry blanks had to be obtained from local stores or postal cards mailed in to enter the daily drawings.

In poured the entries—44,578 of them. They came from seven states, 150 counties, 378 cities. Metropolitan Atlanta accounted for 38,951 or 87%. Out-of-state entries totaled 548. The balance, 5,079 were outside Metropolitan Atlanta.

Here is coverage where it counts—coverage that blankets the rapidly-growing, rich Atlanta-plus market. Let our reps give you full information about WAGA-TV's leadership in viewers, coverage, and selling power.

Coverage Map—based on 44,578 entries in "Win A Waga" contest, March, 1954. Of the total entries, 38,951 or 87% came from Metropolitan Atlanta—Georgia's richest trading area. 5,079 came from other Georgia localities. 548 came from out of the state. In all, entries came from 7 states, 150 counties, 378 cities. WAGA-TV is obviously top dog in this rich market area.

Represented Nationally by
the KATZ AGENCY, Inc.

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

Because of conflict with FCC appearance at uhf hearing before Senate Commerce Subcommittee June 15 (story page 14), and a special public hearing in Chicago of Commission's daytime skywave proposal was postponed by FCC Friday to July 15. Date for filing appearances extended to July 1, briefs to July 8. Deadline for comments postponed to Aug. 2, replies Aug. 17. Under proposal, FCC would increase protection at sunrise and sunset hours to clear channel outlets through daytime skywave restrictions on certain secondary station operations on those channels [B+T, May 24, March 15].

WMAL Announces Division Of Radio, TV Executives

SPLIT radio-tv operation announced at WMAL-AM-FM-TV Washington by Kenneth H. Berkley, vice president and general manager of Evening Star stations. Charles L. Kelly becomes manager of tv with Neal J. Edwards as sales manager, Charles D. Bishop as program manager and E. H. Meeks in charge of promotion and public relations. Robert W. Jonscher becomes manager of radio and continues as WMAL sales manager. Other radio executives are Martin E. Pinsky, program manager, and Arnold H. Kidlinsky, promotion manager. Frank Harvey continues to direct engineering activities of stations.

17 Stations Sell Hearings

SIXTEEN ABC-TV stations and one DuMont station have signed advertisers for local sponsorship of Army-McCarthy hearings. DuMont outlet is WTVI (TV) Savannah, Ga., and said reports on that station's performance at uhf hearing before House Committee on Un-American Activities are "highly successful." Other stations include WJZ (TV) Baltimore, WNYT (TV) Albany, WNEW (TV) New York, WKBW (TV) Buffalo, WOR (TV) New York, KPAI (TV) Salt Lake City, KRON (TV) San Francisco, KDEN (TV) Denver, WMAQ (TV) Chicago, WKBW (TV) Buffalo, WNEW (TV) New York, WOR (TV) New York, WTVI (TV) Savannah, Ga., WBN (TV) Providence, R.I., WGR (TV) Buffalo, KYW (TV) Philadelphia, WOR (TV) New York and WTVH (TV) Rochester, N.Y.

Ziv Radio Business Up

ZIV RADIO business for first five months of 1954 increased 29% over same period last year with May showing 38% increase over May 1953, Alvin E. Unger, vice president in charge of sales, Freder W. Ziv Co., announced Friday.

UPCOMING

June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.
June 15: Senate Communications Subcommittee resumes hearings on uhf. For other Upcomings see page 105.

at deadline

Lamb Case Hearing Set; Other Actions by FCC

EDWARD LAMB case designated by FCC Friday for hearing in Washington July 28 with issues involving charges broadcaster-publisher Lamb had filed against Federal Communications Commission (which ties he continues to deny) in applications and statements before Commission. FCC also will inquire into Mr. Lamb's counter-charge, put before U.S. District Court for the District of Colorado, that FCC had ordered closure of WICU in Chicago's Chinatown neighborhood by refusing to license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

Two New TV Stations

FINAL decisions for two new tv stations, ch. 5 at Ft. Smith, Ark., and ch. 36 at Mansfield, Ohio, announced by FCC Friday. Commission affirmed recommended grants to American Televison Inc. for Ft. Smith ch. 5 and Fergum Theatres Inc. for Mansfield ch. 36. George T. Herreisch has option for 50% interest in Ft. Smith station for fulfilling his competitive bid [BT, May 3]. Mansfield station could come out of ch. 36 case, facilitating award to Fergum [BT, May 10]. Comr. Frieda B. Hennock dissented in Ft. Smith ruling.

Clarksburg Applicant Withdraws

URF ch. 22 at Clarksburg, W Va., put in clear Friday as sole applicant, J. Patrick Beacom & Assoc., asked FCC to dismiss its application. Zenith Petition Denied

FCC denied Friday petition by Zenith Radio Corp. that assumed its hearing with CBS for Chicago's ch. 2 be enlarged to include question whether CBS violated court order in 4.3 million purchase of Chicago Arena [BT-T, Jan. 18]. Court had ordered that no expenditures in operation of ch. 2 by CBS should be considered in coming hearing with Zenith. FCC held that court's provi
dio did not prohibit CBS from making expenditures but only that such outlays cannot be given convention in coming hearing. Chicago ch. 2 hearing began last month, resumes again today [MON.].

FCC Turns Down WGVl Protest

FINDING that WGVl (TV) Greenville, S. C., is not in good faith, in interest of delay in FCC down protest against grant to WSPA-WSPX Spartanburg, S. C., for change of transmitter site from Hog
bach Mt. to Parla Mt. near Greenville, Commission's premise in denying protest is that economic injury claimed to be suffered by WGVl, is same as would be suffered from Hogback Mt. site which WGVl did not object to. Comr. Frieda B. Hennock dissented. (See early story page 46, JUN.).

Dismiss Daytona Beach Competitive Bid

PROSPECT for initial decision to grant ch. 2 at Daytona Beach, Flia., to Telrad Inc. appeared Friday as FCC announced ruling by Motions Commissioner Robert E. Lee dismissing with prejudice competitive bid of WNDK there by Telrad, headed by W. Wright Ingham, owner WMMJ Daytona Beach was retained in hearing status.

James M. Kennedy Dies

JAMES M. KENNEDY, 61, national and local radio sales manager of WBAL Baltimore, died suddenly Thursday night at his Baltimore home. He joined WBAL in 1936 after service with local newspapers and had been with station since same time as three years at WBAL Baltimore. Surviving are his wife, Mrs. Adelle Kennedy, two daughters, three sons and two sisters.

WGN-TV Leases Tower Space On New Prudential Building

PLANS FOR ERECTION of new WGN-TV Chicago transmitting antenna atop $40 million Prudential Insurance Bldg. early in summer of 1955 and start of operation there in early 1956 reported Friday following negotiations by Frank P. Schreiber, manager and treasurer of WGN Inc., and James E. Rutherford, Prudential vice president. Building now under construction will be 41 stories and antenna 925 feet above street level.

Mr. Schreiber reported WGN Inc. is applying to FCC for move of transmitter to new structure on which Chicago Tribune outlet has acquired 10-year lease for 3,000 square feet of floor space, with occupancy slated for December 1955.

Phonevision Test 'Successful'

FIELD TEST of Phonevision system completed in New York Friday by Zenith Radio Corp. described as "highly successful" by Dr. Alexander Ellett, vice president in charge of research who directed development of the new experiments. He also reported negotiations on introduction of Phonevision in foreign countries "will soon be completed successfully," and said reports on New York test will be submitted to FCC if and when it considers authorization of subscription tv. Dr. Ellett said "jittered" picture piped throughout 10,000 square mile area by WOR-TV was "transmitted dependably and decoded reliably by our test receivers."

Friedman & Leeds

JULES FREEDMAN, former vice president of Joseph Katz Agency, N. Y., and Carl S. Leeds, formerly head of his own agency, have opened new agency, Friedman & Leeds, with offices at 101 W. 55th St., N. Y. Telephone: Columbus 5-0404.

Magnetic Tape Reproducer

NEW HIGH FIDELITY magnetic tape music reproducer capable of automatically playing eight hours of prerecorded music continuously or intermittently from single reel, or equivalent of 160 phonograph records, announced Friday by Magnecord Inc., Chicago.

PEOPLE

BRIG. GEN. DAVID SARNOFF was presented with honorary doctorate of law degree from Pratt Institute in Brooklyn last Thursday. In talk to 263 graduates, Gen. Sarnoff advised persistence and application to achieve success, claiming there is "no limit to the possibilities for individuals to rise to the highest heights in this blessed land of equality of opportunity."

C. W. MACKAY, senior associate, Stewart Dougal & Assoc., previously vice president, Kenyon & Eckhardt, N. Y., to Roy S. Durstine, N. Y., as vice president in charge of research and marketing.

HARRY LAZARUS, vice president at Bozell & Jacobs, Chicago, for past three years, to David-Fitzgerald-Sample, same city, in similar capacity.

ELMER W. LOWER, director of news and public affairs for CBS-TV in Washington, appointed to newly-created post of manager of news and public affairs, CBS-TV. No successor has been named.

ARKADY LEOKUM, vice president-copy chief, Bryan Houston Inc., and before that vice president-copy chief of Robert Orr Assoc., to Grey Adv. In same capacities, effective July 6.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, Editor and Publisher

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

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Duane McKenna, Art and Layout.

CIRCULATION & READERS’ SERVICE
John P. Cosgrove, Manager; Elwood M. Skee, Subscription Manager; William Bolbecker, Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley.

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

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

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


SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues, $5.00 per copy; 53d and 54th 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 1921 by Broadcasting Publications Inc., using the title BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1952, Broadcast Reporter in 1953 and TELECAST® in 1953.

*Reg. U. S. Patent Office
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Page 10 • June 7, 1954
This is
Broadcast House
in Washington...
a new landmark towering on the
Washington scene. It is Broadcast House,
the new home of WTOP Radio and
WTOP-TV...the only building in the
nation's capital that is specially designed
and built for broadcasting.
Next time you're in Washington, make
our home your home.
WORLD'S NEW COMET PLAN
FULL HOUR ON COMPLETE (OPEN-END) TRAN
5 DAYS A W
REVELUTIONARY! PACE-SETTING! MONEY-
A GREAT NEW PLAN FOR SALES... FOR PROGRAMMING... FOR HOLDING COSTS DOWN, PUSHING PROFITS UP!

In only 5 weeks over 197 stations have become WORLD COMET STATIONS!
FOR WORLD AFFILIATES...

NO TALENT COSTS
NO PROGRAM CHARGES
JUST ADD YOUR COMMERCIALS
AND AWAY YOU GO!

BIG NAME STARS
NETWORK CALIBRE PROGRAMMING!

DAZZLING NEW SHOW
EVERY DAY 52 WEEKS
A YEAR!

NEVER BEFORE IN THE HISTORY OF
RADIO LIBRARY SERVICE HAS ANY-
ONE DARED MAKE AN OFFER LIKE THIS!

MAIL THIS COUPON TODAY
GET DETAILS FAST!

WORLD BROADCASTING SYSTEM
488 MADISON AVENUE
NEW YORK 22, N. Y.

Rush Money-Making Details of your NEW
COMET PLAN FOR WORLD AFFILIATES.

(YOUR NAME AND TITLE)

(COMPANY NAME)

(COMPANY ADDRESS)
WHEN Motorola dropped out of its alternate week sponsorship on W. S. Steel of the ABC-TV Tuesday night drama, the network held onto the gap by revising its title to Center Stage and continuing the established policy of producing new and old writings. Thus, last week, on a sustaining basis, the same dramatic program was offered viewers—but under the new label. "Chivalry at Howling Creek," an original work by Joseph Cochran, was neither better nor, so far as we can recall, worse than preceding offerings under the Motorola aegis. The show and the producers rate an A for effort, but, unfortunately, that's the top grade it gets from this post.

And that's too bad. Any presentation with veteran Henry Hull should be top notch television drama, but last Tuesday's gave Mr. Hull no opportunity to display his craft. Indeed, his characterization as "Col. Venable, suh..."—including flowing locks, string tie and measured, courtly cadences straight out of the pre-Margaret Mitchell era—was, if we were not mistaken, more of a hammy lark for the man who made Jeeter Lester a byword in "Tobacco Road" than a serious piece of business.

Virtue: Its Own Reward

Among others in the cast, we cannot neglect mention of sweet, virtuous Cathy O'Donnell playing a reformed, dance hall trolop—in her sweet, virtuous manner, complete with cultured, cultivated voice.

Howling Creek, where the action takes place, is a California mining town some years after the War Between the States, suh. Its populace seems to consist of a mere half dozen, all characters.

There's Col. Venable, one of Stonewall Jackson's survivors, whose antebellum manners and speech contrast strikingly with the rough mores of the place, but whose mode of living is not exactly above the ethics of the place and times. There's April Frazer, she of the third from left on the chorus line of the "Nugget," a Barby Coast establishment, married to young, innocent, clean, eager Jim Frazer. There's "Fingers" Hardy; he's the baddie. There's "Jupiter," Col. Venable's true and beloved colored manservant. There is a barkeep named "Gabby", because all he says is "yep" and "nope." And there are the three men of the camp, one young, one grizzled and one Mexican.

Well now, Jim Frazer married April knowing full well what she was. Hardy, the villain, recognizes her from his roistering around and tries blackmail ("You be nice to me or I'll keep mum," he leers). Furious, Jim is on the road to sure death as he tangles with Hardy. And, then, Col. Venable, rising to his noble impulses, comes to the rescue ("Suh, suh, have first claim on this yellow-tailed, crawling son of a coyote..."). At this point, the play turned into a report on the "Code Duello"—complete with textbook readings. Frankly, as an exposition on the handling of an affair of honor it was kind of interesting. The denouement must have been seen to be believed, but we shall leave it in the limbo of silence in case any reader of these lines runs across it—via kine—at another date.

A word about the lighting. There was an attempt to use what we believe is termed "mood" lighting, particularly in the emotional scenes with April and the early morning field of honor setting. Although effective in their segments, the use of arty lighting in what was essentially a Western seemed inappropriate.

All in all, this was not a very auspicious beginning. But, Center Stage will undoubtedly have its ups and downs and this first offering was, unfortunately, one of the down. Incidentally, it is understood that Elgin picks up sponsorship in the fall, and the more commercial approach might give Center Stage the filip its first program showed it needed.

ON THE BOARDWALK

Network: ABC-TV
Time: Sunday, 8-9 p.m. EDT
MC-Producer: Paul Whitehan
Director: Art Stober
Presenter: Nat Elkins
Stage Manager: Tony Mammarella
Orchestra: New York Theatre, Atlantic City, N. J.
Production Cost: Approximately $10,000 weekly

FOR THE PAST several years, Paul Whitehan has concentrated his television efforts toward discovering and nurturing young talent in the entertainment field. He has been eminently successful, and several of his discoveries are headed toward stardom.

The popularity with teen-agers of Mr. Whitehan's TV Teen Club, which completed its cycle on ABC-TV in March, has prompted that network to place Mr. Whitehan in a program of similar format originating from Atlantic City. Much of the appeal of such a program rests on the calibre of the talent. On the premiere program on May 30, the youthful entertainers were only fair, but the law of averages should work in favor of an upgrading in quality.

Mr. Whitehan demonstrated that he is still a master showman and has an ingratiating way with youngsters which effectively "Pops." Unfortunately, in his present time slot, Mr. Whitehan is working against a formidable opposition in CBS-TV's Toast of the Town and NBC-TV's Comedy Hour. Unless he can come up with exceptional young talent, it is reasonable to assume that only the rabid Whitehan fan will turn to the ABC-TV show.

Survival Is Possible

This is not to say that the program does not have interesting potentialities. It is reported that ABC is offering the Boardwalk as summer programming with the expectation that it will be transferred to a more favorable time slot if it achieves the popularity of TV Teen Club. There is no reason to believe that Mr. Whitehan, with a background of more than 30 years as a successful showman, cannot round up enough young talent to sustain audience interest in this venture.

An interesting sidelight to the new program is that it marks the first time that Atlantic City as an origination point for a network television show. One suggestion that may prove interesting would be to include on each week's program a series of filmed clips of various Atlantic City landmarks. This may serve to capture more faithfully the flavor of this favorite oceanside resort.
Here's Selling Power!

WKMF is Flint's most popular radio station... proven by a local impartial survey. Flint's only 24 hour 'round the clock music-news station with top radio personalities, including Flint's No. 1 disc jock, Jim Rockwell and two others in the top bracket. Here is area saturation for your sales message in the billion dollar Flint market. Here is the way to increased profits for you in 1954. And remember! WKMF is in the Michigan Golden Triangle... the 6 billion dollar market that's ripe for the picking.

WKMH—WKHM—WKMF... package buy of these 3 strategically located Michigan stations offers you maximum coverage at minimum cost.

Michigan Market
Michigan's Golden Triangle

WKMH 1000 WATTS
WKHM DEARBORN—5000 WATTS
MICHIGAN — 1000 WATTS

The "Sellingest" Station in Flint
**NOW high**

...with Conventional

**New RCA 12.5-KW UHF Transmitter**

combines simplicity and reliability with high-quality performance for color

This is the high-power UHF transmitter you've waited for. A transmitter as simple, as reliable, and as easy to operate as your standard broadcast transmitter. A transmitter with no trick tubes, no trick circuits, no cumbersome dollies. A transmitter which requires no modification to meet FCC color specifications (or superior monochrome quality standards).

This new RCA 12.5-kw UHF Transmitter uses conventional-type tubes throughout, including the new small-size RCA-6448's in the aural and visual output stages. These are the kind of tubes your engineer knows and understands, and they are used in the kind of circuits he is used to working with. Not only are these tubes better than complicated types, but you can get them from any RCA tube distributor.

This new RCA 12.5-kw UHF Transmitter is the result of several years of intensive development work. Actually, RCA could have shipped high-power UHF transmitters sooner if the engineers had been content to meet ordinary performance standards. But RCA engineers insisted on performance which would provide both superior monochrome pictures and excellent color performance. This turned out to be much harder than expected. Obtaining wide-band response, straight-line linearity and constant phase shift necessary for color is difficult. However, one by one the necessary circuits were worked out until finally the design was perfected.

Now we have it. A transmitter that is designed for color. With this trans-
mitter, when color comes to your station, you will have no extra cost for transmitter conversion.

Those who have waited for this transmitter will be happy they did. Those who have not ordered yet, may now do so with assurance. Those who still have doubts may see it in operation at Camden. See your RCA Representative to arrange an inspection trip.

ASK FOR BULLETIN . . . For complete information on the RCA 12.5-kw UHF Transmitter—call your RCA Broadcast Representative. Ask for the fully illustrated, 12-page brochure describing RCA's Hi-power UHF transmitter.

Conventional, small-size,
RCA 6448 Tetrode used in the RCA 12.5-kw UHF Transmitter.

- RCA-6448 Power Tetrode—heart of the TTU-12A, 12.5-kw UHF Transmitter.
- It is used in the kind of circuits every station man knows how to tune.
- It saves power and tube costs (up to $34,000 over a ten-year period).
- It's small, fits into easy-to-handle cavity assembly.
- It's a standard type—can be obtained from your local RCA Tube Distributor.
- One type covers the entire UHF band, 14-83.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
OPEN MIKE

Split Conventions?

EDITOR:

How many stations feel that this year's NARTB joint convention of radio and television ought to be the last one and that henceforth, our esteemed trade association should operate two separate conventions, one restricted to radio only, the other to tv?

The good of such conventions is now divided, and with the increasing emphasis being placed on tv, it is high time that radio only interests had a meeting to themselves... .

Personally, we see no more reason to attend any future convention where tv dominates than to go into a motion picture or newspaper publishers convention. We have elected to follow the radio only course and know there are many others who would welcome a fast moving meeting of sales and program and promotion ideas applicable to radio.

Such a change is inevitable. The question is will the NARTB management recognize it, before radio forces the action? . . .

Steve Elder, President
KEAR San Francisco

Palm Springs Footnote

EDITOR:

A short time ago I asked our Dr. Ellett to check up on Telemeter's Palm Springs operation. He told me today that there had been just two changes: 1. Telemeter has shut down its subscription television operation for the summer. 2. A mechanical seal such as used on freight cars has been placed on the unit that creates the jitter in the set. There are no other changes.

In other words, the technical installation at the end of the Telemeter Palm Springs operation was the same as at the beginning. The picture could be brought in clearly, without payment, on any television receiver that has a continuous tuner, or on any other television receiver by a slight change in the tuning channel adjustment. The sound could be picked up on any standard fm receiver. Neither their picture nor sound is coded or jittered or muzzed up to the non-paying public.

Ted Leitzell, Dir. Publ. Rel.
Zenith Radio Corp., Chicago

[EDITOR'S NOTE: For full report on Palm Springs Telemeter see B-T, May 3.]

The Seeing Eye

EDITOR:

I think every broadcaster in the United States who is interested in the rights, duties and privileges of the broadcast medium in its coverage of important events for the enlightenment of the American people should know about the high tribute paid to the effectiveness of the television camera as a reporter as this tribute was printed in one of the world's greatest newspapers and as written for that newspaper by one of the nation's top Washington news experts.

In the New York Times of Sunday, May 30, James B. Reston wrote a column entitled "Unintended Achievements of Senator McCarthy." In detailing the things which have happened to Senator McCarthy, and the change in political attitude toward him as a result of the hearings, Mr. Reston wrote this: "This has been achieved in large measure by the television camera, that ruthless reporter. One cannot remain indifferent to Joe McCarthy in one's livingroom. He is an abrasive man. And he is recklessly transparent.

"The country did not know him before, despite all the headlines. Now it has seen him. It has had a startling but accurate presentation of his ideas, his tactics, his immense physical power and it is at last basing its judgments now on first hand observation... ."

This is precisely what many of us have been saying about the value and unassailable truth of reporting as done by a completely objective television camera's eye. This is the point that we tried to make on the "Freedom of Information" panel at Chicago. It is obviously impossible to turn a television camera on and let it run through all sorts of proceedings. It is, however, quite possible at a financial sacrifice to the broadcasters to turn a television camera fully on events of transcendent importance to our lives and our times. . . . What the television camera has accomplished in these hearings, as in others, is the simple fact of opening the door and permitting every American to figuratively enter the room and hear and see from a front row seat. No medium of information in the history of the world has been able to accomplish this and every broadcaster should recognize it, be tremendously proud of it, and determinedly willing to fight for it in the future.

E. R. Vadeboncorps, President
WSYR-AM-TV Syracuse, N. Y.

Sundays Too

EDITOR:

We appreciated your story on page 58 of the May 24 issue noting that we will become an NBC affiliate. I would like to make a correction in that we do broadcast Sundays and have for 19 years. We operate from 7:30 a.m. to midnight on Sundays.

Robert Wells, Manager
KIJL Garden City, Kan.

Dissent to Hennock

EDITOR:

In regards to the current Potter Hearings, Commissioner Hennock might as well advocate the freezing of am stations and make them all move to the fm band.

The effect on broadcasters and the listening public would be the same as her current proposals [to move all tv to uhf]. It amounts to depriving individuals of their livelihood and it's disgusting.

H. M. Danaceau, Staff Sgt.
Lackland A.F.B.
San Antonio

Facts, Not Fancies

EDITOR:

I thought that your article entitled "Can Uhf Engineering Compete with Vhf Engineering?" [BT, May 24] to be most interesting. Although the engineers seem to agree in a general way on some of the subjects, I note that there is considerable disagreement on many of the details. I tend to feel that the industry would be much better off if they would put effort into assembling more real facts than endeavoring to excite Congress and the Commission with the limited facts that they apparently have.

I was also interested in the May 24 article entitled "Freeze of New Vhf's Asked by Uhf Stations." My experience indicates that any proposal will not finally succeed unless it can stand the test of public interest. I tend to feel that many of the proposals made by the uhf stations will not stand the test of public interest. They apparently are designed only for the interest of a few and give no consideration to the public viewpoint.

A. Ward Callum Jr.,
Consulting Radio Engineer
Dallas

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.
Only STEEL can do so many jobs so well

Steel Travels In The Best Circles. Maybe you'll never find yourself in desperate need of a big circle gear like this, but if you do, United States Steel can fabricate one for you, neatly, skillfully and using the best steel for the job. For United States Steel custom-fabricates to your requirements almost anything made of steel... from church steeples to bridges, from dam gates to grain bins. And erects them, too.

Here's A Lucky Lady. She not only owns a fine collection of pots, pans, cutlery and kitchen tools made out of beautiful, corrosion-defying stainless steel, but she also has the good fortune to be able to do kitchen chores at an easy-to-keep-shining, sanitary sink of USS Stainless Steel!

Drums That Are Hard To Beat. Strong, leak-proof steel drums, made by United States Steel, are unsurpassed as containers for shipping almost anything anywhere. You'll find them traveling all over the world, bearing gasoline, paint, chemicals, foods, scores of other commodities. Only steel can do so many jobs so well.

UNITED STATES STEEL

Manufactured From

United States Steel

This trade-mark is your guide to quality steel

Hurricane Damage? No, this demolition job is being done on purpose... to make way for some new, modern buildings in a large eastern city. But whether buildings are going up, or being torn down, most of the "burden" is carried by the wire rope with which the big cranes, hoists and diggers are strung. It has to be strong, tough, reliable... and it is, when it's USS Tiger Brand Wire Rope.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

American Bridge...American Steel & Wire and Cyclone Fence...Columbia-Geneva Steel...Consolidated Western Steel...Gerrard Steel Strapping...National Tube Oil Well Supply...Tennessee Coal & Iron...United States Steel Products...United States Steel Supply...Divisions of United States Steel Corporation, Pittsburgh

United States Steel Homes, Inc. Union Supply Company...United States Steel Export Company...Universal Atlas Cement Company

Broadcasting • Telecasting

June 7, 1954 • Page 19
Have you seen the
PYRAMID PLAN
FOR COLOR TV

WBEN has personalities—plus. They add personal punch to your sales message. Buffalo-area audiences believe WBEN personalities.

Call or Write any CHRISTAL Office in New York, Chicago, San Francisco, Boston, or Detroit.

BUFFALO EVENING NEWS STATION

Page 20 • June 7, 1954
$7,400 GUNThER JAECKEL MINK

By using America's only "3-state one-station TV network" you can save the cost of a $7,400 Gunther Jaeckel mink coat in 13 weeks of a 20 second spot campaign. (10 spots per week).

OVER A MILE HIGH
Mt. Washington's more-than-one-mile-high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.

BAGS THEM ALL
Covers virtually all the families local TV stations do. Reaches thousands of families they cannot reach. Costs 40% less than the combination of the 3 TV stations giving next best coverage.

Mt. Washington TV Inc.
WMTW
Channel 8

Represented nationally by
HARRINGTON, RIGHTER & PARSONS, Inc.
"It's not genuine—
but ain't it BIG?"

When it comes to radio coverage of Kentucky, it's easy to go overboard on "bigness". Kentucky is big, all right—so big that you need many of the State's 50 radio stations to reach it all.

5000-watt WAVE offers you a smarter tack—concentration in the big Louisville Trading Area, exclusively. This densely-populated market accounts for 53.9% of Kentucky's retail sales, 50.8% of its food sales, 59.2% of its drug sales—and you get it all with WAVE alone!

Ask NBC Spot Sales for all the facts.

ROY WILLIAM WINSOR
on all accounts

ROY WILLIAM WINSOR, vice president in charge of radio-tv creative programming for Biow Co., New York, started in the business as a winner.

While still at Harvard, where he was Ivy Orator—a distinction not rated lightly in either Ivy or oratorical circles—he was awarded a CBS apprenticeship, the result of a competition where many (300) were called, but few (6) were chosen. That was in 1936.

He went to work at the network for $25 a week, working for three months in each of four departments: script, production, program building and research, the latter under a man named Frank Stanton who is still with the firm.

In 1937 station manager Earl Gammons offered Mr. Winsor a position at WCCO Minneapolis as assistant program production manager. He accepted the offer and remained with the station for the next three years. During that period he met and married Miss Martha Ricker. While on his honeymoon in Chicago, his birthplace, he was invited by Clarence Menter, production manager of NBC midwest programming, to remain in town as a dramatic director. He accepted the invitation and subsequently directed such shows as Vic and Sade, Story of the Month, Betty Crocker and others.

In April 1940 he joined Leo Burnett Co., Chicago, as radio director. At that agency he purchased the H. V. Kaltenborn news show for Pure Oil and placed all media buys in radio.

In May 1941 he returned to NBC as a director and served until September of the same year when he moved to Blackett, Sample & Hummert, (now Dancer-Fitzgerald-Sample) as supervisor of eight Procter & Gamble radio shows. He remained with the firm as radio director of DFS, a position he held until 1945 when he resigned to freelance. During his period of freelancing he directed half-hour version of Vic and Sade, wrote and directed Sky King, supervised Ma Perkins and created The Public Life of Cliff Norton.

In 1950 he joined Biow Co. in New York as television director. Two years later he was appointed vice president in charge of radio-tv creative programming for the agency, which bills close to $30 million in radio and television annually. Currently he actively supervises Search for Tomorrow, Love of Life, Secret Story and Nothing but the Best.

The Winsor's have four children, Ann 14; Mary 12; Ricker 9, and Catherine, 2.

The family lives in Pelham Manor. Mr. Winsor's hobbies are photography and golf.
March, 1954 data from Television Magazine ranks American markets according to population in the coverage area of the most powerful television station in each market.

Charlotte stands 11th in line, outranking such markets as Baltimore, Minneapolis, Buffalo, Kansas City, Washington and Atlanta.

Only Charlotte and Atlanta among southern cities make the first 20, and Charlotte's rank is a move upward from 12th in 1953.

The signs of Charlotte are signs of a market far more important than city size indicates. Ranking only 72nd in the nation in city size, Charlotte is 55th in 1953 construction, 36th in wholesale sales and 4th in emplaned air passengers per capita.

Equally outstanding are Charlotte's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3, deserving the first appropriations of any advertiser doing business in the Carolinas.

**WBT-WBTV**

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

---

The Radio-TV Services of the Jefferson Standard Life Insurance Company
Here's how to take color TV in stride at your station. Here's how to capture any part of the rainbow you want and have it fit your purse perfectly. The G-E Pyramid Plan For Color applies to all broadcasters—small or large alike—because it stair-steps equipment facilities...because it stands for realistic color telecasting.

With G-E Chromacoder systems you enjoy not only exceptional performance but maneuverability on remotes...stable operation...and greatly reduced maintenance costs. Only with G-E do you stand a chance of converting black & white cameras to color application—a tremendous potential saving. For film or slide facilities, nothing on the market today approaches General Electric's inherent quality.

Add up all these advantages and you'll decide to plan your color future with General Electric.

1. NETWORK COLOR and SLIDE COMMERCIALS. Step one requires low cost conversion of existing transmitters. New G-E units will incorporate the color provision. If you've progressed to this point and corrected your transmitter already, G.E. makes it easy to televise local commercials with an exceptional 2” x 2” color slide scanner and scanner channel.

2. COMPLETE FILM and SLIDE FACILITIES. G-E's basic slide scanner was designed for integrated use with one or two continuous motion film scanners. The complete combination occupies just 32 1/2 square feet of floor space. Here is the ultimate in versatile equipment for local commercials and film programming in full color.

Write for FREE information...

Take steps now to have the G-E Pyramid Plan For Color presented to you. Call our local field representative and chalk up a first in color for your station. Or, write: General Electric Company, Section X264-7, Electronics Park, Syracuse, New York.

In Canada, write: C. G. E. Electronics, 830 Lansdowne Avenue, Toronto.
4. CONVERT B&W CAMERAS or ADD NEW UNITS. Yes, many present black & white cameras can be converted for color use. Only General Electric's Pyramid Plan permits this saving. New channels...added as you need them...round out the finest color picture on the horizon today.

3. LOCAL COLOR PROGRAMS. The G-E Chromacoder, Encoder, and one camera channel put you in high gear when your station is ready to broadcast local color shows. At this level the practical economy of General Electric's planning for your color future is readily apparent.
CREATIVE COPY is at once the keystone and goalpost to successful operation of an advertising agency. Added to that is the prudent and meticulous selection of major media on your accounts.

That is a sketchy but nonetheless significant summation of the basic principles held by Larry Wherry, president of the newly-established Wherry, Baker & Tilden Inc., successor agency to Sherman & Marquette in Chicago.

Mr. Wherry points out that most of the executives in the organization, himself included, came up through the ranks from writing copy.

As a result of the creation of Wherry, Baker & Tilden, Lawrence Albert Wherry today presides over an agency with an estimated annual billing of between $6 and $7 million, with perhaps half of that sum in radio and tv.

Among its major accounts are those of Quaker Oats Co.'s Quaker Oats, Mother's Oats, Quaker Puffed Wheat and Rice and Ful-O-Pep Feeds, as well as Oscar Mayer & Co. (domestic and canned meat).

As a youth Mr. Wherry lived on a farm near Ames, Iowa, where he was born Jan. 22, 1907. He got his grounding in agriculture in journalism, having wanted to settle from the start for a career in journalism and/or advertising. He attended Iowa State College, from which he graduated in 1927.

Upon graduation, Mr. Wherry went to work for Ralston-Purina Co., one of the continuous heavy users of radio to this day. He started as a copy writer, then went on to work on dealer and direct mail material, traveling the scope of the country for three years and covering virtually every state.

Mr. Wherry's tenure with Purina-Purina ran 15 years—from 1927 to 1942—and was dominated by "creative work." He supervised copy and advertising plans on the major feed products, as well as working on sales promotion and dealer promotion plans.

Larry Wherry's first brush with radio came in 1931 when he wrote commercials for a morning program on WLS Chicago. In succeeding years he was involved in a folk music program on KMBC Kansas City and other stations.

Mr. Wherry's first "intensive" experience with broadcasting was in 1937 when he developed a 15-minute transcribed musical show on about 50 stations for Purina Feeds. It heralded the beginning of a new era for Ralston-Purina advertising: It became and is still the largest user of radio in the farm field.

Mr. Wherry had become somewhat of a specialist on feeds, a leaning which persuaded him to accept an invitation from Arthur Marquette to join Sherman & Marquette in 1942.

Mr. Wherry took over copy responsibility for Ful-O-Pep's Man on the Farm show, then transcribed on 50 stations. Later it moved to the MBS network.

Additional radio responsibility came when the Terry and the Pirates network show was bought for Quaker Puffed Grains in 1942. In 1948, Quaker and Mother's Oats came to Sherman & Marquette and took on Roy Rogers on MBS. What is now Sergeant Preston of the Yukon also came to the airwaves, and later, the Gabby Hayes and Queen for a Day radio shows.

In 1949 Oscar Mayer joined the Sherman & Marquette agency fold as a national client. Today, it uses radio programs and radio-tv spot.

Quaker Puffed Grains bought Contest Carnival on CBS-TV and Quaker Oats is buying two days of the simulcast of Don McNellis' Breakfast Club on ABC radio-tv. (It has sponsored the show on radio three times weekly, 8-8:15 a.m. since last November.) Quaker also had the Gabby Hayes show on NBC-TV.

Mr. Wherry was appointed executive vice president of Sherman & Marquette in January 1952 and boosted to the presidency last July. An easy-going, approachable executive, he has his own views on radio and television. Says he:

"Advertising is a creative business and we try to stress it here in terms of plans, copy, selection of media, typography, layout and even research." And still further: "Radio still has the audience and it's a good buy." On TV and the cry against mounting costs: "Probably the best answer on network programs is the sharing between products. The important thing is to maintain continuity and get in as often as possible."

A firm believer in daytime radio, Mr. Wherry carries the conviction that radio must be "selected carefully" for the best results. Again, here, creative copy is the keyword.

Mr. Wherry also put his feed experience to good purpose, serving as vice chairman of the Feed Industrial Council, a combine of feed manufacturers, suppliers and retailers designed to make better use of available feedstuffs during World War II.

He belongs to the Western Advertising Golfers Assn., serving on its board of governors, and also is active in a similar capacity on the Chicago Council of the American Assn. of Advertising Agencies. Mr. Wherry taught advertising for two years at Washington U. in St. Louis and has worked on examinations for students as part of a notable AAAA project designed to recruit youth to advertising.

Mr. Wherry's hobbies are golf, bowling and curling. He lives in Evanston, Ill., a Chicago suburb, with his wife, the former Frances McGregor of St. Louis.
You've Got to TALK THEIR LANGUAGE to SELL 'EM!

That's why America's top independents are doing such a good selling job for national advertisers everywhere. Independent radio stations never stop catering to local tastes, talking to their listeners in everyday, familiar terms that sell more because they are more understandable, more believable!

If you too want to achieve better impact for your selling message, contact any one of the top independent stations listed below. All are staffed with powerful local personalities who know their market, can put across your story.

These Top Independents Can SELL THEIR HOME MARKETS!

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<th>Station</th>
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<td>WMIL</td>
<td>Milwaukee, Wisconsin</td>
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<td>WKDA</td>
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<td>New Haven, Conn.</td>
<td>Connecticut</td>
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<td>WTIX</td>
<td>New Orleans, La.</td>
<td>Louisiana</td>
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<td>KBYE</td>
<td>Oklahoma City, Okla.</td>
<td>Oklahoma</td>
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<td>KOWH</td>
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<td>Nebraska</td>
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<td>Syracuse, New York</td>
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<td>Tulsa, Oklahoma</td>
<td>Oklahoma</td>
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<td>KWBB</td>
<td>Wichita, Kansas</td>
<td>Kansas</td>
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<td>Worcester, Mass.</td>
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<td>CKNW</td>
<td>Vancouver, B. C., Canada</td>
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<tr>
<td>CKY</td>
<td>Winnipeg, Manitoba, Canada</td>
<td>Canada</td>
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They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding independent station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

Broadcasting • Telecasting

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IN PUBLIC SERVICE

Stratton Reports Via WBMM-AM-TV

REPORT on President Eisenhower's Conference of Governors by Illinois Gov. William Stratton was simulcast by WBMM-AM-TV Chicago. WBBM-TV newscaster Julian Bently interviewed the governor and narrated the program. Kinescopes and recordings are being made available by WBMM-AM-TV to other stations outside the city.

The Year Nobody Gave

WPTZ (TV), WFIL-TV and WCAU-TV Philadelphia are cooperating in presenting a 15-minute film titled The Year Nobody Gave. The film tells what might happen if contributors suddenly stopped supporting community campaigns. The Year Nobody Gave is one of a series of films sponsored by the 1954 Allied Jewish Appeal.

Minnesota Highway Safety

A SPECIAL half-hour broadcast over WCCO Minneapolis-St. Paul launched a summer-long highway safety campaign in 145 counties of Minnesota, South Dakota and Wisconsin. Featured in the drive are two contests offering three 1954 Ford Ranch Wagons to be awarded to the three counties which do the best overall job of promoting highway safety and $1,500 in U. S. Savings Bonds for 4-H Club members competing by writing essays on "What Can 4-H Members Do to Promote Highway Safety?" In addition, there are 145 other awards. Cooperating with WCCO in the campaign are the Agricultural Extension Services of Minnesota, South Dakota and Wisconsin, the Ford Dealers of the Northwest, and the Twin City Federal Savings & Loan Assn.

Mayor Cites KQV Program

IN A MESSAGE recorded for the broadcast, Pittsburgh Mayor David L. Lawrence commended It Pays to know, public service safety program of KQV Pittsburgh, on its 300th airing. The program, sponsored by the Better Traffic Committee, originally honored police officers prominent in safety promotion and since has altered its format to give contestants opportunities to win awards for answering safety questions. Mayor Lawrence stated that when the program first went on the air in 1948 there were 84 traffic fatalities in the Pittsburgh area. This was reduced last year to the all-time low of 51, due greatly to the flow of traffic education material made available by the program, he said. It Pays to Know previously has been cited by the National Safety Council for contributions made to accident prevention.

KFAB Covers Polio Shots

SPECIAL half-hour documentary program, After Many a Summer . . . Victory, was aired by KFAB Omaha, Neb., as a tie-in with Douglas County's mass polio vaccinations. The program included on-the-scene interviews in schools, where inoculations were made, and in hospital polio wards. The program was written and produced by Sam Cohen, staff writer, in cooperation with the local chapter of the National Polio Foundation and the City Council Health Dept.

KING Promotes D (for Dump) Day

"CLEAN-UP WEEK" in Seattle and King County, Wash., was kicked off by KING Seattle to encourage citizens to clean up, paint up and fix up. KING disc jockeys handled remote broadcasts from city dumps as community clubs throughout the city strove to make D-Day (Dump-Day) the "biggest day of business" in the history of dumps.

Broadcasting • Telecasting
Bring local scenes to your TV screens

For all your TV movie-equipment needs

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

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

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

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

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N.Y.
Please send name of nearest Kodak Audio-Visual Dealer and information on:
[ ] Cine-Kodak Special II Camera [ ] Kodascope Pageant Sound Projectors
[ ] Eastman 16mm. Projector, Model 25 [ ] Kodascope Analyst Projector

NAME__________________________________________________________
COMPANY______________________________________________________
STREET________________________________________________________
CITY ___________________________________________________________
(State)__________________________________________________________

ANALYSIS AND EDITING. Especially designed for critical 16mm. film study, the Kodascope Analyst Projector has a special heavy-duty reversing mechanism which permits instantaneous and repeated reversions, without damage either to projector or film. A Daylight Viewer built into the case permits desk-top viewing as well as standard screen projection.

FOR PERMANENT INSTALLATION. The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, plus exceptionally stable drive mechanism assure ultra-smooth performance. Light source may be either tungsten or high-intensity arc.

FOR OUTSIDE SHOWINGS. The Kodascope Pageant Sound Projector is lightweight, built into a single handy-to-carry case. Easy to set up, thread, and operate, it is a favorite among TV salesmen for showings at advertising agency, client's office, and other outside-the-studio locations. True-rated amplifier, well-baffled speaker, and Kodak's exclusive sound-focusing feature give films optimum sound fidelity. Shown above, the Pageant Model AV-15-15—single-case, 15-watt projector with 8-inch speaker—$440. Five other models from $375.

Prices subject to change without notice.

Kodak
TRADE-MARK

Broadcasting • Telecasting

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The latest Standard Station Audience Report shows that, in these daytime counties, KWKH reaches 22.3% more people than all other Shreveport stations combined.

In Shreveport itself, the Jan.-Feb. 1954 Hooperatings show the following Shares of Audience:

<table>
<thead>
<tr>
<th>TIME</th>
<th>KWKH</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON. thru FRI. 6:00 A.M. - 12:00 Noon</td>
<td>38.1</td>
<td>19.3</td>
<td>6.2</td>
<td>16.8</td>
<td>19.3</td>
</tr>
<tr>
<td>MON. thru FRI. 12:00 Noon - 6:00 P.M.</td>
<td>44.3</td>
<td>21.2†</td>
<td>9.2</td>
<td>6.1</td>
<td>19.4</td>
</tr>
<tr>
<td>SAT. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.</td>
<td>54.6</td>
<td>11.2</td>
<td>8.5</td>
<td>21.0</td>
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</tbody>
</table>

†Adjusted to compensate for the fact that Station B signed off at 5:30 P.M. in January and 6 P.M. in February.
NBC RADIO READY TO ASK
20% NIGHTTIME RATE CUT

The network's plan for night rate reductions, worked out with NBC Radio Affiliates Committee members to meet a similar cut proposed by CBS Radio, like the latter's would be achieved by discounts. ABC Radio and Mutual indicate no immediate action.

NBC RADIO late last week was preparing to ask its affiliates to accept a 20% cut in compensation for nighttime hours to meet CBS Radio's 20% reduction in evening costs [B&T, May 31].

Cardboard for the evening-hours rate reduction were worked out in a meeting between members of the NBC Radio Affiliates Committee and network officials Wednesday in New York.

Spokesman for Mutual said that in view of the adjustments they broached to affiliates during their Chicago meeting, encompassing a new plan for the sale of participations plus a new merchandising plan, they doubted any further steps would be taken to adjust MBS rates.

ABC's Position

ABC Radio authorities said no definite moves were planned, but pointed out that in the case of past rate cuts they had moved slowly, not acting until after they had had a chance to confer with affiliates' representatives, and said this procedure probably would be followed in the present case. No meeting of the affiliates committee has been scheduled for consideration of the problem, they said.

CBS Radio meanwhile sent to stations an amendment of their current affiliation contracts, which the network asked to be returned with appropriate signatures by June 18.

In addition to this message, which was signed by Station Relations Vice President William A. Schult Jr., the affiliates received a telegram from Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the CBS Radio Affiliates Board, pointing out that the board had met with Adrian Murphy, CBS Radio president, and other key officials during the NARTB convention, and that the decision emerged to cut nighttime CBS Radio costs back approximately to those for premium daytime hours. At the same time, Mr. Brown's wire noted, CBS Radio agreed to make 70-second station breaks available to affiliates on certain commercial programs at night, and also agreed not to extend its sale of participations, a la NBC, without prior consultation with the affiliates' board.

Date of the CBS Radio reduction in nighttime costs was not spelled out, except that it cannot occur prior to the Aug. 24 termination of the network's one-year commitment to maintain current rates.

Additionally, it was pointed out that the nighttime reduction requires the approval of stations representing 85% of the CBS Radio audience in sending the affiliation amendment to affiliates Mr. Schult noted that "in order to make plans for the fall and winter sales campaign, the signed amendments must be in our hands no later than June 18, 1954." He also told the affiliates that "you will be notified promptly, as usual, when the required number of acceptances . . . have been received, which will effectuate the renewal of the amendment as modified."

The affiliation contract amendment sent out by CBS Radio specified that the one-year commitment to maintain current rates would be extended for another year, effective with the date of signing by the affiliate, except that the station compensation with respect to evening periods will be reduced 20% "effective on such date between Aug. 24, 1954, and Aug. 24, 1955, as CBS Radio may specify."

While NBC was preparing its own plan to match CBS Radio's move, there was no indication, either, as to its projected effective date. The assumption was that it would be put into effect at about the time of CBS Radio's.

NBC Radio's plan included nothing additional in the way of lengthened station breaks to compete with those promised by CBS Radio. NBC officials noted that this move has been taken in a year when NBC has been granting 60-second station breaks preceding eight evening programs, and that since last fall it has been providing affiliates with one-minute station availabilities in the body of network programs sold on the participation basis. NBC officials, while declining to comment directly on its plans to counteract CBS Radio's move, characterized its network's reduction as an "act of desperation."

BROADCASTING

THEMESSAGESSEEKTHE

Text of Mr. Brown's wire to the affiliates:

Following meeting of CBS Radio Affiliates in Chicago May 24, and in accordance with directions from CBS Radio Affiliates, your board met with Adrian Murphy and CBS Radio executives. A series of meetings resulted in agreement to adjust night costs to advertisers to approximately premium day costs through additional network discounts conditioned upon CBS Radio making 70-second breaks available on certain commercial programs at night. This will result in extension of August amendment in its present form but with an additional modification affecting station payment nighttime only by an additional 20%.

This will make possible the offering of induction to network advertisers to purchase nighttime program periods through reduction in costs.

Understanding also (was) reached CBS Radio will not sell participations or announcements other than Power Plan without further discussion with your board. CBS Radio also agreed to cooperative advertising plan and to new network.

In the next few days you will receive from CBS Radio amendment extension as modified. It represents what the affiliates meeting in Chicago voted for. Your board recommends that you sign this document immediately and return it to CBS Radio because we believe it offers the best means available for the stations and network to stabilize radio along sound traditional lines based on sale of time periods despite the unsound practices of announcement selling being sharply emphasized by other networks. Regards.

Board of Directors, CBS Radio Affiliates
Kenyon Brown, Chairman

Text of Mr. Schult's letter to the affiliates, and of the affiliation contract amendment offered by CBS Radio, are as follows:

To all CBS Radio affiliates:

As you have already been advised by the board of directors, CBS Radio Affiliates, it was agreed by them, at a majority of our radio affiliates meeting in Chicago with us last week, to extend the August 25th amendment for another year in its present form, but with an additional modification of the basis of computation of station payments and network rates.

It was felt this modification would be of decided benefit to the stations and the network inasmuch as it would permit the network to offer inducement to nighttime network advertisers through reduction in costs.

Therefore, in accordance with the board's telegram to you, we urge that you execute the enclosed four copies of the extended amendment [below], as modified, as rapidly as possible and expedite delivery to us. In order to make plans for the fall and winter sales campaign, the signed amendments must be in our hands no later than June 18, 1954.

You will be notified promptly, as usual, when the required number of acceptances, representing 85% of our rate card, have been received, which will effectuate the renewal of the amendment as modified.

William A. Schult Jr.

Dear Sirs:

We refer to the affiliation agreement with CBS Radio dated ______, as amended, relating to Station ______, particularly the amendment thereto with respect to gross hourly card rates and station payments, the extended term of which amendment, unless further extended, terminates not later than August 24, 1954.

It is hereby agreed that (A) effective as of the date hereof, the extended term of said amendment shall, and thereupon shall be and remain further extended for a period of one year commencing August 25, 1954 and terminating August 24, 1955, and (B) effective on such date between August 24, 1954 and August 24, 1955 as CBS Radio may specify, the basis of computation of station payments under said affiliation agreement, as heretofore amended, shall be reduced by an additional 20% with respect to nighttime periods.

Very truly yours,

CBS Radio, a division of Columbia Broadcasting System, Inc.

By ______ Vice President

Accepted and agreed to by ______

June 7, 1954 • Page 31
DOW CHEMICAL'S BUDGET LARGELY IN TV

Most of the company's fall campaign, on NBC-TV, will push Saran-Wrap, Styron products and antifreeze.

DOW CHEMICAL Co, third ranking producer in the chemical industry, will devote the largest portion of its autumn advertising budget to television, promoting its raw materials and its lose consumer item, Saran-Wrap.

Decision of this major unit to concentrate on tv, particularly NBC-TV, follows a series of tests in which this conclusion was reached: "Nothing like tv was ever before available to help move merchandise."

In a brochure sent to molders producing plastic consumer items from Dow raw materials, the company offers a series of merchandising aids tying into the autumn tv campaign.

Using Today, Your Show of Shows and Kate Smith Show, plus some scattered spots, the new Saran-Wrap gained 70% national distribution in two months. Dow research consultants term this "the fastest distribution established for any consumer product we have ever seen." Saran-Wrap is a clear wrapping product used for packaging and protection of food, retaining its position without use of adhesives.

Similarly, tv has been successful for Styron wall tile and housewares, for which Dow supplies raw material. The Dow brochure describes the results as follows:

A Decade Passed

"After nearly a decade of advertising in leading magazines, Styron Wall Tile was promoted on a single daytime program this past February. What happened? Point of sale tie-in display material had to be quadrupled to satisfy the request of those wishing to share the benefits of the program Dow created.

"One larger molder scheduling his own brand advertising on the same tv program reports that his dealer sales were 75% above quota for the month of February. Beyond that, all plastic wall tile sales were up an average of at least 10% for the first quarter of 1954. Take Styron housewares, promoting its magazine advertising it was decided to use tv in March of this year. Result? Those molders who tied in report substantial sales increases. An example of this sales power of tv lies in the display for given Styron housewares during March, such as windows in Kress on Fifth Ave. in New York, a full 40-foot section in Famous Barr in St. Louis and so on in stores across the country."

The fall program includes this lineup:

Saran-Wrap—Three times a week on NBC-TV's Today through December; Saturday Nite Review through September.

Styron—30 participations over a 10-week period on Today during the fall selling season; 16 spots on NBC-TV's Home during the height of the retail fall sales period.

Latex Paint—Seven times on Today and five times on Home.

Styrofoam (light plastic foam)—Eight segments of Home just before Christmas.

Saran Fiber—Plans not complete but tv is included. Product is used for upholstering, auto seat covers and carpets.

Antifreeze—40 participations, four times a week for 10 weeks, on Today.

Dow explains that its diamond trade mark will appear 128 times on Today and 25 times on Home between Labor Day and the year-end, or "nearly half a billion impressions in only 17 weeks on just two of Dow's tv programs. No other plastic company has ever ventured such powerful support on such varied lineup of network tv programs. Never before has one company harnessed so much selling power to build a consumer franchise for those who use its plastic raw material."

MacManus, John & Adams, Bloomfield Hills, Mich., is Dow agency.

THE WARM handshake symbolizes the merger of two of the nation's oldest advertising agencies, Potts-Turnbull Co. (founded 1910 in Kansas City) and Rogers & Smith (37 years old and in Chicago, Kansas City and Dallas). The new agency is known as Rogers & Smith, Potts-Turnbull, operating offices in all three cities, while expanding its office at Kansas City. W. J. Krebs (seated, c), president of Potts-Turnbull, is board chairman of Rogers & Smith. Burton G. (Doc) Wesser (r), R & S executive vice president, will head joint operations in Kansas City. Percy Fowell (l) of Dallas, is R & S president.

Successor Agency Planned by Friedenberg

HARRY A. FRIEDENBERG, president of the defunct Marfree Agency, New York, which closed its doors a fortnight ago [B*T, May 31], owing more than a quarter of a million dollars to 600 stations for the Gainex schedule, plans to establish a new agency to be known as Barnett & Bennett, at 55 West 22nd St. in New York.

An auction of the Marfree physical assets took place last Wednesday and brought in approximately $2,000 to $2,500.

Mr. Friedenberg told B*T that Carlson Industries (Gainex, a weight influencer) paid the Marfree agency more than $230,000 to place, via the mail order advertising but the campaign fell because it ran into several difficulties, including (1) cold and rainy weather and (2) interference by the McCarthy hearings. In addition, during the first two weeks only mail orders were accepted and telephone calls were discouraged. However, after the first fortnight telephone calls were accepted and the orders picked up by not enough to put the campaign on its feet, he said. Mr. Friedenberg also said that for the first time in his knowledge of mail order campaigns more than 40% rejects came in when normally 10% to 12% of rejects are expected.

When asked if the stations would be able to collect any money from Marfree or Carlson, Mr. Friedenberg asserted that "we're trying to collect from Carlson Industries but they were really hit by the lack of orders."

As for the establishment of the new agency, Mr. Friedenberg said that hereafter his clients would pay the stations in advance and would give a client "guarantee" so that the Gainex situation would not happen again.

The new name, Barnett & Bennett, is a corporate title, Mr. Friedenberg told B*T. He will be president of the new firm. Barnett Friedenberg was television director of Marfree Agency.

Harry Friedenberg did not list the personnel and new accounts for the newly established agency.

Armour Planning Shift To Other Agencies

PLANS for the shift of accounts involving meat, poultry and dairy products were underway in Chicago last week, as the agency Dolan's agency for key agencies involved, along with radio-tv billings.

Armour & Co., Chicago, was mapping advertising strategy to reflect the transfer of some products and $4 million worth of overall billings from Foote, Cone & Belding to three other agencies.

At the same time, the American Meat Institute was re-evaluating its overall advertising program following resignation of the account by Leo Burnett Co., Chicago, a fortnight ago. It was understood no new agency would be appointed for several weeks yet.

The changes will not be effective until fall, however, in each case.

Armour's move involves "not more than 15% of overall billings in broadcast media," or not in excess of $600,000, a spokesman told B*T. The company will shift its sausage and smoked meats (bacon, ham) to Talman Lab., a new Armour agency, representing accounts which traditionally use spot-radio and local programs; its canned meats and pet food to Henri, Hunt & McDonald, another addition, and some dairy and poultry products to John W. Shaw Adv., which already handles soap, lard and shortening items. The changes are effective Nov. 1.

The American Meat Institute spent about $400,000 in consumer advertising last year, and about $500,000 overall, with no network radio and television involved, though it formerly used both media. Its new fiscal year starts Oct. 1.

Chrysler Takes More Time

CHRYSLER Corp., Detroit, picked up the Tuesday 10:30-11 p.m. period on NBC-TV, released by Revlon and Congoleum, which dropped Mr. & Mrs. North. This is Chrysler's second buy on the network within a fortnight [B*T, May 24]. The advertiser also will sponsor an hour-long drama three weeks of each month for the next six weeks, an "original" drama on the fourth, Thurs., 8:30-9:30 p.m. McCann-Erickson, New York, is the agency for Chrysler.
Florida Citrus Official Hits Agency's Other Ads

A BLISTERING four-page letter by John Snively, a commissioner of the Florida Citrus Commission, was sent last week to its advertising agency, The J. Walter Thompson Co., criticizing JWT for running an ad for another client, The Ballantine Brewing Co., in the May 11 issue of the New York Herald Tribune declaring that Ballantine beer contains less calories per serving than orange juice, apple juice or skim milk.

The letter was addressed to Stanley Reiser, JWT president. Mr. Snively wanted to know what steps have been taken to prevent a recurrence of the advertisement.

O.C. Minton, chairman of the Citrus Commission, called Mr. Snively's letter "simply a resumption of a personal feud" between Mr. Snively and JWT. Mr. Minton also commented that he felt the agency had done "a tremendous job" of promoting Florida citrus products.


CHARLES ANTELL Inc., Baltimore, has named Television Advertising Assn., Baltimore and New York, to handle its division of hair spray and home permanent wave, effective July 1. The advertiser uses radio and television spots. Dowd, Redfield & Johnstone Inc., New York and Boston, had resigned the account effective July 1. The hair spray currently is using a test campaign.

SPOT NEW BUSINESS


TreeSweet Products Co., Santa Ana, Calif. (concentrated juices), continuing campaign in Los Angeles area, and on June 1 started 13-week radio and tv spot schedule on stations in Cleveland, Indianapolis and Detroit markets. Agency: BBDO, Los Angeles. Charles Hawkins is account executive.


NETWORK RENEWALS

Derby Foods Inc., Chicago, renews Sky King on ABC-TV, Mondays 8-8:30 p.m., effective June 14. Agency: Rutledge & Lilienfeld, same city.

American Tobacco Co. renews sponsorship of Big Story, NBC Radio, for weekly 830 p.m., effective Sept. 8. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Chrysler Corp., DeSoto Div., renews Groucho Marx's Your Bet Your Life on NBC Radio and NBC-TV for one year, starting in September. Order includes 208 radio stations and 137 tv outlets, which NBC said is believed to be the largest combined coverage of any sponsored show. Repeats of earlier shows are being shown during the summer. Fall series on radio starts Sept. 16, Thurs., 8-8:30 p.m.; on tv, Sept. 16, Thurs., 8-8:30 p.m. DeSoto Agency: BBDO, N. Y.

Pepsi Cola Co., N. Y., has renewed The Pepsi Cola Playhouse on ABC-TV, effective July 4 for 22 weeks, in new time period Sundays, 7:30-8 p.m. Show has been heard on Fridays, 8:30-9 p.m. The Bower Co., N. Y., is agency.

Gospel Broadcasting Assn., L. A., renews The Old Fashioned Revival Hour on 280 ABC Radio stations, Sunday, 4-5 p.m. EST, for 52 weeks from June 13. Program starts sixth year on network. Agency: R. H. Alber Inc., L. A.

Lambert Co., St. Louis, has renewed Adventures of Ozzie and Harriet (ABC-TV, Fri., 8-9:30 EDT), effective July 9. Agency: Lambert & Feasley, N. Y.

American Oil Co., Baltimore, and Theo. Hamm Brewing Co., St. Paul, have renewed for 52 weeks Edward R. Murrow with the News (CBS Radio, Mon.-Fri., 7:45-8 p.m. EDT). Amoco sponsors show on 83 stations in the East and Hamm Brewing on 16 stations in the Midwest. Agencies are Joseph Katz Co., Baltimore (Amoco), and Campbell-Mithun, Minneapolis (Hamm Brewing). The program is sponsored by the Ford Div., Ford Motor Co., Dearborn, on 122 stations on Monday, Wednesday and Friday in the Central, Mountain and Pacific time zones.

ADVERTISER PEOPLE

R. E. Sewell, vice president in charge of advertising, Coca-Cola Ltd., Toronto, elected managing director of company.

Ralph W. Starr named western area sales manager, Procter & Gamble Co.'s Chicago drug products division.

Joe H. Sorkewich, advertising manager at Le Toureau-Westinghouse Co., promoted to director of advertising and publicity for parent Westinghouse Air Brake Co.

Robert Cosgrove elected vice president of personnel and public relations, and George O. Tong elected vice president of sales and advertising, Green Giant Co., Le Sueur, Minn.

Budd Gora, assistant to executive editor, Sun-Times, named publicity director, The Halle Bros. Co., department store, Cleveland.

Frank Derry, manager of press and publicity, WTAM and WNBK (TV) Cleveland, to public relations staff, Cleveland Electric Illuminating Co.
7-Eleven Spot Rolls for 5,000

Record in telecasting the same tv spot in a single market for one advertiser is claimed by 7-Eleven Food Stores, Dallas, which recently showed a 20-second animated cartoon jingle for the 5,000th time on WBAP-TV Fort Worth.

The video singing commercial, created for the state-wide food chain in 1949 by Five Star Productions, Hollywood, has been telecast up to 33 times per week for nearly five years and is still going strong, according to Stanley Campbell, owner of Stanley Campbell Adv. Agency, Dallas, servicing the account. Other stations reusing the animated cartoon jingle on varied schedules include WFAA-TV KRLD-TV, both Dallas, KCEN-TV Temple and KTBC-TV Austin.

Featured in the cartoon commercial are "the Rooster and the Owl," since adopted as symbols for the firm. The rooster crowed over the fact that the stores open at 7 a.m. while the owl reports in rhyme that they remain open 'til eleven. The 7-Eleven stores have featured the 20-second jingle as closing segment in a series of 10 one-minute commercials and also as a separate spot. Once

Animated rooster and owl cartoon is used by 7-Eleven Food Stores, Dallas, as part of its video singing commercial on various Texas television stations.

when pulled off the air in 1931 protests were heavy with viewers demanding the sponsor "bring back our favorite spot," Mr. Campbell reports.

Although a new series of 1D and 20-sec. ond spots now in production for the sponsor by Five Star will also feature the rooster and owl, Mr. Campbell said the original jingle will continue to be used.

Agriculture People

W. Lee Abbott, formerly with Johnson & Johnson, to Sullivan, Stauffer, Colell & Bayles, N. Y., as account executive.


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

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

Richard J. Clark, media director, Braschier, Wheeler & Staff, S. F., named manager of re-opened Hollywood service office at 1680 N. Vine St. Telephone is Hollywood 9-2197.


P. C. Fewell, vice president, Rogers & Smith Adv., Chicago, elected president, succeeding Walter E. Smith, who died May 11.

James S. Little, account executive, Al Paul Leffon Inc., Phila., to account executive staff, Cecil & Presbrey Inc., N. Y. James F. Kelly, creative director, Cowan & Dengler, N. Y. and Al Bouchard, BBDO, Boston, respectively, named to copy staff and assistant account executive same firm.


Nathan A. Tufts, coordinator for BBDO Hollywood on NBC-AM-TV You Bet Your Life sponsored by DeSoto, transfers to agency's N. Y. office with continued assignment on radio account.

Gordon D. Walker, KNX Los Angeles and before that with Don Lee Broadcasting System, to Kenyon & Eckhardt, L. A., as assistant on radio tv production.


James P. Stewart Jr., formerly writer-producer, KVVO Tulsa, assisted apartment director, radio-television dept., Tracy-Locke Co., Dallas.

Randall Morris, formerly with BBDO, N. Y., named art director, The Whitebrook Co., same city.

Jack Geller, formerly account executive with WMGM New York, to Weiss & Geller, N. Y., as executive in radio-television department.

Donald J. MacDonald, vice president, T. Robley Louttit Inc., Providence, R. I., resigns effective July 15 to become advertising manager, Louttit Lumbry Co. and associated companies.

Gordon Hendry, Grant Adv., Chicago, to Wherry, Biker & Tilden Inc., same city, as space buyer and assistant to vice president-media director.

David Nathanson, after two years in the Armed Forces, attached to Far East Network, rejoins Tilds & Cantz, Hollywood, copy and creative department.

Tom Kritter, general manager-national sales manager, KGN-C-AM-TV Amarillo, Tex., and A. M. Gibbons, form Advertising Assoc. of Amarillo Inc. at 218 W. Seventh St.

John M. Price, freelance artist, to tv art staff, N. W. Ayer & Son, N. Y.

Thomas E. Powers, Kenyon & Eckhardt, N. Y., to creative staff of Bryan Houston Inc., N. Y.

Owne M. Lee, formerly with sales promotion and training div., Kling Studies, Chicago, to copy staff, Product Services Inc., N. Y. advertising agency.


Ken Silverman, recently separated from U. S. Army to Lynn-Western Inc., Hollywood, as copy chief.

Philip R. Livingston named director of financial advertising. Dorems-Ehleman, Phila.; Elizabeth Rafferty named production manager.

Nika Staden, copywriter, Kenyon & Eckhardt, N. Y., to Grey Adv., N. Y., in similar capacity.

Howard Dahms, formerly with R. E. Lovekin, Phila., to copy staff, Hening & Co., same city.


Robert Myers named art director Lohmeyer, Adleman & Montgomery, Phila.; Anthony J. Walton promoted to office supervisor.


Edward J. Gardiner, Young & Rubicam, N. Y., to Morey, Humm & Johnstone, N. Y., on creative staff.

R. H. Frederickson, advertising manager, Miller's Department Store, Klamath Falls, opens agency in that city under own name.

Kathryn M. Hardig, radio-television director of The Ralph H. Jones Co., Cincinnati, is taking six-weeks leave of absence during which time Ann Smith, assistant radio-television director, will assume responsibilities.

O. Richardson Green, 49, copy writer, Lennen & Newell, N. Y., died last Tuesday from a heart attack.

James A. Lannon, art director and account executive, Roberts & Reimers, N. Y., died May 28.

Dorothy Winn Donnelly, 40, radio and tv copy writer, McCann-Erickson, N. Y., died May 31.


Vincent Darazio, timebuyer at Cecil & Presbrey, New York, who joined Hicks & Gries, New York, as a timebuyer, was inadvertently described in B'T's story last week as a time estimator at C & P. He has been a timebuyer. In his new position as timebuyer for Hicks & Gries he will serve the following accounts: Brol-Qwik, Servel, Louis Libby frozen foods, Lewyt vacuum cleaners, Paris Fair and Roger Gallet.

Agency Appointments

The Carpet Institute, N. Y., names Morey, Humm and Johnstone, N. Y., to develop an industry consumer advertising campaign starting in September.

Welch Grape Juice Co., Westfield, N. Y. (Welch's wine div.), has appointed Kenyon & Eckhardt, N. Y. Wine div. is planning extensive fall campaign.

Broadcasting * Telecasting
Purex Corp., L. A., appoints McCarr-Erickson Inc., that city, to handle Purex Liquid Bleach. Other divisions of the account continue to be serviced nationally by Foote, Cone & Belding, L. A.

Ohio Oil Co. (Marathon petroleum products), appoints N. W. Ayer & Son, Phila. and Chicago.

WFMY-TV Greensboro, N. C., appoints Hege, Middleton & Neal, same city.

Kitchen Arts Foods appoints Wright-Campbell Adv., Chicago, to handle its account. Radio will be used.


The Figaro Co., Dallas, Tex., for its Figaro Barbecue Smoke, appoints Hopeworth Adv. Co., same city. Newspapers, tv and point-of-sale advertising is being used.

Sterling Drug Mfg. Ltd., Windsor, Ont. (Fletcher's Castoria, ZTB baby powder), appoints Walsh Adv. Co. Ltd., same city, to handle all Canadian advertising.

Kolker Chemical Corp., Newark, N. J. (solvents and plasticizers), appoints the industrial div., Sterling Adv. Inc., N. Y., for advertising and public relations.

United Newspapers Magazine Corp., publisher of This Week magazine, names Benton & Bowles, N. Y., to handle its advertising.


J. F. Stevens & Co. (wool, cotton and synthetic division), appoints Bryant Houston Inc., N. Y. Media plans as yet undetermined.

Suber's for Beauty, L. A. (beauty salon chain), appoints George Patton Adv., L. A. Radio-tv spot announcement campaign will be used. Mr. Patton is account executive.

Fishery Products Inc., Cleveland, and Fishery Products Ltd., St. John's, Nfld., have named Blaine-Thompson Co., N. Y., to handle advertising for "Blue Water" brand of frozen fish fillets and fish sticks.


Chock Full O' Nuts Co., N. Y. (coffee and restaurants), names Donahue & Co., same city, to handle its advertising. Radio and tv use will be continued.

Tourist Advertising for the Dominican Republic names Geyer Inc., N. Y., to handle advertising campaign bidding for summer as well as winter travel in the Republic.

Laconia Industries (model trains, toys) and Tomato Growers Assn. of Calif., both Stockton, appoint Campbell Adv. Agency, that city, to handle advertising.

Ferguson-Langfield Frozen Foods Inc., Oakland, Calif. (distributed, Donald Duck orange juice, Birdseye products and other frozen foods), names Charles R. Stuart Advertising, S. F. Radio and tv will be used.

Carr, Adams & Collier, Dubuque, Iowa (woodwork, multiple purpose cabinets, Bolt-Well kitchens), appoints Weiss & Geller, N. Y., to handle advertising. Integrated advertising and merchandising programs will be used, probably including radio.

McMahans Furniture Stores, Santa Monica (southern California retail chain), appoints Phil D. McHugh Co., L. A., to handle advertising. Radio-tv will continue to be used.

Lakeside Dairy, Vallejo, Calif. (dairy foods, ice cream products), appoints S. K. Olympus & Staff, Stockton, to handle advertising.

The Kinder Co., Milwaukee (photographic equipment), appoints Al Paul Leighton Co., Chicago.

WGR Corp., Buffalo (license of WGR-AM-TV same city), appoints Comstock & Co., Buffalo.

A Radio Sales Executive Sees the Blessings of TV

MR. TETER

COMMERCIAL radio is profiting from new revenue sources created by television, according to Robert H. Teter, sales manager of KYW Philadelphia, 50-kw Westinghouse Broadcasting Co. outlet.

While the station's NBC revenue was dropping 57% in the last five years, it found a new economic phenomenon in the making—a development he believes will provide a healthy basis for aural broadcast profits, citing an 80% gain in national spot billings in three years.

Mr. Teter put it this way: "Television helped educate regional and local advertisers in the power of broadcasting so they set up funds to spend in the visual medium. Then television soon out-priced itself for these local and regional advertisers. So the logical place for them to go with their broadcasting was into radio."

He said this trend is shown in a 16% dollar gain for KYW in local-regional advertising in 1951, 7% in 1952 and 12% in 1953. The first five months of 1954 show a 27% gain over a year ago and May revenues were 63.6% over May 1953. Prospects for the first six months indicate a 28¼% increase.

Recalling KYW's low tv-era point in July 1950, Mr. Teter said: "We hit bottom that month. At that time, we had three Philadelphia television stations which had been on the air two years or longer. That was sufficient time for them to convince Philadelphia advertisers that television would soon completely replace radio, newspapers, outdoor advertising, direct mail—and every other media."

"Then we started a dance backwards. Last October, the best month for local-regional revenue so far in this so-called television era, those revenues were 172% higher than in July of 1950 at KYW.

"In my view, any radio station which performs a genuine selling function in its community will similarly pick up local-regional business.

"But the station's salesman must seek out advertisers, particularly automobile distributors and medium-size retailers.

"The station must give these advertisers constant service. This means counseling them on effective copy, spotting their announcements at the right time."

Broadcasters must recognize this shift toward greater share of revenue from local-regional business, according to Mr. Teter as he recalled that only five years ago NBC accounted for almost a third of gross revenues compared to about one-sixth today.

Network Income Down

"And who would dare to predict the situation of one year hence?" he questioned. "In terms of dollars KYW's revenues declined most in network income in the past five years, down 57%. The network decline of the last four years has been even more serious—70%.

Mr. Teter believes "the worst is over" for broadcasters in national spot revenues. While the bottom fell out of national spot for KYW in 1950, the comeback has been steady and in 1953 was 80% above 1950.

Mr. Teter considers himself one of "radio's post-war generation." Before World War II he worked at N. W. Ayer & Son, Philadelphia. During the war he was in the Coast Guard, writing and producing Coast Guard radio programs. After the war he was account executive and radio director of two Philadelphia agencies—Aldridge Associates and H. M. Dittman (now Dittman & Kane). He joined KYW as a salesman in 1947 and became sales manager in 1950.

"I never really knew the lush days of radio," he concedes. "It's been a hard-sell business almost since the day I got into the business so the big rises in radio revenues look wonderful to me."

June 7, 1954 • Page 35
ZIV SAYS COLOR TV WILL TURN TO FILM

INVESTMENT of $4 million by Ziv Television Programs in color television has "paid off," John L. Sinn, president of Ziv, declared last week in voicing the opinion that the "advantage in color tv will be held by film."

Mr. Sinn said there were at least three new film scanners and projectors he saw at the NARTB convention that will make possible quality transmission of film. He pointed out that Ziv has been shooting in color, for some time, such programs as Mr. District Attorney, I Led Three Lives, Cisco Kid and Favorite Story, and said that this activity has placed Ziv "way ahead of the industry in being able to service its clients for color television."

The future of color film for television, Mr. Sinn said, is in the high-budget, top quality motion picture. He said films in color "cost money, but they pay off in drawing power."

61 Tv Stations Buy 'Vitapix Theatre'

SALE of the "Vitapix Feature Theatre" series to a total of 61 tv stations throughout the country has been announced jointly by Frank E. Mullen, president, and Robert H. Wormhoudt, executive vice president of the Vitapix Corp. The series is said to comprise the first full-length feature films produced expressly for television.

Simultaneously, Messrs. Mullen and Wormhoudt announced that Princess Pictures Inc., producers of the films for Vitapix, has shifted its production headquarters from Munich to London. They noted that this move is part of a plan to produce "adventure and suspense films with a diversified continental background."

Bavarian and central European locations were used for a number of films this past winter, they said, and others will be filmed in London and Rome in the late spring and summer.

The package of Vitapix Feature Theatre films will number 26 when completed. Sales to 61 stations, it was pointed out, were for the entire series.

MPC Sale Off

AFTEr several weeks of negotiations with Desilu Productions, Screen Gems and other groups for sale of Motion Picture Center, Hollywood, for a reported selling price of $1,450,000, Joseph Justman, one of the MPC owners, declared: "After a thorough exploration, we have decided to call off all negotiations, and the studios will continue under the same management as heretofore."

Princeton Center Completes First ‘Rural Review’ Film

PRINCETON Film Center, Princeton, N. J., announced a fortnight ago that the first film of its new series, Rural Review, has been completed and is available for showing to potential sponsors. The series will consist of a quarter-hour, once-a-week color film directed at farm audiences.

The series, which is expected to be carried by more than 200 stations on or before Sept. 1, will be made available at no cost to stations. Local sponsors will have to pay only time charges to the local station and Princeton Film Center will carry its production and distribution costs by selling segments within each stanza to advertisers. These latter messages must be of an institutional nature.

MTP Named Defendant In Non-Payment Suit

MUTUAL Television Productions, Hollywood, is named defendant in a Los Angeles Superior Court suit filed by Count Deyenhard von Wurmbrand over alleged non-payment of two promissory notes.

Suit charges that on Sept. 4, 1952, the plaintiff extended the tv firm a $25,000 note and a second one seven months later, on March 6, 1953, for $12,000, both signed by the late Rudolph Monter, then MTP president. The money allegedly was used in production of 39 Cowboy Cue ball tv films and for purchases more than 40 motion pictures for video release. The suit contends the plaintiff has received only some interest on the first note.

TPA Moves New York Office

TELEVISION Programs of America, tv film producers and distributors, will move its New York headquarters to new offices today (Monday) on the ninth floor of 477 Madison Ave., New York.

Judy Canova, Husband Buy Control of Camera Vision

CONTROLLING interest in Camera Vision Productions Inc., Los Angeles, for an undisclosed sum, has been acquired by Judy Canova, hillbilly singer-comedienne, and her husband, Philip Rivero. Organized approximately four years ago to produce a new type camera equipped to cut motion picture and tv film production costs 30 to 50%, the firm and its executives have gone through various court litigations within the past few years.

Developed under direction of Jack Strauss, electronics consultant, Camera Vision automatically adjusts to light conditions and uses an electronic focusing device which eliminates, among other time consuming elements, the present method of pre-focusing, measuring of distances and diaphragm adjustments of the lens now necessary in movie and tv photography, it was explained. By means of an electronic monitor on the camera, the device enables the director to view the action as it will appear on the screen.

An added feature of the camera is its usability for kinescoping live tv shows as well as filming motion pictures, with rushes available within one hour after shooting, it was further noted. The equipment is to be used in a series of private tests at a major film studio this month, it was said.

FILM SALES

CBS-TV Film Sales announced last week that 13 more stations have joined the line-up of the Gene Autry Show. They are: KING-TV Seattle, KATV (TV) Little Rock, KGLO-TV Mason City, Iowa, WSBT-TV South Bend, Ind., KGNC-TV Amarillo, Tex., KFEL-TV Denver, WBMM-TV Chicago, WMBR-TV Jacksonville, KNXT (TV) Los Angeles, WAIM-TV Anderson, S. C., WTKV-TV Meridian, Miss., WJHL-TV Johnson City, Tenn., and WLBT-TV Jackson, Miss.

First reported last week that the Amos 'n Andy telefilms currently are carried on 98 stations, with most recent sales in 18 markets. The series has been sold to sponsors on 13 of the 18 stations. Also announced were sales of Crown Theatre for presentation over WNBK (TV) Cleveland; WRDW-TV Augusta, Ga.; WDSU-TV New Orleans; KGLO-TV Mason City, Iowa, and WGBI-TV Scranton, Pa.

Guild Films Co. announces sales of Joe Palooka, tv film series, in three additional markets, bringing total to 45. The stations: KLIX-TV Twin Falls, Idaho; WILK-TV Wilkes-Barre, and WTHV-TV Terre Haute. Coincidently, Guild Films President Reub Kaufman reported that filming of additional episodes in the series started last Wednesday, several week ahead of schedule, at the Republic Studios in Hollywood.

Interstate Television Corp., Hollywood, reports that 100 films in The Little Rascals have been contracted for by KRON (TV) San Francisco and KPHO-TV Phoenix. Local tv rights to 26 Hans Christian Andersen films shot in Denmark and 52 of the Douglas Fairbanks Presents series have been acquired by KTNT (TV) Tacoma, Wash.

KTLA (TV) Hollywood has acquired local telecasting rights to Hollywood Half-Hour series of 38 comedies and dramas, from George Bagall & Assoc., that city, starting June 1.

Louis Weiss & Co., Los Angeles, reports recent purchases of Custer’s Last Stand, Black Coin and Clutching Hand. 15 episode series, by WKY-TV Oklahoma City; Black Coin by WJTV-Tv Detroit; and 52 western features by WRGB (TV) Schenectady.

KTTV (TV) Hollywood has acquired local multiple-run rights to five tv film series from Samuel Singer & Assoc. Programs are China Smith, International Playhouse, Orient Express, Play of the Week and Buster Keaton. Contract, representing more than 117 half-hour shows, was negotiated by Richard A. Moore, station vice president and general man...
Tasteful Film Success

THE SUCCESS of using good taste in a television film advertising the tourist and scenic attractions of the state of Kentucky is attested by Kent Lane Inc., Louisville, which produced a 14114-minute tv film for the state.

The Lane firm said it contacted tv stations about six months before lifting of the freeze on television in 1948 to find how receptive stations were to showing a film which would advertise the state's attractions "using good taste and factual description" rather than "superlative advertising or description." The film also was designed to open with a scene in each station's own office, so that, "without stretching the imagination too much, the audience could assume the station itself produced the film.

Made available without charge, the film, by last May 1, had been shown on 124 stations in 92 cities, with many using it more than once, Kent Lane said, estimating more than 60 million tv viewers had seen the film.

The climax came when a shortened and supplemented version of the film was originated by WHAS-TV Louisville on CBS-TV immediately before the Kentucky Derby racing classic in Louisville, through cooperation with Victor Sholis, WHAS-TV vice president and director.

RIGHTS to the Hans Christian Andersen color tv series filmed in Denmark are acquired by KTLA (TV) Hollywood for 26 weeks, as Jerry Muller (l), KTLA film director, and Robert M. Newgard, western sales manager for Interstate Television Corp., conclude negotiations.

yet to be determined. Paul Muni, who owns movie rights to the life of Alfred Nobel, is being negotiated to act periodical in the half-hour program series.


Six one minute commercial films are now in production at Academy Pictures, New York and Hollywood, firm announced last week. They are for the following clients and their agencies: Camay Soap through Benton & Bowles, N. Y.; Viceroy Cigarettes, through Ted Bates, N. Y.; Gaines Dog Foods through Benton & Bowles; Old Dutch Cleanser, through Young & Rubican, N. Y.; and Griffin All-White shoe polish, through Birmingham, Castelman & Pierce, N. Y.

Harriscop Inc., Beverly Hills, Calif., reports completion of first 26 half-hour films in new sports series, Jalopy Races From Hollywood. Films are now available for syndication in local markets. The next 26 films are in production stages and are being produced in color, according to the company.

RANDOM SHOTS

Paramount Pictures Corp., will use filmed spot television extensively in national campaign for Cecil B. DeMille's "The Greatest Show on Earth" being re-released starting July 1. Included in exploitation are five 20-second and one 1-minute trailers which have been completed from the Technicolor circus spectacle. This is the first tv is being used for a De Mille picture's exploitation, it was said.

Sterling Films Co., N. Y., is offering to tv stations free of charge a supply of films subsidized by business and industry.

Sarra Inc. has created new series of film commercials for Mid-Continent Petroleum Corp., Tulsa, comprising 60- and 20-second spots and emphasizing company's new "UCL-PLUS" feature of nationwide ad campaign.

United Television Programs Inc. has packaged a tv film series Curtain Call consisting of 13 half-hour shows selected from CBS-TV Omnibus, Lux Video Theatre and General Electric Theatre.

Sam Manns Enterprises Inc., capitalized at $1 million, and headquartered at Auction City, North Hollywood, Calif., has been formed by Sam Manns to produce tv and theatrical feature films.

TVR Productions Inc., Hollywood, with Allan A. Buckhantz, former director with KNXT (TV) that city, as president, has been formed to offer agencies, independent producers and package complete facilities for pre- and closed circuit telecasting in the production of pilots and commercials. Facilities include GPL equipment consisting of three chains, fully-equipped control rooms, audio facilities plus magnetic tape and a GPL Television Recorder. Also available are complete lighting equipment and sound-proof studio space. Address is 9929-A Young Drive. Telephone is Crestview 1-5958.

Hollywood Spotlite Newsfilm Service Inc., Hollywood, has been appointed official newspaper photographers for Los Angeles Press Club, according to Jack Siegal, partner in the newly organized newsfilm publicity service.

Landmark Productions Inc., Hollywood, has been formed by Lewis R. Foster, former writerdirector at Paramount Pictures, as president and executive producer; James E. Jewell, of Jewell Radio & Televis. Inc., Chicago, president; and Michael Baird, treasurer and general manager. Firm, headquartered at General Service Studios, has completed the pilot half-hour film in Silver Eagle, based on the former ABC Radio program dealing with Royal North West Mounted Police. William Ching as Sgt. Jim West and Buddy Baer are the featured actors in the 16mm color series. Further production is being scheduled.

FILM PEOPLE

Norman Blackburn, former national program director, NBC-TV, to Screen Gems Inc., Hollywood, as executive director, acting as liaison between firm's production dept., advertising agencies, networks and clients.

George Fenneman, announcer, NBC-AM-TV You Bet Your Life, has signed a participation contract with Hollywood Spotlite Newsfilm Service Inc. to serve as host on Hollywood Spotlite quarter-hour tv film series featuring motion picture news stories and stars.

Gl Johnston, formerly account executive, CBS Radio Spot Sales, to CBS-TV Film Sales, as an account executive, New York office.

George Wagner, director of several Lone Wolf tv films for Gross-Kranes Inc., Hollywood, signed by firm as director-writer on CBS-TV Big Town film series.


Don Weis, M-G-M director, to Joan Davis Enterprises, Hollywood, as director on NBC- TV Married Joan film series. H. W. Howd and Howard Snyder, writers on CBS-TV Jack Benny Show, NBC-TV Colgate Comedy Hour, also join Davis staff.

Michael F. Johnson, formerly with various Hollywood and British film studios, to Shelby Films Ltd., Toronto, and All-Canada Television, Toronto, in charge of all tv film production activities.

BROADCASTING • TELECASTING

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NARTB STUDY SHOWS TV HELPS CHILDREN

Tv is a teacher of new things to children and does not interfere with school homework, according to a survey conducted for NARTB by Prof. T. C. Battin.

TELEVISION is a teacher of new things and does not interfere with school homework, according to a study of the medium's impact on children published last week by the NARTB Television Information Committee.

The study is based on a survey conducted by Prof. T. C. Battin, director of tv, Speech Dept., U. of Florida, while seeking a doctor's degree and serving as an instructor at the U. of Michigan. It is designed to measure the effect on habits, choices and activities. Copies are being distributed by NARTB to Parent-Teacher groups and educational institutions.

Actual data were compiled in Ann Arbor, Mich., Jan. 8-Feb. 9, 1951, with four signals available to the area, including all major networks. At that time children and their families had become accustomed to tv in the area.

Pupils in the 7-8th grade view tv 14 1/2 to 17 hours a week, or an average of 2 1/2 hours a day. They do not rush home from school to turn on the set but begin watching around a regular dinner period around 6:30-7 and going to bed between 8 and 8:30. They are selective in viewing, and favor western shows, children's variety programs, movie cartoons and comedy acts. Heaviest viewing is on Sundays.

Viewing Hours Increase

In the 4th-6th grade bracket, viewing increases to 20-24 hours a week, starting around 5 p.m. with about the same dinner and bedtime habits. Program preferences are the same as for younger students, with heavy Saturday viewing in the morning and early evening. Action programs are preferred. Tv was found to help students in English, social events, general science and current events courses. They read about three books a month, the same as they read prior to acquisition of tv.

Girls and 5-children view tv 22-26 hours a week, more than any school age group, usually starting about 5:15 o'clock on weekdays. They have their regular dinner hour and retire about 10 p.m. Saturday and Sunday are the heaviest viewing days of the week, afternoons except during the school season. Television was found to help most with school studies in civics, current events, history and English. Reading is unchanged, about three books a month. The element of "good variety" enters into program preferences. Magazine reading runs 1-2 hours a week, same as before tv, with about one movie a week at best. The same amount of time is devoted to extra-curricular activities, and family activities are unchanged.

High school freshmen and sophomores look 19-24 hours a week, starting usually around 7:30 p.m., when homework apparently has been handled along with mealtime chores. Bed time is around 10 or 10:30. Saturday is top viewing day, and Fridays and Mondays are favorite tv weekdays. Little late viewing is done, Friday and Saturday, often because of attendance at a sports event. Mysteries and serious drama are attractive to this group, with little interest in westerns. Educational and information enter as a criterion for programs that do not have paid programs and information, rather than suspense, is a measure of dramatic value. Tv helps most with English, civics, history and biology. Books and magazine reading along with movies attendance are unchanged by tv. School activities do not suffer, nor do family activities. Students want more programs dramatizing great heroes, science, art and great historic moments.

Juniors and seniors in the high school group view tv 17-19 hours a week, starting usually around 8 p.m. except for a 6:30 sportscast. Tv viewing stops at 10 and Saturday-Sunday are main viewing days. Amateur hours, suspense shows, variety-dance programs and comedy are preferred. Tv helps in English, civics history and biology. Again reading habits are unchanged and they still see one movie a week. Extra-curricular activities continue normally. Programs desired in more quantity include stories of heroes, science and history plus the lives and music of great composers.

Following are the findings for children of all ages:

- Tend to watch most television programs in conjunction with their parents or other members of the family.
- Rate variety shows, family comedies, and western programs above any detective and mystery programs.
- Find "interest" and "entertainment" as the prime factors in determining the attractiveness of a television program.
- When asked their preference of five means of entertainment, regular television, radio and television shows, films, television programs in the main.
- "Find "the ability to see as well as hear" as the predominant reason for preferring television.
- Listen to radio programs almost as much as they did before their families had a television set.
- Observe a regular mealtime period which is not interfered with by television.
- Have learned new things by watching television—predominantly, home economics and how-to-make various items.
- Do not allow television to interfere with the performance of homework for school.
- Have just as much interest in hobbies as they did before television—principally, collecting.
- Read as many books as ever.
- Participate in as many extra-curricular school activities as ever.
- Engage in as many home and outside activities as ever.
- Still attend one movie a week.
- Spend as much time with magazines as previously—with preference for news and story magazines.
- Would like to see more dramatizations of historical episodes, lives of great heroes, and scientific achievements on television.

Children participating in the study (304 girls, 293 boys) kept diaries, except for the youngest group, under carefully controlled conditions following accepted research procedures.

Direct Mail Advertising Up

DIRECT MAIL advertising during April 1954 amounted to $115,725,395 as compared with $105,653,499 in April 1953, it was reported last week by the Direct Mail Adv. Assn. Expenditures for the first four months of 1954 were listed at $464,419,323, an increase of 6.39% over the figure for the corresponding period last year.

Duplication Study by 'Life' Excludes Radio-Tv

Latest study involves printed media only. It is based on information included in last fall's "A Study of Four Media."

SIZES and characteristics (sex and income) of duplicated single and multiple issue audiences of five publications—Life, Saturday Evening Post, Look, Ladies Home Journal and This Week—are analyzed in "A Study of Duplication," just issued by Life. Data were derived from further analysis of information included in "A Study of Four Media," issued by Life last fall [BWT, June 16, 1953]. Like the magazine's previous studies of accumulative audiences, the new one was made by Alfred Politz Research Inc.

Unlike its study of last fall, which compared five publications, four radio shows and five tv programs, the new study is confined to printed media only. A. Edward Miller, director of research for Life, explained that to include the broadcast media as well would require 16,000 tables.

"(As much as there has been single issue duplication material available in previous audience studies, our major objective was to extend the availability of duplication data to several issues and on a frequency basis," Mr. Miller said.

"In interviewing for 'A Study of Four Media,' due to summer program interruptions and other features, only four radio and tv programs were measured, as compared with six issues of the individual printed media. Therefore, because the difference of study basis made comparability of duplication on a cumulative and frequency basis impossible, we decided not to include radio and tv comparisons in the formal report."

Mr. Miller said that a supplementary tabulation of duplication data between average per program ratings of specific radio or tv programs and average issues of printed media had been compiled and are available on request.

The base data are now some two years old, he pointed out, so while they are still valid for magazines they have no current significance for the broadcast media, where programs do not have paid up subscribers for long periods and whose audiences may change radically in a short time, particularly when changes occur in other programs broadcast at the same time. The audience information used in this study, he noted, was collected before I Love Lucy had become a top-ranking tv show, which doubtless affected the audience of Lux Radio Theatre, on at the same time.

Early Report Drew Fire

By not making a general release of the broadcast data of audience duplication, Life will this time avoid the barrage of criticism with which broadcast statisticians greeted the 1953 study. Chief target for their ire was the comparison of single radio and tv program audiences with the overall audiences of publications, which the broadcast researchers felt to be like comparing a room (radio or tv) with a house (publications) and to short change the broadcast media immensely.

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A realistic approach to radio advertising

Let's be realistic—you, as a time buyer or advertiser, have a perfect right to question the selling power of radio in any market. Let's be equally realistic about proof of selling power of any medium. Positive proof is difficult to obtain. Too often variables outside the advertising structure affect the sale of the advertised product.

We believe, however, that at WSM we have an indication of the effectiveness of WSM radio that pinpoints selling results in an unusual way.

WSM is not a mail-order specialty station. There are few mail order accounts which can meet our specifications. However, we know that in the mail order field, as in no other, sales results are quickly and directly measured.

Thus our interest in the latest figures from Noble-Dury & Associates, advertising agency for the Carter Chickery of Eldorado, Illinois. For nineteen consecutive years Carter Chickery has been a successful WSM advertiser with a live Saturday night program featuring Grand Ole Opry talent. Has radio paid off in direct sales in 1954? "Using no advertising but our WSM program Mr. Carter has sold over two million baby chicks priced as high as $43.95 per hundred this season," reports Noble-Dury. "This is the second biggest year in Mr. Carter's history, exceeded only by 1943."

Being realistic—radio continues to be the great mass selling medium in this Southern market.

And WSM, as always, ranks #1

Nashville • Clear Channel • 50,000 Watts
Scheduled to meet in Washington on June 21, NARTB’s full board and the separate Radio and TV Boards will consider the problems created by NARTB’s decision to participate in the Senate uhf hearings and by the newly-organized TVAB.

TWO station movements outside NARTB’s structure will be considered at the semiannual meeting of the association’s full board, plus the separate Radio and TV Boards, to be held in Washington the week of June 21.

One minor trouble area centers around two separate uhf organizations that are concerned over decisions of the NARTB TV Board’s decision to take part in the Senate Communications Subcommittee uhf hearings. Second problem, and one that is a field, is the TVAB sales promotion project that drew an estimated 105 members at the NARTB Chicago convention and served to sidetrack an NARTB long-term move in the same direction.

Thus far it appears NARTB has aroused serious fears that a group of tv stations might break off from the association. NARTB’s president and board chairman, Harold E. Fellows, last Thursday reassured member stations that the association would take no sides in the uhf hearing.

Of the two uhf groups—Uhf Coordinating Committee and UHF TV Assn.—the latter has been critical of NARTB’s decision to take part in Senate hearings and has uttered charges about the intent of “fat cats” [BT, May 31].

Promotion Aims Cited

TVAB’s ranks are dominated by NARTB tv member stations and the sales promotion unit’s officers are firm in stating that they have no fight whatever with the trade association but merely want to promote spot and local sales. At this time the moves made by networks, both networks, are excluded from TVAB. NARTB has been working since December, 1952, on an all-uhf industry sales promotion project to set up within the association and put operations out of the house to operate as a separate unit.

The week of meetings will open with sessions of committees and the separate Television Code Review Board. Sitting for the first time with the code group will be two new members—William B. Quarten, WMT-TV Cedar Rapids, Iowa, and G. Richard Shafts, WIS-TV Columbus, S. C. They replace Walter J. Damn, WTM-TV Milwaukee, and Ewell K. Ieth, WMAR-TV Baltimore. Other members are John E. Fezler, of the Fezler station group, chairman; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.

Chairmen of the Radio and TV Boards will be elected. Mr. Fellows has been serving as full board chairman as well as president since the retirement of Judge Justin Miller last April 1. Judge Miller is also board chairman. Robert D. Swiezy, WDSU-TV New Orleans, is current chairman of the TV Board.

Legislative, budget, convention, and regulatory problems top the board agendas. The TV Board meets June 23, followed the next day by the Radio Board. The combined boards meet June 25.

Site for the 1955 industry convention will be selected. Last winter the board had shown an inclination to select Washington for the convention but pressure for a Chicago site has arisen because of its central location and the lack of a large hotel with exposition space in the Nation’s Capital. Second choice is St. Louis, E. Arney Jr. is understood to have an option on the Conrad Hilton Hotel, Chicago.

Legislative discussion of the boards will center around measures to restrict alcoholic beverage advertising, the Senate uhf hearing and proposals to amend the Taft-Hartley Act.

John F. Meagher, who retires June 15 as District 11 (Minn., N. D., S. D.) director to become NARTB’s new radio (am, fm) vice president, will take part in the board meeting. An election to name his successor will be held in District 11 within a month.

New Radio Board members are James H. Moore, WSLS Roanoke, Va.; Robert B. McConnell, WISH Indianapolis, whose father, C. Bruce McConnell, is the radio manager for the Walter C. Casper, WBZB, Ponca City, Okla.; Walter E. Wagstaff, KIDO Boise, Idaho; Martin B. Campbell, WFAA Dallas; J. Frank Jarman, WDNC Durham, N. C.; Lieb. C. Moore, KNIC Jacksonville, N. C., and H. Quenton Cox, Portland, Ore. Re-elected this year were E. R. Vedaboloue, WSYR Syracuse; Henry B. Clay, WKKD Shreveport, La.; E. K. Hartenbower, KCMO Kansas City, and Albert D. Johnson, KOY Phoenix.

Newly elected to the TV Board at the Chicago convention were John Estu, KTQV (TV) Oklahoma City, and W. D. Rogers Jr., KDUB-TV Lubbock, Texas. Re-elected at that time were Charles Swezy; Clair R. McCollough, Stearns Stations; Harold Hough, WBAP-TV Fort Worth; Paul Raibein, KTLA (TV) Los Angeles, and George B. Storer, Storer Broadcasting Co.

Board members now are paid $15 a day expenses for service during meetings, plus 7-cents-a-mile travel allowance. The payments fall well below actual out-of-pocket expenses to the directors, who receive no other pay for their year-round work on behalf of the association.

NARTB’s 1954 budget will be reviewed by the finance committee, which in turn will report to the directors. The budget runs over $90,000, of which around $250,000 is allocated to television.

Hartenbower Re-Elected

NARTB Dist. 10 Director

E. K. HARTENBOWER, general manager of KCMO Kansas City, has been re-elected as NARTB District 10 (Mo., Iowa., Neb.) director. He entered his second consecutive two-year term following a special election held in the district in March.

K. S. Gordon, KDTH Dubuque, Iowa, had been elected to the post last March in a three-way race but he resigned because of pressure of station business and personal matters. New terms of recently elected directors-at-large (one each in large, medium, and small fm groups, and even numbered districts) started following close of the Chicago convention last month.
**High Fidelity**

_**comes to Arizona**_

**a KPHO-COLLINS success story**

Last year, KPHO in Phoenix decided to give Arizona its best radio signal and expand their listening area at the same time. Of course they needed the best transmitter available to do the job and that's where Collins entered the picture. After technical discussions and conferences with KPHO's engineers and General Manager, Dick Rawls, the decision was made, and a new Collins 21E-5kw transmitter was installed. Test runs were made, and KPHO was so enthusiastic they labeled and advertised their new signal quality “High Fidelity.” On August 28, 1953, KPHO and the new Collins 21E hit the air waves. How about the response from Arizona's listening public? It was terrific. It completely justified the “High Fidelity” tag. But here's the story in Dick Rawls' own words.

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Collins 21E-5kw installation in KPHO's Radio transmitter building

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KPHO's General Manager, Richard B. Rawls

KPHO's success is gratifying, but not surprising. The 21E is engineered to deliver that kind of performance in the 540 kc to 18 mc range. Such features as no crystal ovens, simplified frequency control, forced air cooling of the entire transmitter, and Collins advanced design can't help but produce a “High Fidelity” signal. And by now, KPHO has discovered how convenient and economical the Collins 21E is. It's smaller, one-half the size of most 5kw's—there are only 9 types of tubes to deal with and all relays and other components are easily accessible for servicing.

Our thanks to KPHO for their enthusiastic endorsement, and our congratulations on their outstanding success. Contact the Collins Office nearest you for full information on the 21E-5kw.
NATRFD ‘CONFIDENT’ AT CHICAGO CLINIC

First sales clinic, held in Chicago by tv-radio farm directors, reflects confidence in directors by both audience and sponsors of broadcast media.

CONFIDENCE was the keynote sounded by farm directors at their first national radio-tv sales clinic in Chicago last Tuesday.

Success stories and examples designed to reflect this confidence in radio-tv farm directors at the audience and sponsor level characterized the one-day session at the Sheraton Hotel, with Jack Jackson, KCMO-AM-TV Kansas City, presiding as president of the National Assn. of Television and Radio Farm Directors. Stations also cooperated on the sales clinic, along with the Rural Radio Network.

In a morning session Lyle Webster, director of information, U. S. Dept. of Agriculture, told directors that while his agency is active in radio and television, it will continue to depend primarily on farm directors for localized services. He spoke on “The Importance of Farm Radio and Television to American Agriculture.”

Charles H. Smith, research director, WCOC-AM-TV Minneapolis, discussed tools for selling farm radio to advertisers. He noted radio receivers still dominate farm households, and are heard in tractor, in barns and elsewhere.

Mal Hansen, WOW-AM-TV Omaha, described the “plus” for directors among farmers, giving examples of prospects for potential customers. Mr. Hansen headed the Sales Clinic Committee.

Builds Good Will

Use of farm programs to help develop a station’s other programming and build good will was described by Gerald L. Seams, radio director, Bert S. Gittins Adv., Milwaukee. He claimed that tv-radio farm directors “give you more farm audience any time.”

Ralph Hardy, vice president in charge of government affairs, NARTB, posed a challenge to the directors, noting that types of programs vary for individual stations. He stressed the need for personalized work at the director’s level. Mr. Hardy was guest speaker at the clinic luncheon.

John H. Boyle, radio-television advertising director, Reynolds Metals Co., told members there is “no such thing” as the farm market. He called on farm directors to make themselves adaptable to localized conditions, utilizing different approaches as they see fit. Mr. Boyle also stressed the “vincerity” factor on behalf of farm directors.

Lew Van Nostrand, sales manager, WMT-AM-TV Cedar Rapids, reported that farm programs have paid off handsomely for advertisers on his station and cited low cost figures for such program and listener.

Other speakers on the afternoon panel discussion were Jack Dow, vice president and account executive, Bozell & Jacobs, and P. A. Sugg, manager, WKY-AM-TV Oklahoma City. A question followed the day’s session, answered by Mr. Jackson with a discussion of the purpose and objectives of the first national farm radio-tv sales clinic.

Montanans Set August Meet

FALL meeting of Montana Radio Stations Inc. is scheduled for Aug. 28-29 at Flathead Lake. President Ian A. Elliot, general manager of KRIF Miles City, has requested members to forward ideas for program material.

THE MEDICAL and dental profession have applauded NATRB’s tv code and the steps taken to meet their objections to “white-coat” commercials. Voicing approval to NATRB President Harold E. Fellows (center) are Dr. George F. Lull (l), secretary-general manager, American Medical Assn., and Dr. Lon Morrey, editor, official journal of American Dental Assn.

Carolina Assns. Arrange Speakers for Convention

A PARTIAL list of speakers for the first annual convention of the North Carolina Assn. of Broadcasters and the South Carolina Radio & Tv Broadcasters Assn. July 1-2 at Myrtle Beach, S. C., was announced last week by co-chairmen Billy Page, WFTC, Kinston, N. C., and Tom Dalacey, WIS-TV Columbia, S. C.


Cocktail parties and dancing and other recreation are planned beginning the evening of July 30 and lasting through the afternoon of July 2. The banquet is set for the evening of July 1.

Membership of TvAB

PASSES 105-Station Mark

TELEVISION Advertising Bureau has a membership of 105 tv stations and additional memberships are coming in daily, Richard A. Moore, vice president and general manager of KTTV (TV) Los Angeles, and temporary chairman of TvAB, said Friday in a statement issued from the organization’s temporary headquarters in Suite 635-6, Hotel New West, New York. Telephone number is Plaza 8-1136.

Following the successful launching of the TvAB idea at the NATRB convention in Chicago [B&T, May 31], an executive committee headed by Mr. Moore was appointed to conduct a membership campaign and carry on preliminary plans for the promotion organization. In about a month, the charter members of TvAB will elect a permanent board of directors. Plans are also underway for an inaugural dinner meeting to be held early in July in New York, at which the new officials will be installed and the new program commenced. All TvAB members will be invited to attend.

Members of the interim executive committee, in addition to Chairman Moore, are: Roger W. Clipp, general manager, WFIL-TV Philadelphia; Charles Critchfield, vice president and general manager, WABT (TV) Chicago; John L. Herring, general manager, WGN-TV Chicago; Vernon A. Nolte, general manager, WHIZ-TV Zanesville; William Quarrier, general manager, WMT-TV Cedar Rapids; L. H. Rogers II, vice president and general manager, WHAS-TV Lexington, W. Va.; W. D. Rogers, president, KHUD-TV Dubuque; Lee F. Christensen, general manager, WGN-TV Chicago; Harold F. Sec, station manager, KUSW San Francisco; George B. Boster Jr., vice president, Storer Broadcasting Co.

J. C. Covington, assistant vice president in charge of sales promotion, WBTV (TV) has been loaned to the committee to handle promotion and publicity for TvAB during the organizational period.

RETMA Unit to Investigate Boosters, Satellites in Uhf

FACTS about uhf and the role booster and satellite stations can play in the development of that part of the television medium will be reviewed at a June 23 meeting of a special uhf committee of the Broadcast Equipment Section, Radio-Electronics-Mfns. Assn.

The committee will be holding its second meeting, with site not yet selected. Its work will come before the RETMA annual membership meeting at Chicago June 15-17. Committee chairman is Ben Adler of Adler Communications Labs. Its satellite-booster activities were reviewed at a May 24 meeting of the RETMA Broadcast Section.

Facts about the WSM-TV Nashville booster and a Sylvania Electronic Products satellite at Emporium, Pa., are being compiled by Mr. Adler’s group and a report will be submitted to the FCC.

Working definitions of the terms have been adopted by the committee. A booster is described as a device which operates on the same frequency as the main or driving station at which the primary controlling radio, video and audio signal originate. A satellite is described as operating on a radio frequency channel different from that of the driving station at which the primary controlling video and audio signals originate.


NSE Congress Confident

U.S. Business Future

CONFIDENCE in America’s business future dominated a gathering of more than 1,300 sales leaders who convened in Chicago last week for the 19th annual distribution congress of National Sales Executives.

Some 130 individual sales executive groups from 40 states were represented at the three-day convention and equipment fair at the Conrad Hilton Hotel June 2-4.

Sales leaders reported a “wholesome balance between supply and demand” has developed since the end of the Korean hostilities, with electronics and other fields tabbed for “vast
Decide on the Network that Protects Your Time

There's no costlier television experience than to lose your investment in a program or time ... or both ... at your contract's expiration. This doesn't happen to Du Mont sponsors ... it won't happen to you. The Du Mont Television Network has always protected sponsors. When you decide on Du Mont you have a time franchise.

- LOWER TIME COSTS
  You save regionally or nationally on the Du Mont Network. For example, in the 5 largest U. S. markets alone, other networks cost as much as 12% to 41.5% more!

- LOWER PRODUCTION COSTS
  Your savings at Du Mont on production facilities result in more money available for time buys.

- NO "MUST-BUY" PROGRAMS
  Du Mont availabilities let you "buy" or build and become the sole sponsor of a program that meets your selling needs.

It's time to decide on the Du Mont Television Network

315 Madison Avenue, New York 22, N. Y. Murray Hill 8-2600
435 N. Michigan Avenue, Chicago 11, Ill. MO 4-6262
A Division of The Allen B. Du Mont Laboratories, Inc.
POSSIBILITIES. The prospect for return of competition in selling was hailed as encouraging. Among exhibitors were Ampro Corp., Atlas Film Corp., Encyclopaedia Britannica and Wilding Picture Productions Inc. Fred Lazarus, president of Federated Department Stores, was presented NSE's management award.

Among speakers were Wilma McNess, speech and dramatics department, Rockford College, and Dr. A. C. Van Dusen, vice president, Northwestern U., who talked on "How to Use Psychology in Selling." Miss McNess claimed that "communications must be a basic aspect of everyday business life" and that "businessmen fail to grasp the importance of reading, listening and talking properly."

AWARD for the best TV sports program in the Twin Cities, presented jointly by the Ad Club of Minneapolis and the local chapter of American Federation of Television & Radio Artists, won by Jack Horner (r) of KSTP-TV. He relays the citation to Jack Moran (c), advertising director for Hamms Brewery, sponsor, and Art Lund, Campbell-Mithun Adv. Agency radio TV director. KSTP-TV won nine of the 14 Ad Club-ABTRA awards for 1953.

TRADE ASSNS. PEOPLE


Charles W. Fenton, appointed sales director, Canadian Assn. of Radio & Television Broadcasters.

Cliff Brown, in charge of radio-TV publicity, Universal-International Pictures, elected chairman of radio-television sub-committee, Assn. of Motion Picture Producers studio publicity directors committee. He succeeds Milt Howe of RKO Radio Pictures.


Lester Adams, formerly editor, Portland Telegram, to Oregon Milk Producers Assn., that city, as manager.

SENATE UHF INQUIRY SCOPE ENLARGED; VHF OPERATORS MUSTER SOLID FRONT

Hearings, postponed once again, will resume June 15. Vhf operators, NARTB ready their testimony. Sen. Johnson, despite setback, still pushes bill to drop excise tax on uhf sets.

THE SENATE uhf hearing, already voluminous in testimony and exhibits, has all the appearances of becoming a full redress of tv grievances, making a grandiose sweep of the industry picture.

Among the developments last week in the Senate, and in various segments of the industry:

- A swelling list of witnesses still to be heard forced a rescheduling of the hearing's resumption from last Thursday-Friday to Tuesday of next week, a members sessions expected to run through Friday (June 18).
- Sen. Edwin C. Johnson (D-Colo.) blocked by a newly-adopted Senate Finance Committee policy not to consider excise tax changes during its current study of the revenue bill, has not given up his battle to eliminate the 10% Federal excise levy on sets accommodating uhf reception.
- Vhf station operators, spurred by rapid fire uhf operator testimony before an apparently sympathetic subcommittee in the May 19-21 hearing, drove toward a united front in preparation of its participation in the hearing.
- NARTB clarified its position on the role it is assuming in the hearing. The networks apparently still are very much the subject of uhf operator consideration as can be seen by a report that the UHF TV Assn. is seeking a disclosure of financial arrangements between tv networks and affiliates. The networks' presentation will be made next week in the upcoming hearing sessions.

Johnson Intentions on Tax

Sen. Johnson, a member of the Finance Committee, in disclosing the group's vote on excise taxes, said he still planned to bring up his uhf excise tax amendment to the revenue bill after the committee concludes its marking up of the bill. Up to the present timetable of the committee is to finish this work by today (Monday).

If beaten down, Sen. Johnson said he may attempt to tack his amendment to some other bill now before the Finance group. It was understood that this tactic fails, the Senator may make a last ditch floor stand for his proposal.

The Coloradan is not battling alone. In the Senate, he has full support of the Potter subcommittee which has adopted a resolution favoring the tax elimination. The tv industry position, as expressed by NARTB and the Radio-Electronics-Television Mfrs. Assn., is unanimously behind the Johnson proposal.

Unanimous support for the position to be taken by the informal group of vhf broadcasters in their presentation has been received by W. Theodore Pierson, Washington counsel for the group, it was learned last week.

Responses to the more than 400 telegrams sent to all vhf broadcasters--licensess, permittees and applicants--has assured that the vhf position will be submitted forcefully to Sen. Potter and his colleagues, it was said.

The vhf group also received support in its proposals to improve the recommendations already made to the Senate subcommittee to (a) encourage the production and sale of all-wave receivers and (b) use booster stations to improve service inside a station's coverage area.

General attitude of the vhf group, subscribed to by all of the more than 100 who replied as of Thursday, is that it will oppose those proposals having an adverse effect upon the whole medium of television in the attempt by uhf broadcasters "to get revenues and programs."

The vhf group also asked for individual statements of facts and opinion to be sent to the Washington counsel regarding early difficulties with set circulation, program resources, economic support, money raised and losses incurred. These will be submitted to the Senate committee, it was said.

It was emphasized that the vhf group has no intention of becoming a formal organization but the present group is only temporary. Signing the telegram were the following:

Paul R. Bartlett, owner of KFRE-AM-FM Fresno, Calif., and a tv applicant for ch. 12 there; Hugh Half, WOAI-TV San Antonio;

The Vhf Position

THE VHF position, enunciated in the telegram which was sent out over the Memorial Day weekend, comprises opposition to:

- Elimination of intermixtures of vhf and uhf in the same markets.
- Re-allocation of all television to the uhf band.
- Freeze on the processing of all tv applications—whether for new stations or changes in facilities of existing vhf operators.
- Reduction or limitation in vhf coverage.

Jack Harris, KPRC-TV Houston; J. Leonard Reinsch, Cox stations (WSB-TV Atlanta and WHO-TV Dayton); L. H. Rogers, WSAZ-TV Huntington, W. Va.; P. A. Sugg, WKY-TV Oklahoma City; H. W. Slavick, WMCT (TV) Memphis; Robert D. Swezy, WDSU-TV New Orleans.

Work on the vhf presentation was initiated by several vhf operators during the NARTB convention in Chicago two weeks ago [BTT, May 31]. Among those taking the lead in forming the group were Harold Hough, WBAP-TV Fort Worth, and Mr. Sugg. Others who attended a conference with Mr. Pierson in Chicago were Otto Brandt, KING-TV Seattle; Richard Moore, KTV (TV) Los Angeles; Victor A. Sholis, WHAS-TV Louisville, and Mr. Harris.

A follow-up meeting, with eight to ten stations represented, was held in Mr. Pierson's Washington offices last Monday.

Points vhf witnesses intend to make to the Potter committee, according to Mr. Pierson, are that not all vhf broadcasters are "fat cats," and that there is a tremendous broadcaster and public investment in vhf which should not be easily imperiled. The reference to "fat cats" was in obvious answer to the statement put out by William A. Roberts, counsel for the UHF Television Assn. two weeks ago [AT DEADLINE, May 31].

There will be three to six vhf spokesmen
who will testify as typical vhf broadcasters. Mr. Pierson also will take the stand in their behalf.

Meanwhile, the UHF Television Assn. planned to ask the Senate subcommittee to force the FCC to enter into the record financial data from its files concerning the operating expenses and income of the four tv networks (ABC, CBS, DuMont and NBC) and their contractual arrangements with affiliates, including terms of perpetual.

This is designed to show, according to UHF Assn. sources, that there is more than merely "arms length" business arrangements between the networks and some of their affiliates. By this method, it was said, that any affiliation, personal friendships and other factors enter into such affiliation agreements.

At the same time, a meeting of the UHF Television Industry Co-ordinating Committee to discuss strategy and procedures in the forthcoming second round of Senate subcommittee hearings was scheduled for Atlantic City over the past weekend. In addition to Benedict P. Cottone, counsel for the committee, others planning to appear were: Harold H. Thompson, WISE-TV Asheville, N. C.; Fred Weber, WFPG Atlantic City and operator of the now suspended WFPG-TV there; John Eudaly, WTAO-TV, Erie, Pa., and Sherwin Grossman, WBUF-TV Buffalo, N. Y.

At NARTB, it was reported, that although several uhf operators had questioned the decision of the NARTB TV Board to enter the uhf hearings, during the NARTB Chicago convention [BT, May 31], the association had received only four inquiries on the subject as of Thursday night (see board story, page 40).

Explanations

To clarify the NARTB position, President Harold E. Fellows sent a memo to all members Thursday, explaining its historic impartiality in controversial issues and inviting suggestions on the testimony it will give.

The memo follows:

In the backwash of the recent Convention, there have been some indications of disturbance among television members of the Association that the NARTB, in the course of a constituent meeting, had created a disposition to "take sides" in the current uhf controversy which is being heard before the Communications Subcommitteee of the Senate Appropriations Committee.

Perhaps it is best to clarify this matter presently, as the misinterpretation becoming magnified by further erroneous interpretations.

By direction of the NARTB TV Board, I will address this single letter to everyone who has been resuming June 15. I will not "take sides" and individually contact those who I consider, so to do. In the form of other so-called "segmentized" problems within the industry, the Association's testimony will be directed to developing—that is, in a statistical, research, and similar reports—a factual presentation for the benefit of the Committee in its deliberations. This summary will be straightforward, historical, chronological; its objective will be to present television developments in this country to date.

In the preparation of testimony, which is now in progress, management and staff will welcome any suggestions by any members. For that purpose, of course, the limits noted above within which the Association will be offered.

Mr. Fellows and Thad Brown, NARTB tv vice president, Mr. Thomas in a pre-hearing discussion June 14. Originally Mr. Thomas had planned a June 2 session with Mr. Fellows, prior to the former date for resumption of the hearings.

As many as 22 witnesses, at a minimum, are expected to testify beginning Tuesday of next week. Order of witnesses' appearances and dates they will testify probably will not be set until next week 9:30 a.m.

Out-of-towners probably will be scheduled first on the subcommittee hearing agenda to accommodate time and travel arrangements.

Among those who are slated to appear:

For NARTB—Harold E. Fellows, board chairman-president; A. Prose Walker, manager of NARTB engineering department.

VHF operators (witnesses not yet official) represented by Theodore W. Pierson of Pierson & Ball, Washington law firm. Also, George Storer, Storer Broadcasting Co.; Hubert Taft Jr., Radio Cincinnati Inc. (WKRC-TV); Gordon Brown, WSAY Rochester, N. Y.; Leon Green, KNUE-TV Houston; Philip M. Weber, WICC-TV Bridgeport, Conn.; Raymond F. Kohn, president, WFMZ-TV Allentown, Pa.


BROWN ASKS IMPOUNDING
OF OPPONENTS' PROFITS

WSAY owner goes to court with his challenge of last year's FCC grant to Rochester sharetime stations WHEC-TV and WHEC-TV. He seeks a comparative hearing for ch. 10.

REQUEST that WHEC-TV and WVET-TV, both share time stations on ch. 10 in Rochester, N. Y., be ordered to account of accounting of those profits and that the proceeds be impounded was made by Gordon Brown, WSAY Rochester, N. Y., to the U. S. Court of Appeals in Washington last week.

Mr. Brown also asked the court to argue the March 11, 1953, grant of ch. 10 to the two present operators and to order the FCC to give him a hearing on a comparative basis with them for the channel. Mr. Brown claimed he was entitled to the hearing on the basis of an application he filed on March 17 for the facility. He also charged that the Commission erred in dismissing his Sec. 309(c) protest against the WHEC-WVET grant, after first acknowledging him as a "party in interest."

Claims Grant Illegal

Part of Mr. Brown's appeal is the contention that the FCC illegally granted his application one week after each of the applicants had amended its application to seek share time operation. Mr. Brown claimed that there was not sufficient time between the date the amendments were announced and the grant made to permit him to submit his application. Minutes of the March 11, 1953, FCC meeting indicate that three of the seven commissioners asked for additional time to study the revised ch. 10 applications, Mr. Brown said. Mr. Brown also made the point that it was not until May 22, 1953, that the Commission amended its rules to permit prompt consideration of a pending application which he was granted for share time through withdrawals of competing applicants or mergers.

The share time arrangement involving affiliation by each station with one network means that the stations, in this case, are one station within a network, thereby giving the network control, he held. treating it as a single station in Rochester by two networks, Mr. Brown claimed, thus "involving a delay to the public of full choice of programming."

In justifying the statement that prior to March 4 and up to March 17 he was "a prospective bona fide applicant for ch. 10," Mr. Brown said he first became interested in applying for a television station in 1948.

He attacked both WHEC and WVET by referring to WHEC's newspaper ownership (Gannett chain), and WVE'S "financial inadequacies."

5 Months to Get Minutes

It took him five months to procure a copy of the minutes of the March 11, 1953, meeting of the FCC commissioners, Mr. Brown claimed. This increase in time because of the delay of the grant for reconsideration earlier, Mr. Brown implied.

In claiming economic injury, Mr. Brown said that since the advent of tv, independent, non-network affiliated stations have realized increasing business. But, he said, WHEC-TV has experienced the advent of prestige in not having a tv adjunct. Lack of a tv station has also worked against the possibility of WSAY securing a network affiliation, Mr. Brown added.
STORER HITS FCC STATION LIMITATION

Brief filed in U. S. Court of Appeals for D. C. supports protest by Storer Broadcasting Co. that FCC's multiple ownership rules are illegal and contrary to concept of granting licenses.

The Commission's multiple ownership rule—which limits to seven the number of AM and FM stations, and to five the number of television stations owned by the same person or corporation—was attacked as illegal by Storer Broadcasting Co. last week when it filed its brief with the U. S. Court of Appeals in Washington, D.C.

Storer appealed from the Commission's limitation early this year [B&T, Jan. 23]. FCC's answer is due June 26.

The multiple ownership rule was made final by FCC late last year [B&T, Nov. 30, 1953], following a proposal regarding weighted allowances for multiple owners, first broached in 1948.

Most significant point made by Storer in its brief is that the Commission has attempted to go beyond the antimonopoly laws and court decisions by numerical limitations on ownership. Storer also calls arbitrary and capricious, and without foundation in law, the FCC provision which holds that 1% ownership in corporations containing more than 50 stockholders constitutes control.

Storer challenges the Commission's right to specify the maximum number of broadcast stations which may be owned by the same person or group on three grounds: (1) It is not supported by statutory authority; (2) it is based on an erroneous interpretation of the antimonopoly laws, and (3) it is inconsistent with the requirement that FCC must grant an application for a broadcast facility "if the public convenience, interest or necessity will be served."

Claims Constitutional Violation

Storer also claims the limitations violate the due process clause of the Fifth Amendment to the Constitution.

Emphasized is Storer's statement that it does not question the authority of the Commission to adopt its rule regarding multiple ownership in other respects "or to consider in licensing proceedings the facts bearing on the issue of whether the grant of a station will adversely affect competition or result in an undue concentration of control of radio or television facilities."

Referring to the Communications Act and the sections which apply the national antitrust laws to broadcasting, Storer says: "It is not the purpose of the antitrust laws to require the Commission not to attempt to extend the national antitrust laws or apply to broadcasting a stricter rule or measure of monopoly than is applied by the courts to other industries."

The Commission is abdicating its responsibility when it sets a numerical pattern, Storer holds. "It is...submitted that the numerical proscription rules are invalid and constitute an abdication by the Commission of its duty to exercise an ultimate judgment in each case which comes before it whether the grant of a sixth television station, or an eighth radio station would serve the public interest, convenience or necessity."

Storer concludes: "...The numerical proscription rules, by defining undue concentration of broadcast stations in terms of numbers, make one fact only the decisive fact from which a conclusive presumption of illegal concentration is derived. This forecloses the applicant from participating in a hearing or introducing any evidence in support of the other facts which may well support the determination that a grant of its application will promote competition and serve the public interest...."

"In applying the anti-trust statutes for nearly a century, the Courts have never been willing to adopt a rule of thumb based on size or number of units." The 1% ownership clause is not only arbitrary and capricious, Storer states, but was adopted solely for administrative convenience. "But administrative convenience must yield to the Congressional intent. The Commission is required to consider control as a question of fact in each case," Storer contends. "It cannot abide its administrative discretion to an arbitrary rule premised on theoretical considerations."

The Storer brief was signed by Thomas H. Wall, Dow, Lohnes & Albertsson, as attorney for the petitioner. Other counsel included John E. McCoy, secretary of Storer Broadcasting Co., and John F. Poole, Poole, Warren & Littell.

Storer Broadcasting Co., whose 262,750 shares of common stock are held by more than 1,200 stockholders, owns the maximum permissible number of am and tv stations. The company, largely owned by George B. Storer, operates WAGA-AM-FM-TV Atlanta, WIBK-AM-FM-TV Detroit, WSDP-AM-FM-TV Toledo, WBRC-AM-TV Birmingham, KGBS-AM-TV San Antonio, KGBS-AM-FM Miami, and WWVA-AM-FM Wheeling, W. Va.

Storer contracted early this year to buy Empire Coil Co. and its two owned television stations, KPTV (TV) Portland, Ore., and WXEL (TV) Cleveland, for $8.5 million [B&T, Jan. 11]. It also arranged to sell its San Antonio stations to the San Antonio Express and Evening News (KTSA-AM-FM) for $3.5 million [B&T, April 12].

Earlier last year, Storer applied for Miami ch. 7 with the proviso it would dispose of one of its existing tv stations if it received the grant in Miami. The Commission dismissed this application as contrary to the multiple ownership rule [B&T, Nov. 30, 1953].

WSPA-TV Site Transfer

MEETS NEW WAIM-TV PROTEST

PROTEST against the FCC's grant to WSPA-TV Spartanburg, S. C., to move its transmission site from Hogback Mt. to Paris Mt., 5½ miles from Greenville, S. C. [B&T, April 12] was lodged with the FCC last week by WAIM-TV Anderson, S. C.

Two weeks ago, WAIM-TV asked the U. S. Court of Appeals in Washington to issue a stay against the grant and reverse the Commission's action [B&T, May 31]. Previously, WQVL (TV) Greenville had submitted a Sec. 309(c) protest against the WSPA-TV modification order [B&T, May 17]. Both are uhf stations.

Main contention of both protestants is that it is necessary for WSPA-TV to move nearer to Greenville in order to eliminate overlap with WBTV (TV) Charlotte, N. C., which is a CBS-TV affiliate, in order that the Spartannburg area also can affiliate with CBS-TV. They also maintain that the move upsets the allocation table which assigned ch. 7 to Spartanburg.

Legal objections and appeals began immediately following the Commission's temporary authority earlier this year for WSPA-TV to begin interim operation from Paris Mt. Following oral argument, the Court of Appeals issued a stay order. WSPA-TV surrendered its STA soon thereafter and followed that with an application to make its move to Paris Mt. permanent. This was granted last April and is the subject of the present pleadings. Both WAIM-TV and WQVL maintain that they are entitled to a hearing on WSPA-TV's application to modify its CP from Hogback Mt. to Paris Mt. The Commission has maintained that the new WSPA-TV site meets all the requirements for a Spartanburg station.

Lamb Contends FCC Failed To Support Dismissal Motion

FCC failed to cite legal precedent for its contentions that the protest of broadcaster-publisher Edward Lamb in the U. S. District Court for D. C. should be thrown out, Mr. Lamb argued last week in a reply to the Commission's motion for dismissal [B&T, May 31]. Mr. Lamb is suing FCC and its individual Commissioners for delay in hearing its charges that Mr. Lamb failed to disclose alleged conflicts of interest, which association he continues to deny [B&T, May 17].

Case before FCC involves license renewal of Mr. Lamb's WICU (TV) Erie, Pa., and his tv bids at Toledo and Orlando, Flia., among other applications. Mr. Lamb's counsel, former U. S. Attorney General J. Howard McGrath, told the court FCC has failed to close the sources of the charges and illegally is placing the burden of proof upon Mr. Lamb. Injunctive relief is sought from the court.

Mestre Brothers Acquire Minority Interest in WAPA-TV

ACQUISITION of minority holdings in ch. 4 WAPA-TV San Juan, P. R., by Goar Mestre and his brothers, principals in CMQ-AM-TV Havana and the Circuito CMQ radio-networks, was disclosed last week in an application filed at FCC for approval to assign of the WAPA-TV permit from Jose Ramon Quinones individually to a new firm, Ponce de Leon Broadcasting Co. Mr. Quinones retains 78% control of the tv station and continues as licensee of WAPA radio.

Goar Mestre, CMQ president, acquires 8% stock interest in WAPA-TV while Abel Mestre, CMQ board chairman, and Luis Augusto Mestre each acquire a 6% interest. Consideration is furnishing of $29,000 in equipment for WAPA-TV, the application indicated.

New Am Grant for Pontiac

GRANT for a new am station at Pontiac, Mich., to James Gerity Jr. was reinstated by FCC last week as the Commission approved a joint petition by Mr. Gerity and WKMF Flint following voluntary resolution of a daytime interference protest by the Flint outlet. First authorized in May last year, the Gerity permit specifies 1460 kc, 500 w fulltime, directional night.

GOVERNMENT
What do jet-powered transports offer America?

The history of American aviation—both military and commercial—has been one of constant improvement and advancement. It is apparent that such progress has led into a new era—that of jet propulsion.

The growth and improvement of the "piston" engine have been major factors in bringing the science of flying to its present stage. The piston engine will continue to do valiant service. However, it is nearing the acme of its power potential. The new speeds and new altitudes for which aviation is reaching can only be achieved with the turbojet engine, ramjets or rockets.

Already the fighter-interceptor forces of the nation are converted almost 100 per cent to jet propulsion. The bomber forces are moving closer to that goal. More than 600 six-jet Boeing Stratojet medium bombers have been delivered to the Strategic Air Command. Wings at many bases are now "all jet." First production models of the Boeing B-52 eight-jet Stratofortress have come from the production lines. They will add a still more powerful punch to the nation's defense.

The next logical step is the introduction of jet-powered tanker-transporters. Such aircraft would complement today's jet fighters and bombers. They would be able to accompany the fast new warcraft, matching their altitude and speed and refueling them in flight. Such aerial refueling greatly extends the range and effectiveness of both fighters and bombers.

In addition, military logistics would gain from having jet transports for the swift movement of troops and cargo.

In commercial air transportation the primary appeal is speed. People no longer fly for the thrill of flying—they fly to save time. Reduction of coast-to-coast flying time from 24 hours to 19 hours then to 12 hours and to 8 or 9 has been accompanied by ever-increasing numbers of people using this service. It is obvious that jet speed permitting 4 to 6 hours transcontinental service would give a still greater stimulus to commercial aviation. Transocean flying equally would gain increasing popularity with jet transport speed. And to speed, the jet transport adds smooth, vibration-free flight.

All these factors convinced the Boeing Airplane Company that there was definite need for a jet tanker-transport. Early in 1952 the company authorized the expenditure of $15,000,000 from the firm's own funds for the designing and building of a prototype jet airplane capable of being adapted into a military tanker-transport or a commercial transport model.

This was not a unique step in Boeing history. In the early 'thirties the company put a substantial amount of its financial resources into a revolutionary airplane—the prototype from which the B-17 Flying Fortress was developed in time for decisive action in World War II.

The Boeing jet tanker-transport prototype has been rolled from the factory for its testing program, and is expected to be in the air within the next few weeks, following some delay due to a minor mishap during taxi tests. It is a swept-wing airplane with four powerful jet engines mounted in pods under the wing. It will cruise in the 350-mile-per-hour range and will fly at altitudes up to 40,000 feet. It is designed to use present airport runways. It will carry high payloads—either in fuel for refueling other aircraft, military loads, or commercial passengers and cargo.

Boeing was in position to undertake this project because of its unparalleled experience in designing, building and testing multi-jet aircraft and conventional transports. In the latter category it has delivered more than 500 KC-97 tanker-transporters to the Air Force.

The company is also in position to move swiftly and smoothly into production of the jet tanker-transport. It has the know-how and the skilled personnel. The transition from the present type tanker-transport to the newer jet could be made without production interruptions. It also believes that commercial production could be integrated with military production to the advantage of both. The military has always looked with favor on a modern up-to-date commercial transport system—available for military use in time of emergency as it was in World War II.

In one sense the idea of building a prototype is a gamble. But Boeing feels that the need is obvious—and urgent.

BOEING AIRPLANE COMPANY
SEATTLE, WASHINGTON; WICHITA, KANSAS
IKE URGES FREE PRESS, RADIO-TV

Similar thoughts on the importance of free communication of ideas and dangers of censorship are voiced by President Eisenhower and FCC Comr. Bartley.

PRESIDENT Eisenhower and FCC Comr. Robert T. Bartley apparently think a lot alike on the subjects of democracy's fortress in free communication of ideas and tyranny's alliance with censorship.

The President's address last Monday night in New York at the Columbia U. bi-centennial dinner dealt in some measure on the dangers of thought control, paralleling points set forth by Comr. Bartley in late January in his address on "American Broadcasting--its Structure and Its Purpose" before the Radio-TV Institute of the Henry W. Grady School of Journalism at the U. of Georgia [B&T, Feb. 1].

Both like to cite precedent opinions of Thomas Jefferson.

On censorship, President Eisenhower said: "...We know that when censorship goes beyond the observance of common decency or the protection of the nation's obvious interests, it ceases to be a bulwark, for us, a deadly danger. It means conformity by compulsion in educational institutions; it means a controlled instead of free press; it means the loss of human freedom."

Comr. Bartley said of censorship: "We can all agree, I believe, that an informed people is a wise people—that when the people are duly informed, they make the right decisions—that so long as there is a free flow of information, men will be free. Remove censorship from the totalitarian, and his regime will crumble."

Jefferson's Views Mentioned

The President noted of Thomas Jefferson that "he held that the free flow of information was indispensable to the maintenance of liberty. He wrote that if he had to make a choice between a society without newspapers or newspapers without government, he would prefer the latter . . . A relentless foe of tyranny in every guise, Jefferson throughout his life was steadfast to a fundamental tenet of Western society, proclaimed 2,000 years ago in the treasury of the temple of Jerusalem, that the truth will make men free."

Comr. Bartley addressed his audience:

Thomas Jefferson, who was one of the greatest advocates of a free press, and, who, incidentally, was the victim of as villifying a campaign against him from the press as almost any man in history, defended a free press with these words in a letter to Judge Tyler in 1786: "An experiment can be more interesting than that we are now trying, which we trust will end in establishing the fact that man may be governed by reason and truth. Our first object should therefore be to leave open to him all the avenues to truth. The most effectual bulwark hitherto found is the freedom of the press. It is the first bulwark put by those who fear the investigation of their actions."

"What do you think he would have said about television today?" the FCC Commissioner asked. He continued, "In defending the rights of the press, though, he also had another throughput, and social education for God's sake, let us freely hear both sides."

Citing the fears aroused by the police state's "suppression of all liberties and free inquiry,"

Page 48 • June 7, 1954
This one talks, and to so many people

The smart money buying broadcast coverage today goes after the most for the least—which means it buys spot radio, on key stations. That’s the one best way to make each dollar talk to the greatest number of prospects, far more than in any other advertising you can buy. And it takes remarkably few dollars to do a big national job, because it takes just a few good stations. WJR alone, for instance, covers some 10% of U.S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR’s primary coverage area: 15,000,000 customers
Greatest Summer Sales
Drive in History!

$100,000 Promotion
For Crosley Group
Advertisers!

Dynamite summer sales! With a
steady barrage of hot programming, dynamic
contests, a great new merchandising plan, that
makes every summer day a sizzling selling
day for Crosley Group advertisers.

Capture Summer Audiences!
Intensified programming retains top shows right through the
summer, builds fresh, new shows. Exciting, electrifying contests—
loaded with irresistible prizes—stimulate viewer-listener
incentive, make 'em watch, listen, go out and buy!

Move The Product!
An unusual boxtop-label premium offer will promote all
Crosley Group advertised products. And only those advertised
products will be eligible for the special offer. Each identified and
merchandised as the key to an exciting Operation Sunburst
premium—in all major retail outlets, including super
markets, drug, hardware and jewelry stores,
leading department and variety stores!
Write, wire, call your Crosley Group representative.
Get all the facts about Operation Sunburst for 1954. Hop to it!
All SELL is going to break loose any day now!

the CROSLEY GROUP

EXCLUSIVE SALES OFFICES: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago
WSM-TV INVITES FCC TO APPROVE BOOSTERS

John DeWitt Jr., station president, in a letter to the FCC says developmental and experimental work is complete on the station's booster station serving Lawrenceburg, Tenn.

INVITATION to the FCC to immediately authorize booster stations for underserved tv viewers in a station's service area was extended last week by John H. DeWitt Jr., president of WSM-TV Nashville.

In a June 2 letter, Mr. DeWitt informed the Commission developmental and experimental work is complete on WSM-TV's booster station serving Lawrenceburg, Tenn., 70 miles from Nashville.

"It is felt now that the development is complete and that all information has been extracted from this experiment which might be needed to determine policy with respect to licensing stations of this type," Mr. DeWitt wrote.

He told the Commission that because of this, WSM-TV is not requesting an extension of its experimental authority, which expired June 2. However, he added, "If the Commission wishes to authorize WSM Inc. to continue operation of this station in order to bring improved service to the people of Lawrenceburg, we shall, of course, be glad to carry out such an authorization on any basis not requiring adherence to an experimental proposal on our part."

The WSM-TV booster, which began operating Jan. 1, 1953, utilized vertical polarization to bring the Nashville station's ch. 4 tv signal to Lawrenceburg's 7,000 residents [B&T, Jan. 19, 1953]. The main signal from WSM-TV is horizontally polarized; by changing the polarization of the booster's signal, interference between the two signals is minimized.

Success in proving this was cited by Mr. DeWitt in his June 2 letter. "It has been demonstrated," Mr. DeWitt said, "that through the use of vertical polarization in the booster station, boosters of this type can be placed on channels presently in use by either vhf or uhf stations without increasing co-channel interference. In other words, the new technique results in greater channel efficiency."

Formal request for authority to operate boosters or satellites was submitted by WSM-TV to the FCC last year [B&T, Nov. 9, 1953].

Earlier, Sylvania Electric Products Inc. petitioned the FCC to authorize commercial op of satellites [B&T, Sept. 21, 1953].

WSM-TV calculated a booster station could be built for $10,000. Sylvania estimated a satellite operation could be constructed for $15,000 to $20,000. Operating expenses in both types would be negligible, both stated.

At present, booster experiments also are being conducted by RCA in conjunction with WJTV (TV) Jackson, Miss., to cover Vicksburg, Miss. GE also is understood to be planning such a move in a southern city. Use of boosters or satellites has been mentioned during the Senate Commerce subcommittee hearings on the problems of uhf, as one means of helping uhf stations extend their coverage areas [B&T, May 24].

KVDO (TV) Corpus Christi Begins Test Operations

KVDO (TV) Corpus Christi, Tex., first station there, has started to begin commercial programming June 13. Negotiations for network affiliations are in progress, L. W. Smith, general manager, reported. The ch. 22 outlet is represented by Adam Young Jr. Inc. Its base rate is $150 per hour and $30 per minute.

WCHS-TV Charleston, W. Va. (ch. 8), expects to begin regular programming Aug. 1, affiliated with CBS and represented by the Brandon Co. John T. Tribble, Jr., vice president and general manager, reported.

KTVO (TV) Kirkville, Mo. (ch. 3), plans to begin telecasting Aug. 16, James J. Conroy, president, announced.

WJNO-TV West Palm Beach, Fla. (ch. 5), affiliated with NBC, expects to go commercial in mid-August. The station has held a meeting of regional servicemen and dealers explaining the new operation.

The following stations have reported they expect to begin regular programming by June 30:

WMSL-TV Decatur, Ala. (ch. 23); WDBOTV Orlando, Fla. (ch. 6); WBOC-TV Salisbury, Md. (ch. 16); WLAC-TV Old Hickory (Nashville); and KVDO (TV) Corpus Christi, Tex. (ch. 22).

(Check for details see STATIONs page 99.)

WIFM-AM-FM Elkin, N. C., Bought by Lafoon, Others

WIFM-AM-FM Elkin, N. C., were sold last week by James B. Childress to Tri-County Broadcasting Co., comprising Harvey Lafoon, owner of the Elkin Tribune; Will Erwin, who will be general manager; and Ed M. Anderson, who owns WBBM Forest City, WBBM Marion,
Put these 2 to work for you...

Your RCA Distributor can help you with your tube inventory problems—at no cost to you

Here's how it works...

With the new RCA Tube Inventory Maintenance Plan, your RCA Tube Distributor can forecast your tube requirements with unusual accuracy . . . help you reduce overstocks, yet maintain a streamlined inventory.

Not only will you be able to set up adequate reserve stocks under this plan, but your RCA Tube Distributor can back up your month-to-month requirements by maintaining local stocks of the tube types you normally require.

It will pay you to get full details on the RCA Tube Inventory Maintenance Plan. Phone your local RCA Tube Distributor today, and let him show you how easy it is to get the plan started. You'll like doing business with him.

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.
 Funeral Services Held
For Robert Chapman, WKY
FUNERAL services for Robert E. Chapman, 49, commercial manager of WKY Oklahoma City and recently appointed to the added duty of director of WKY radio operations (B*TV, March 22), were held May 28 after his death May 26 following a cerebral hemorrhage.

Mr. Chapman served as WKY commercial manager from 1938-41 and from December 1949 until his death, and during the intervening years was with the national advertising department of Oklahoma Publishing Co., which owns WKY-AM-TV. He had been with the company since 1926 except for a brief period in 1927. Survivors are his wife, his mother and a daughter.

Uhf WTSK-TV's Rothrock
Protests Film Restriction
RESTRICTION of an industrial sustaining film, The Richest Hill on Earth, being made available mainly to vhf outlets by the Anaconda Copper Mining Corp., New York, brought a spirited protest from a uhf operator last week and subsequent inquiry by B*TV elicited the reply by an Anaconda spokesman that his firm was guided by "practical considerations" and had no intent to discriminate against uhf stations.

"How far is this crazy distinction between uhf-vhf going to be carried?" asked Harold B. Rothrock, vice president-general manager of WTSK-TV Knoxville, Tenn. (ch. 26), in a letter to B*TV. "For our money it is all television, and we certainly dislike being discriminated against—especially by the sponsor of sustaining films!"

Mr. Rothrock enclosed a letter from Princeton Film Center, Princeton, N. J., producer of the film for Anaconda, expressing regret that the film could not be made available to WTSK-TV because "the sponsor of this film has restricted it to vhf stations only."

The Anaconda spokesman, however, told B*TV the film had been carried on a few uhf stations and expressed the belief some uhf stations could be accommodated for bookings. The spokesman explained further that Anaconda's film catalogue is small and the firm planned to obtain maximum coverage with the film, primarily in areas near the company's various installations.

Baylor Named V. P.
Of WINT (TV) Ft. Wayne
BEN B. BAYLOR JR., veteran radio-ten executive, last week assumed the duties of vice president and general manager of WINT (TV) Fort Wayne, Ind., and has been in an all uhf area. Before going to Wichita, Kan., last year to build KEDD-TV, the city's first tv station, he had been at WMAL-AM - TV Washington 17 years.

WINT (TV) expects to go on the air with test patterns in early August, starting commercial service Sept. 1. An 800-foot tower has been completed and the antenna will be hoisted this week. The station will start with 240 kw radiated power and expects to serve a tri-state area.

R. Morris Pierce, president of Tri-State Television Inc., announced the board of directors had approved sale of a minority interest in WINT (TV) to John F. Patt, president of WJR Detroit; Worth Kramer, WJR vice president and general manager; F. Sibley Moore, WJR vice president, and Carl E. George, vice president and general manager of WGAR Cleveland. The board voted to set aside remaining stock to make it available to Fort Wayne residents.

Carpenter to Leave WDBQ
Because of Ill Health
JAMES D. CARPENTER Sr., vice president-general manager of WDBQ Dubuque, Iowa, the past 18 years, civic leader and a 25-year veteran in radio, resigned effective last Tuesday because of ill health.

Mr. Carpenter assumed management of WBB Dubuque March 28, 1936, and continued as vice president-general manager of its successor, WDBQ, when the call letters were changed in 1950. No successor to Mr. Carpenter has been named.

Mr. Carpenter suffered a heart attack Sept. 21, 1950, and a second seizure last Jan. 15.

WHAP Hopewell, Va., Sold
WHAP Hopewell, Va., was sold last week by Mortimer L. Hendrickson for $38,000 to Southern Virginia Broadcasting Corp., operator of WSYS-AM-FM Crewe, Va., it was reported last week, subject to FCC approval. Principals in WSYS are C. S. Williams, Jr., and John E. Sadler, vice president-general manager.
If you picked the big one in the middle, you're only partly wrong. Bills were that big once. But they went out along with short skirts in 1929. Today's dollar is smaller (the size at the top of the page).

The dollar has shrunk in value, too, as everybody knows. But it may surprise you to know that today's dollar is buying almost 2 1/2 times as much household electricity as the "big buck" of 25 years ago.

In these 25 years, the electric light and power companies have doubled and redoubled their supply of electricity. And they are busy building ahead—by 1960 there will be half again as much electricity available as there is today.

With this record, isn't it wasteful for the federal government to go on building unnecessary electric power projects?

The country's fast-growing electric needs always have been and always can be met by America's Electric Light and Power Companies.*

*Names on request from this magazine

"YOU ARE THERE"—CBS television—witness history's great events
WPEN INAUGURATES NEW NIGHT SHOWS

MORE THAN a thousand agency people and advertisers visited WPEN Philadelphia's new Ranch Room studio May 24 to inspect the station's expanded operations and its new nighttime schedule and to meet new WPEN personalities, William B. Caskey, vice president and general manager, said last week.

WPEN on that date completed expansion of its physical setup to include the new Ranch Room studio seating 230 people, redesigned and enlarged offices, a restaurant for guests and new technical equipment, he said.

The Philadelphia station's revamped schedule adds four hours (2 to 6 a.m.) for a round-the-clock broadcasting operation, according to Mr. Caskey. The new nighttime schedule runs Monday through Saturday from 10:05 p.m. to 6 a.m., with five minutes of news on every hour.

First show is Mambo Dancing Party (10:05-11 p.m.), encored by Art Raymond, a new program which last week had sold six of its eight participations to such advertisers as a nightclub, movie theatre, automobile dealer and a record shop.

Next is the Steve Allison Show (11:05-2 a.m.), featuring commentary and controversy on politics, civic problems and other problems. This show has sold all its 15 participations. Among products advertised are furniture, gasoline, women's clothes, tires, jewelry, household goods, and dry cleaning.


Mr. Allison joins Bob (Biff) London at 2:05 a.m. for the first two hours of the new After Hours show (2-6 a.m.), during which the two interview people in the nightclub and show businesses. At 4:05 a.m., Mr. Johnston alone conducts a disc jockey show which runs to 6 a.m.

WPEN Plans to Boost Visual Power to 30 Kw

TO EXPAND its coverage in northeastern Maine, ch. 5 WABI-TV Bangor proposes an increase in effective radiated power to 30 kw from the present 1.8 kw, Leon P. Gorman Jr., general manager, announced last Thursday in submitting an application for FCC approval.

A new 10-kw RCA transmitter is expected soon, he said, to be operated from the top of Cope Mt., east of Bangor. The antenna is 110 ft. above ground, 920 ft. above sea level, 673 ft. above average terrain.

WABI-TV is an affiliate of CBS and NBC and carries commercial programs of ABC and DuMont. By the time the power boost is in operation, American Telephone & Telegraph Co. will have completed the northeastern leg of its microwave circuits to Bangor, Mr. Gorman explained.

Horace Hildreth, U. S. Ambassador to Pakistan, is principal owner of WABI-AM-TV. Mr. Hildreth currently is in the U. S. for a few days, having flown to Washington from Karachi on orders from the State Department. He is now confined in a Boston hospital where he has undergone a minor operation for a leg ailment, the station reported.

Other principals of WABI include William H. Rea of Pittsburgh and Carleton D. Brown of Waterville, Me. The three also are principals and part owners of Mt. Washington TV Inc., currently constructing a new station on the summit of Mt. Washington, scheduled to operate on ch. 8 late this summer [BWT, May 31].

WNEW Hits Pop Records Carrying Commercial Plugs

A NEW POLICY was begun last week by WNEW New York against what it called "the growing number of pop records containing commercial plugs." The station announced that its policy is "No pop recordings carrying undue commercial reference in the lyrics would be aired."

As described by Richard D. Buckley, new owner-manager of WNEW, recent popular records have included mention of General Motors, the Muriel cigar commercial, Ronson lighters, Burma Shave, Adler shoes, Toni, Halo, Smith Bros. cough drops and Swift bologna.

WBTV (TV) Sets July 15 Target for Network Color

NETWORK color tv is expected to reach Charlotte, N. C., on July 15, Charles H. Crutchfield, executive vice president and general manager of WBTV (TV) there, has announced.

Transmission of network color programs, said Mr. Crutchfield, depends on modification of existing tv circuits by AT&T. When that is done, about July 15, WBTV and regional tv distributors will make available a limited number of color receivers for public showing.

WBTV is a primary CBS-TV affiliate, and operates on ch. 3.

KNBH (TV)'s Color Pattern

KNBH (TV) Hollywood claims to be the first West Coast station to telescast regularly scheduled color bar test patterns. The half-hour pattern emanates from the station's transmitter on Mt. Wilson before sign-on time, Mondays through Fridays, with a two-hour pattern on Saturdays.

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There are no "SIDE ROADS" as far as the profit-making penetration of BROADCASTING*TELECasting is concerned. Every road's a straight road, right into the eyes and minds of 16,230 top radio and television decision-making readers who pay to get this marvelous magazine. Why not tell your story in the magazine where the telling tells most? The rates are so low; the results so high!

Note: The American Research Bureau tells us that 16,230 readers per copy is an understatement. Its penetrating surveys reveal that each copy of B*T is read by 4.68 persons per issue, or 75,956 people in all.

Broadcasting • Telecasting
Personal Commercial

FOR four years Glen Wilson wrote radio and television commercials for an advertising agency. Temporarily "at liberty," he hit upon the idea of selling himself into a new job by placing a "commercial" about his qualifications on WQXR New York last Tuesday. Mr. Wilson told B & T Thursday night that his "commercial" resulted in four telephone calls, one of which was a job prospect with a large advertising agency.

 Elmira Residents Protest WECT (TV) Suspension

MORE THAN 3,000 residents of Elmira, N. Y., had signed a protest petition Thursday after uhf ch. 18 WECT (TV) suspended operations the night before, the station reported. Citing inability to get enough network programs, the high cost of film programs, and the reluctance of national advertisers, the NBC-TV affiliated station plans to be off the air for 120 days. It began operation last September.

WECT said it would propose to FCC that it be allowed to operate temporarily with low power on vhf ch. 9 until national advertisers become uhf conscious. El-Cor Television Inc., licensee, had applied for that channel before the tv freeze in 1948.

Uhf ch. 24 WTVE (TV) is on the air in Elmira with ABC, CBS and DuMont network affiliations.

 WDOK Elects Dougherty

WILLARD L. DOUGHERTY, commercial manager of WSJS Cleveland Heights, Ohio, and with that station the past five years, has been elected vice president in charge of sales and operations for WDOK Cleveland.

Mr. Dougherty will report directly to R. Morris Pierce, president of Civic Broadcasters Inc., WDOK licensee, and to Frederick Wolf, treasurer.

WTJ (TV) Increases Rates

WTJ (TV) Miami has issued its new rate card No. 10 providing for a 12 1/2% increase effective July 1, John S. Allen, vice president and general sales manager, announced last week. Mr. Allen said the new rate card has a basic hourly rate of $900 and provides the usual six months protection for national advertisers. It is WTJ's first rate increase since July 1953 and the station's new coverage "gives advertisers the lowest cost-per-thousand ever offered by south Florida television," serving 15 counties with more than 1,100,000 permanent residents, Mr. Allen said.

WMGM Signs Hockey, Basketball Rights

WMGM New York, only 25% of WMGM's schedule will be duplicated on television. Total cost for broadcast rights, sports broadcasters, lines and engineering, production and travel expenses was more than $100,000.

The 1954-55 schedule will include the home and away hockey games of the New York Rangers, the home and away basketball games of the New York Knickerbockers, and all collegiate basketball double-headers at Madison Square Garden, and college basketball games. Additionally, Mr. Lebhar said, WMGM again will carry the home and away games of the New York football Giants on Sunday afternoons, the Saturday football games of the U. S. Military Academy, as well as the feature races at the trotting tracks.

The season will begin in October and continue through March 1955.

John Johnson Tells of Radio-TV Campaign for News Freedom

BROADCASTERS are fighting to present a true record of current history to the radio and tv public, Commentator Gerald W. Johnson of WAAM (TV) Baltimore said in a May 30 broadcast discussing the NARTB convention.

Speaking of the delegates he said:

"I was mildly pleased, and you ought to be pleased, too, because it was not the business end that was bothering them. The business end is doing pretty well, thank you. What was worrying the broadcasters is the increasing difficulty of getting at the truth with regard to public affairs.

"Doubtless there are cynics who will not believe that, but it is a fact. Those men were..."
U. S. Oilmen Challenge the Sea

In the “Playground of Hurricanes,” Oil Companies Compete to Find New Supplies for You

In the open waters of the Gulf of Mexico, against every hazard of wind, wave, and sudden storm, sea-going oilmen are opening up a new American frontier.

Now that oilmen have gone to sea they face entirely new problems. Here are just a few of the difficulties that must be overcome in a typical deep water operation:

- Construct a drilling platform 20 miles at sea, in 65 feet of ocean water. Build it high and strong enough to withstand 28-foot hurricane waves, and winds that can blow more than 150 miles per hour. Set up living quarters for about 40 men. Be ready for sudden evacuation of personnel when storm warnings come. Be willing to invest a million dollars in the platform and its equipment before drilling ever begins.

Even after this, there is still no assurance the well will ever produce a drop of oil. Of 71 rank wildcat wells drilled off Louisiana to date, only 27 turned out to be oil producers. Off Texas, out of 16 wells drilled, the one oil discovery was so small it has since been abandoned.

Why are oilmen willing to buck these odds? Because the only way to find oil under the Gulf is to drill for it. And competition is so keen that if one company passes up a promising area, a rival company will surely risk the odds.

You and the nation will benefit from this competition—for it is one more way America is assured of ample oil supplies in the future.

AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N.Y.

OFF LOUISIANA COAST, supply boat plows through choppy seas to offshore rig. Because of difficulties of exploring and drilling at sea, of bad weather, and of communication and transport problems, cost of getting oil from under the Gulf is 2$ to 3 times that of oil produced ashore. Yet competition is so great, oilmen will drill offshore more than a well a week this year.

EXPLORATION CREW drops balloon buoys marking location of “geophones.” Charges are set off and geophones record sound waves to chart earth formations beneath ocean floor. For right to search, oilmen have invested over 100 million dollars in leases. Yet they still face years of work and millions in expenditures before they can hope to break even offshore.
profundly troubled by the increasing success of public officials in concealing and distorting the truth for the purpose of leading the public to believe what it is convenient to officialdom to have it believe. The broadcasters are sharply aware that democracy cannot succeed unless the voters know what they are doing. No blindly ignorant people ever governed itself successfully. Yet it grows harder and harder to untangle the facts from the yards and yards of official propaganda in which they are wrapped.

"This is a serious situation, but the pleasing phase of it is that the broadcasters are taking it seriously. Doubtless their discomfort is partly personal; nobody likes to be played for a sucker. But the greater part of it is based on a firm conviction that it is a shameful and dangerous thing to let the public down by handing it doctored news. The more those fellows sweat and stew, the better chance we viewers and listeners have to get straight goods."

Walker Co. Acquires Bertha Bannan Firm

ACQUISITION by The Walker Representation Co. of the firm of Bertha Bannan, New England regional radio and television station representatives, effective last Tuesday, was announced last week by Wythe Walker, president of the Walker organization. Miss Bannan is retiring from business activity.

Financial details of the arrangements were not disclosed. Under the transaction, Walker Representation Co. will represent nationally approximately 30 stations previously represented by Bertha Bannan on a regional basis, and also will acquire the Boston office of the Bannan Company at 80 Boylston St. as its headquarters there.

Mr. Walker announced that William A. Creed Jr., formerly with Bertha Bannan, has been appointed sales manager in Boston for the Walker Representation Co.

Oklahoma City Still Gets Its Tv Logs, and Free

Oklahoma City tv station logs distributed in publications and stores have a total circulation of 398,851, according to a study conducted by Norman F. Hall of the Erwin, Wasey & Co. Oklahoma City office. Publication of logs, except as paid advertising, in the Daily Oklahoman & Times, operating WKY-AM-TV, was discontinued by the newspapers last Aug. 16 [B*T, Aug. 31, 1953].

The list of organizations providing logs includes 16 daily newspapers, 43 weeklies, or a total of 59 newspapers; a half-dozen magazines and a group of grocery chains. Total circulation of newspapers carrying logs is 221,451 with another 47,400 in magazines and 130,000 in store handouts.

Stores providing logs for customers include Standard Humphry-Dumpy, IGA, Jones Boys, Safeway, three independents, and Capitol Hill Grocery. The stores feature availability of free logs in their advertising in the Oklahoman and Times.

This is typical of the promotion for free tv logs in Oklahoma City, where the Oklahoman and Times carry logs only on a paid basis. A half-dozen grocery groups distribute the free logs.

STATION PEOPLE

James H. Lee, formerly southern representative, National Retail Radio Spots of Hollywood, appointed general manager, WACR Columbus, and WMBC Macon, both Miss.

Dudley Tichenor, local sales manager, KLZ Denver, appointed director of sales, WFBR Baltimore.

Robert H. Hill, account executive, KABC-TV Hollywood, resigns effective June 15, to become general sales manager, KVVG (TV) Tulare (Fresno), Calif.

William Drew, formerly with WOR-TV New York, named account executive, KOMB-TV Honolulu.

William D. Walsh, formerly with Weed & Co., Boston office, appointed sales representative, WEEI same city.

Joseph A. Jenkins, commercial manager, WKJF-TV Pittsburgh, to WSTV-TV Steubenville, Ohio, as sales representative.

Richard E. Nason, formerly with the Booth radio-tv stations in Detroit, appointed general manager, WKJF-TV Pittsburgh, succeeding F. G. Raese, resigned.

Wally Foxal, former operator, Foxal Studios (photography), Menden, Neb., named account executive, KHOL-TV Kearney, Neb.


J. J. Erdmane, news and sports director, WRAC Racine, Wis., appointed assistant manager. Ray J. Pawzin, salesman, named commercial manager, and Richard N. Fitzgerald, copy and public relations, named director of Racine Industrial News Assn., WRAC division.

Virgil Stone, manager, KDMH El Dorado, Ark., named manager, KMHT Marshall, Tex., succeeding Myrl Steen, who moves to KTXC Big Spring, Tex., in same capacity.

Ronald J. Born, television director, WCPO-TV Cincinnati, named producer, WLW same city.

Charles Dempsey appointed in charge of sales service, WLWC (TV) Columbus, and Martha Brian named continuity director of WLWC.

Tom Dawson, director of client service, American Research Bureau, L. A., and Russ Smith, WEAH-FM Evanston and WTXA Springfield, III., to KJHI-TV and KJI Hollywood, respectively, as assistant promotion managers.

Larry Marker, continuity writer, WING Dayton, named director of public relations and pro-
BEFORE the big spin, not of records but around Florida’s SaraMana Speed Bowl (located between Bradenton and Sarasota) these stock car driver-disc jockeys “break the record.” The stock car “race” contained many thrills and, luckily, no injuries. The promotional stunt run was held May 22. L to r: front row, Paul Roberts, WSPB Sarasota, official starter and only man with crash helmet; Bob Kohlmeyer, WKXY Sarasota; Red Ermisch, WKXY; Hack Swain, WSPB; Lenny Dee (the winner) and Dayt Salsman (second place), WSUN-TV St. Petersburg; Woody Thayer, WSPB; back row, Bandel Linn, WSPB; Gerry McGougan and Gordon Wylle, WTRL Bradenton; John Reeves, WKXY; Don Priest, Herb Sjolander and Dean Fleischman (third place), WSPB.

motion, succeeding Mary Alice Dell, resigned. Mrs. Dell to open a public relations and promotion agency.

William Laffey, formerly with Forjoe & Co. and previously with the time buying dept., Benton & Bowles, to New York sales staff, WATV (TV) Newark.


Nic Checonas, chief engineer, WGMS Washington, named to newly-created position, operations director, same station.

Frank Finling, formerly with WMUR and WFEA Manchester, N. H., to WKNE Keene, N. H., as head of news and special events dept.

Thomas J. Mislooney, WBUF-TV Buffalo, N. Y., appointed program director, WKBW La Crosse, Wis.

Vic Fenge, formerly with Canadian Broadcasting Corp., to CHUB Nanaimo, B. C., as news director.

Bob King, cameraman, WATE (TV) Knoxville, Tenn., named producer-director; Jim Monier succeeds Mr. King.

Robert L. Parks and Joseph Sahayda named producer and technician, respectively, KDKA Pittsburgh.

Paul Knight, formerly with WTXL West Springfield, Mass., to WBZ-WBZA Boston-Springfield, as host on All Night With Paul Knight show.

Ray Martin, news reporter-commentator, WASL Annapolis, Md., to broadcast daily program, The Martin Monor, from Governor Ritchie open air theatre, Glen Burnie, Md.

Aurelle Boivert, formerly chief engineer, CHUM Toronto, to engineering staff, CIAD Montreal.

Harold True, 32-year broadcasting veteran, retires as newscaster, WWJ Detroit, to devote full time to business interests.

Barbara Mallon to continuity dept., WNHC-TV New Haven, Conn.

Jacques Fray, classical disc jockey, WQXR New York, left last week for France where he will make tape recordings of interviews with French musicians and singers and American tourists for later broadcast on his To France—With Music series.

Carole Mansfield, freelance tv performer, Chicago, to KCOP (TV) Hollywood, as weather announcer.

Gene Norman, disc mc, who resigned eight weeks ago for a European tour, returns to KLAC Hollywood.

Fred Shields, freelance announcer, and Lloyd Perrin, staff announcer, KGIL Sherman Oaks, Calif., to KFI Los Angeles as summer relief announcers.

Abner George, manager, KOTA Rapid City, S. D., to KCBS San Francisco, as summer relief announcer.

Dixie Meyer, formerly in vaudeville, to KUAM Guam, as hosts on daily Charmerman Women’s World.

Alb Rusden, formerly news director WDEL-TV Wilmington, Del., to news staff, WPTZ (TV) Philadelphia.


Gordon E. Sanders, actor and announcer, KIAY Topeka, Kans., to announcing staff, WKY Oklahoma City.

Vendex Marshall, KOSY Texarkana, Ark., and
BUYER of KTSA San Antonio for $175,000 is O. R. Mitchell, local Dodge-Plymouth distributor and dealer. KTSA's present owner, Express Pub. Co., has purchased KGVS-AM-TV there for $3.5 million from Storer Broadcasting Co. [BT, May 31]. Bids for FCC approval to both sales are to be filed this week.

William Green, KEEN San Jose, Calif., to announcing staff, WFDF Flint, Mich.

Mike Heuer, formerly with the Armed Forces Radio Service in Korea, to KMA Shenandoah, Iowa, as evening announcer.

Pete Matthews, disc m.c., WSAZ-TV Huntington, W. Va., to announcing staff, WCPO-TV Cincinnati.

Dewey Long, general manager, WABB Mobile, Ala., gained distinctions in business and sports within a fortnight last month. He was elected president, Sales Executive Club, Mobile, and got first hole-in-one in his 25-year golfing career on 192-yard seventh hole of Spring Hill College golf course.

Richard B. Wheeler, general manager, WTRI (TV) Schenectady, N. Y., elected to board, Heart Assn. of Albany County Inc.

Marie H. Houlahan, director of publicity and public relations, WEEI Boston, elected treasurer, Publicity Club of Boston.

Evelyn Clark, promotion director, KCBS San Francisco, spoke on "How to Get a Job" before journalism graduates, U. of California, May 26.

Don C. Wirth, vice president, WNAM-AM-TV Neenah, Wis., elected president, Neenah Rotary Club. Milton Boehm, radio salesman, elected president, Neenah Lions Club.

Rick Weaver, sports director, WGEM-AM-FM-TV Quincy, Ill., elected to board, Quincy YMCA.

Ed Viehman, disc m.c., WCCO Minneapolis, named chairman, education committee, Minneapolis Chamber of Commerce and chairman,

The plurality of listeners goes with WBNS — the station with greater tune-in than all other local stations combined! As a candidate for your advertising dollar, WBNS presents a perfect platform with the 20 top-rated programs.

CBS for CENTRAL OHIO

WBNS
radio
COLUMBUS, OHIO
Stable as the alphabet! Go out today and buy any product of any good manufacturer's brand... ask for the same thing tomorrow, or weeks from now... match 'em up, and they're uniformly good, or better.

This uniformity is no accident. Every manufacturer works hard at it because he knows that only un-failing goodness will keep you buying his product. So he's mighty sure never to let quality slip. If he changes his product at all, you can bet it's a change for the better.

This goes for everything from a bobby pin to an automobile — just another reason for staying with your favorite brands for years and years.

For news of the goods that are always good, read the ads in this magazine.
speaker’s bureau, 1954 Hennepin County Community Chest campaign.

Elsie Grey, women’s director, WSBA York, Pa., elected to executive committee, York County chapter MDA.

Gwen Wallis, wife of Ed Wallis, WIP Philadelphia promotion director, named “Girl of the Year” by Women’s Auxiliary, Junior Chamber of Commerce.

Walter W. Cribbins, leading personality on KEEN San Jose, Calif., Home Town Philosopher, awarded honorary Doctor of Humanities degree by Los Angeles College of Chiropractic for “distinguished contributions to the welfare of the community in which he lives.”

Larry Yust, director, XETV (TV) Tijuana, Mex. (San Diego), recalled to active duty, U. S. Army.

Betsy Gay, singer on KTTV (TV) Hollywood; Town Hall Party, and Thomas Cashen were married May 29.

Robert A. Corley, program director, WQXI Atlanta, and Elspeth C. Simmons, director of continuity and traffic, WJIV Savannah, Ga., were married May 22.


Jack Mulher, floor manager, KOA-TV Denver, father of boy, John Frederic, May 23.

Pat Bishop, newscaster, KFI Los Angeles, father of boy, Stephen Jeffrey, May 22.

Art Ford, account executive, KVOO Tulsa, father of girl, Brandy Kay, May 22.

WNHC-TV New Haven cameraman Jack Youngs filmed action shots during a two-hour chase of an armed bandit who had shot a detective, before the bandit ended his own life with a bullet. WNHC-TV processed the film and had it on the air within 1 hour and 15 minutes after the hunt ended. The films were shown that day on NBC-TV’s 11 p.m. news show.

REP R E N T A T I V E S PEOPLE

Glenn Gilbert, salesman, WGAN Cleveland, to Detroit sales staff, The Katz Agency, national advertising representative.

Stuart Kelly, account executive, Paul H. Rayner Co., N. Y., father of son, Stuart Barrett, May 7.


Parents Watch Too

WCPO-TV Cincinnati believes it has inaugurated a new era locally with used car advertising on its “Uncle Al’s” show for children. WCPO-TV cameras are poked out studio side doors and focused on the used cars in the showroom below. The station said that Metropolitan Buick, on its first day to advertise on the program, sold two used cars the same day from a two-minute spot on the children’s show. ‘‘This proves,’’ says WCPO-TV, that “Uncle Al” has many adult fans, or his younger fans are very persuasive.”

WHLI

THE VOICE OF LONG ISLAND

BIG, BOOMING, RICH NASSAU COUNTY

POPULATION . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 966,841 140% increase since 1940

BUYING INCOME
TOTAL . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $2,046,485,000 Greater than 17 states
PER FAMILY . . . . . . . . . . . . . . . . . . . . . . . . . . . . $7,582 4th among U. S. Counties

RETAIL SALES . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $1,003,784,000 Greater than 14 states
FOOD STORE . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $ 287,760,000 14th among U. S. Counties
AUTO STORE . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $176,988,000 22nd among U. S. Counties

HOUSEHOLD . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $ 55,045,000 21st among U. S. Counties

Sales Management, May 1954

WHLI has a larger daytime audience in the MAJOR Long Island Market than any other station. (Conlan ’54)

• STRONG LOCAL PROGRAMMING!
• ADVERTISING ACCEPTANCE!
• COMMUNITY RECOGNITION!
Hill & Devore Formed
For Sales Promotion

A NEW TYPE of organization which will specialize in sales promotion has been established by Weston Hill and Frank A. (Steve) Devore, partners, in a firm to be known as Hill & Devore.

Mr. Hill formerly was copy chief of the Biow Co. and at one time was creative director of H. W. Kastor & Sons.

Mr. Devore formerly was sales promotion director of the Gummied Industries Assn. and, at the same time, public relations and sales promotion director of Food Machinery Corp.

Hill & Devore will create year-round sales programs in which consumer and trade advertising is one of many parts. The new sales promotion specialists follow through from factory to retail counter to consumer with emphasis on creative planning, the announcement said. The new firm will work on a fee basis in order to choose impartially the best sales promotion tools. Objective is to help sell clients' goods or services in buyer's market by every means available. Hill & Devore plans to work directly with the client or its agency or both.

Cottone Opens Own Law Firm

BENEDICT P. COTTONE, former FCC general counsel and more recently with Lucas & Thomas, last week announced the establishment of his own law office at 1631 K St., N.W., Washington, D. C. Telephone is Republic 7-7795.

Mr. Cottone, who was FCC general counsel since 1946, joined the law office of former Democratic Illinois Sen. Scott W. Lucas last year from his resignation from the FCC. In 1939, Mr. Cottone joined the FCC as chief of the litigation section, and in 1941, he was made assistant general counsel in charge of the Law Department's Common Carrier Division. Before 1939, Mr. Cottone worked for the Federal Power Commission, the Justice Department and the Civil Aeronautics Authority. In 1936, he was a member of the FCC's special telephone investigation staff.

PROFESSIONAL SERVICES

SHORTS

A. Harry Becker, Washington, D. C., moves his law offices to The Broadcasting & Telecasting Bldg., 1735 DeSales St. N.W., that city.

Eden & Assoc., Cleveland, has been formed as counsel and service in public relations, publicity and communications, by Paul L. Eden. Address: The Arcade, 420 Superior Ave. N. E., Cleveland 14.

The Ettinger Co., Hollywood, public relations and publicity service, moves to 8720 Sunset Blvd. Telephone is Crestview 4-6721.

Harper Assoc., N. Y., personnel consultants, has opened a new television-radio broadcasting department; Barnaby Prescott Smith, former tv director at Dumont and associate producer and director, Bob Loewi Productions, takes charge of the new division.

Burns W. Lee Assoc., L. A., public relations firm, opens San Francisco offices at 821 Market St. Telephone is Douglas 2-8538. Patrick O'Rourke is branch manager.

Michener Co., Phila., has moved to new and larger offices at 2000 Lincoln-Liberty Bldg. same city.

Schellenberg, O'Laughlin
Form Radio-Tv Law Firm

FORMATION of the new Washington law firm of James P. O'Laughlin and Howard J. Schellenberg Jr., specializing in radio, television and military law, was announced last week.

Mr. Schellenberg, who was associated with Andrew G. Haley and Dwight D. Doty in Haley, Doty & Schellenberg, is a former attorney in the Broadcast Bureau of the FCC. He left in 1952 to join Messrs. Haley and Doty. He was graduated from Notre Dame U. in 1942 and from Georgetown U. Law School in 1948.

Mr. O'Laughlin recently returned to civilian life following duty as legal officer with the U. S. Marine Corps. He is also a graduate of Notre Dame U. and Georgetown U. Law School.

Offices of the new law firm are at 1025 Connecticut Ave., N.W. Telephone is Republic 7-1522.

BIB Issues TV Who's Who

BROADCAST Information Bureau, New York, has issued a new publication, TV Who's Who and What's Where At Film Producers & Distributors, covering 177 "major" tv film producers and distributors, 469 "minor" producers and distributors and 69 tv film service organizations. Information is given on personnel, available products and other operating data.

PROFESSIONAL SERVICES

PEOPLE

Norman Dolnick, group supervisor, Chicago headquarters, Harshe-Rootman Inc., elected to plans board.


Richard H. Miller resigns as public relations director, Television Programs of America, N. Y., to become executive vice president in charge of tv promotion, Eddie Jaffe, N. Y., public relations firm.

Roy J. Battersby, director of publicity, Hill & Knowlton, New York public relations counsel, elected a vice president.

Raymond A. Dodd, 47, executive of public relations firm of Selvage, Lee & Chase, N. Y., died May 15 after an illness of two months.

John Schwartz, a stage manager of NBC-TV since 1951, will take a three-month leave of absence this summer to serve as tv director and consultant for Belgium Institute of Broadcasting, government-owned broadcasting agency.
BREWER ANNOUNCES FOR TOP IATSE POST

The former IATSE international representative says he will resign his position with Allied Artists Pictures within two weeks to run for the IATSE presidency.

ASSURANCE of strong nationwide support prompted Roy M. Brewer, former Hollywood IATSE international representative, to announce his formal candidacy for international president of the union at a Hollywood news conference last week.

He will resign his present position as assistant to Allied Artists Pictures President Steve Broidy "within two weeks" to campaign for the IATSE presidency [B&T, May 17].

He charged that incumbent President Richard Walsh's action, in sending IATSE members through Office Employees International Union picket lines during a 1953 strike against CBS Hollywood, shattered the solid front in radio and tv which Mr. Brewer tried to form at that time. Mr. Brewer resigned his union post over this issue, he stated.

Mr. Walsh's action was taken without consulting local officials, although OEIU had a good bargaining point, namely, that the network offer still fell short of local wage norms for comparable work, Mr. Brewer charged.

Mr. Brewer again refused last week to detail how he planned to salvage the union's position in tv except that a "vigorous and energetic action" could be expected to "bring the crafts we represent into the IATSE."

He estimated the number of possible IATSE members in U. S. television at 5,000, who "by all the history of trade union organization should belong to us." Of these, 1,000 presently belong to various IATSE tv locals and 1,500 are Stagehand local members, he stated.

Mr. Brewer said Mr. Walsh's incompetency is responsible for IATSE's current weak position in tv, including: (1) Failure to organize radio, from which most tv workers come, and (2) procrastination during critical period of tv's growth. Mr. Walsh's position on the OEIU-CBS strike was the final blow to the union's tv plans, Mr. Brewer charged.

More than 75% of the delegates to IATSE's Cincinnati convention Aug. 9 already are pledged to him, Mr. Brewer stated. New York tv locals are not among these, he admitted, but said that Local 815, Hollywood (tv broadcast studio employees), is very active in his support.

New Composers Guild Adopts Constitution, Selects Board

IN simultaneous meetings, Hollywood and New York chapters of recently-formed Composers Guild of America [B&T, Dec. 14, 1953] have unanimously approved the group's constitution.

Announced purpose of the guild is protection of composers in radio-tv, motion pictures, songwriting and general musical fields in employment relationships. The guild also plans to establish a standard contract and a minimum payment schedule for use or re-use of music composed for hire. Neither ASCAP nor American Federation of Musicians has offered such composers protection in the past, says CGA.

Board Members Selected

Also at the Hollywood and New York meetings, two complete sets of board members were selected to represent western and eastern divisions, respectively. Board members have elected from among themselves a temporary national slate of officers to serve until national guild elections in November.

Officers elected are Leith Stevens, president; Arthur Schwartz, first vice president; Walter Schumann, second vice president; Gene Von Hallberg, third vice president; Mack David, secretary-treasurer; and Winston Sharpless, assistant secretary-treasurer.

Among 15 selected western board members are radio-tv composers Basil Adams, ABC-AM-TV; Ozzie & Harriet, ABC-AM-TV; Amos 'n Andy; Richard Aurandt, musical director, KCP (TV) Hollywood; Alexander Courage, former CBS Radio Broadway Is My Beat; Wilbur Hatch, CBS-AM-TV I Love Lucy, Our Miss Brooks; Walter Schumann, NBC-AM-TV Dragnet; Rex Koury, musical director, ABC-AM-TV Western Division, Hollywood; Irving Miller, CBS-AM-TV Meet Mille; and Leith Stevens, CBS Radio Escape.

On the eastern board are Mr. Schwartz, Elie Seigmeister, Ben Ludlow, Mr. Sharpless, Richard Matby, David Terry and Mr. Von Hallberg.
CBS and IBEW Agree On New Two-Year Contract

AGREEMENT was reached last week between CBS and the International Brotherhood of Electrical Workers for a new two-year contract providing wage increases ranging from 8.3% to 14%. The contract is expected to be signed this week.

The contract, which will cover 1,100 radio and television engineers employed at CBS-owned stations throughout the country, calls for journeyman's weekly rates for the first year to rise from current $150 to $162.50 and to $165 for the second year; technical directors, from $166.50 to $190 weekly, and master control engineers, from $166.50 to $190 weekly. Other classifications will obtain proportionate increases.

The contract, retroactive to May 1, also stipulates that quarters now used for live television, which are under the jurisdiction of IBEW, will be IBEW-manned if film is produced there.

Sen. Kuchel Takes Stand Against 'Runaway' Films

PLEDGE to do everything within his power to help the unions solve a growing unemployment problem caused by "runaway" foreign production of films by American producers who go abroad to take advantage of low wage rates, has been made by U. S. Sen. Thomas Kuchel (R-Calif.) to the Hollywood AFL Film Council.

Sen. Kuchel told a council meeting recently that he didn't want to see the California motion picture-television industry continue to be weakened economically by production abroad of any films which should be made here.

He termed it "grotesque" for American advertisers and producers to go abroad to make TV films "at less than American wages and standards in order to bring these films back into this country to sell American products to American workmen." He further declared it "most unfair" for foreign nations to freeze part of the earnings of American films in those countries and then use the frozen funds to induce American producers to make pictures abroad at wages lower than American rates.

AFL Turns to Radio In Waterfront Fight

ADOPTING the pre-election tactics of the major political parties, the American Federation of Labor conducted a 10-day broadcast campaign in New York prior to the NLRB election held there last fortnight to determine which union—the old International Longshoremen's Assn. or the new AFL-ILA—shall control the city's waterfront. Results are in doubt while the nearly 1,000 challenged ballots, but the first count showed the AFL group only 319 votes behind the ILA, a much smaller difference than in last September's election.

Beginning with a speech by George Meany, AFL president, broadcast May 17 on WABC and WLJ, the AFL campaign included both programs and announcements. There were newscasts in Polish and Italian on WHOM, a Polish program, Saturdays on WLJ and a saturation spot campaign on WABC, WLJ, WBNX and WHOM New York, plus WPAT Paterson and WVNJ Newark, the Sunday pre-election the Tuesday, eve of the balloting. Mr. Meany made another address which was telecast on WABD (TV) and broadcast on WGMG. This last-minute exhortation was rebroadcast on WLJ and on WABC.

Morris S. Novik, radio advisor to the AFL, directed the campaign, on which an estimated $5,000 was spent for talent and time. Business was placed through Furman, Feiner Co., New York.

IBEW Local Wins Over IATSE

KHJ-TV Hollywood production workers in an NLRB election voted 12 to 5 to replace IATSE with IBEW Local 45 as bargaining agent. This is the first time locally that the IATSE has lost production workers to a rival union. IATSE Television Broadcasting Studios Employees Local 815 was not on the ballot. Only the International Alliance's name appeared in competition with IBEW Local 45. Voting were makeup men, lighting technicians, stage managers and stage hands, actors and showcard writers.

Tax Proposal Fails

PROPOSAL of Local 802, American Federation of Musicians (New York City locals), that a tax be levied on studio audiences at radio and tv broadcasts to help the city meet its budget deficit was ignored by the Board of Estimate at a meeting last fortnight. Board had previously rejected a plan to extend the 1% sales tax to commercial services, including those of advertising agencies, which had been vigorously opposed (B + T, April 19, 12). Board approved instead a 5% amusement admission tax on which the City Council is expected to take final action tomorrow (Tuesday).

AFM Slated to Review PTF 5% Royalty Formula

REVISION of the Performance Trust Fund 5% royalty formula to which tv film producers must contribute, is expected to be discussed at the American Federation of Musicians International's executive board meeting in Chicago on June 21.

With requests made by both networks and tv film producers for modifications of the controversial formula, the subject was put on the board's agenda. Clair Meeder, executive assistant to AFM president George Meany, in addition, has invited key tv film producers to present their industry proposals. Under the formula, 5% of all grosses received from the sale of filmed video shows with musical backgrounds made with AFM members goes to the PTF.

Abramson Heads Artists' Fund

NAT ABRAMSON, director of the WOR (New York) Artists Bureau, has been elected chairman of the American Guild of Variety Artists welfare trust fund, succeeding David Katz, former manager of the Roxy Theatre, who has resigned. William F. Brunner, former Congressman from Queens, remains vice chairman. Other members of the board are Nick Prounis, owner of the Versailles Restaurant; Rabbi Bernhard Birstein, of the Actors' Temple, and David Ferguson, executive secretary of the Jewish Theatrical Guild.

PERSONNEL RELATIONS PEOPLE

John Hench elected president and Don Hillary, named business agent of IATSE Screen Cartoonists Local 839, Hollywood. Other officers are Charles Downs, vice president; Betty McGowan, recording secretary; Marie wheeligan, financial secretary, and Stanley Green, sergeant-at-arms.

Eugene Vale elected to executive board, Television Writers Group of the Screen Writers Guild.

Marvin Bryan named AFTRA Los Angeles Chapter chairman for its 1953 casting directory now being compiled. Others on committee include Ted Blue, Gloria Clark, Clark Martell and John Leonard.

Hillarry Brooke, who portrays Roberta in NBC-TV My Little Margie, and John Hubbard named to Screen Actors Guild board of directors, succeeding Richard W. F. Proctor, alternating with Barry Sullivan, respectively.
For News
The Southwest listens to WOAI!

More people depend on WOAI Radio for news than on any other media...in the far-reaching Southwest area dominated by San Antonio. WOAI has all three news services, AP, UP and INS. WOAI's News Department works exclusively on news, local, regional and national. WOAI originates eight regularly scheduled 15-minute newscasts daily for the hundreds of thousands of families who for more than 32 years have learned to depend on the accuracy and completeness of WOAI News. That's why advertising on WOAI News means prestige selling in the great Southwest!

WOAI

"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.
Duane Jones and some of the packages he helped make famous
ADS, WOMEN and BOXTOPS

by DUANE JONES as told to Mark Larkin

Chapter I

'ADVERTISE, OR CHANCES ARE THE SHERIFF WILL DO IT FOR YOU'

THERE was a time, believe it or not, when we didn't have boxtops.

There was a time, too, when we didn't have package goods sales techniques.

And a time when we didn't even have advertising.

But so far as is known, there never was a time when we didn't have women.

It took thousands of years to learn that by using advertising to interest women in boxtops by means of package goods techniques you could create a supercharged market for more and more products.

Since that enlightening discovery was made, advertising has driven boxtops so forcefully into the consciousness of housewives that these two words have been compressed into one. So now we have a brand new word—"boxtops." It is advertising's colloquial step-child, unrecognized as yet by the lexicographers, but so vital to merchandising that the time will soon come when dictionaries must include it.

It was not until quite some time after the turn of this century that boxtops became an important part of advertising's first aid kit for business.

For this there were many reasons. First and foremost, it was the fact that during the 19th century women were not a consequential force in our scheme of merchandising. They did not greatly influence spending. Until the voice of the housewife began to be heard in the marts of trade, there was actually no compelling reason to make the sale of household necessities either more convenient or more plentiful.

Items of that sort were considered life's indispensables, to be purchased as a matter of course. So there was no need for forced selling, especially in view of the fact that the assembly line method of merchandised manufacture required for mass markets was still years ahead.

As late as the Spanish-American War household goods such as soap were still being dispensed in bulk or bars from packing cases; and such foodstuffs as flour, sugar, etc., were being scooped from the barrel, usually in the proximity of a pot-bellied stove.

The gradual emergence of women from the drudgery of housework—which started with the advent of the 19th century washing machine and sewing machine and was stimulated by militant feminist movements—was what really set the stage for convenient food packaging. The increasing eagerness of women to simplify household duties and devote more time to outside activities provided further incentive to create a package goods market.

Meanwhile, the development of advertising agencies had contributed importantly to the introduction of new products for the home, and to a more rapid turnover of goods. Agencies had been instrumental, too, in scrubbing advertising's face and otherwise converting it into a clean and well-dressed child that the public could regard with respect and confidence.

The business world began to realize that P. T. Barnum had really said something when he remarked: "Advertise, or the chances are the sheriff will do it for you."

Even in this enlightened age you occasion-

FIRST OF A SERIES

This and following chapters to appear weekly are condensed from a forthcoming book. The series is exclusive to B&T.

ally find someone who says, "But does it pay to advertise?"

"Well," I always reply, "if you owned a hotel in this town, would you be willing to run a one-inch ad saying, 'My hotel has bedbugs?'"

"No," the skeptic always exclaims in horror.

"Okay," I say, "so you've answered your own question."

Andrew Carnegie was dubious about advertising until he was told there were 26 mountains in Colorado that were higher than Pike's Peak, which happens to be one of the most widely advertised mountains in the world. When the steel tycoon heard this, it sold him on advertising. And today the steel industry, following Carnegie's lead, is well up front among national advertisers.

The founder of the agency business as we know it today was Volney B. Palmer, son of a New Jersey publisher. He became our first advertising agent in 1841, opening an office in Philadelphia. Apparently he had sold advertising space for the Mt. Holly, N. J., Mirror, published by his father, and subsequently for the Miners' Journal in Pottsville, Pa., which sent him to Philadelphia to sell space there. But Palmer soon decided to open an office of his own, and thus became the progenitor of the advertising agency business.

Other agents soon followed Palmer, and a few that were organized in the '60's and '70's still survive, in some cases under changed names. Among those progressive pioneers still on deck are N. W. Ayer & Son, founded in 1869, and now the dean of agencies because it traces its ancestry back to the very beginning. In 1877, N. W. Ayer & Son bought Coe, Wetherill & Co., of Philadelphia, successor to Joy & Coe, who had purchased Volney B. Palmer's business. Thus Ayer became the only agency descended directly from the great originator of clients, accounts, ulcers and headaches.

Other leaders in the agency field that antedate the early '90's, which was a prolific decade for agency organization, are Foote, Cone & Belding, organized originally in the '70's as Lord & Thomas by Daniel M. Lord and A. L. Thomas. Also J. Walter Thompson Co. goes back even further. Founded in 1864 as Carlton & Smith, which specialized in selling space in religious weeklies, this agency was taken over by J. Walter Thompson (first name, James) in 1878. Up to that time Thompson, regarded later as a "frontier man in magazine advertising," had been an employee of Carlton & Smith.

In 1916 Mr. Thompson sold his agency to Stanley Resor and associates, believing at that time that the great days of advertising were gone forever. To show how bad his research was on that point, however, it might be well to mention that JWT has since multiplied from 30 to 50 times and is now the world's largest advertising agency, with a 1953 billing estimated at $150 million.

Incidentally, it is interesting to note that three of the largest agencies in the business are also three of the oldest, dating back from 75 to more than 100 years. All possess increased vigor, evidently accumulated with age.

When I first entered the advertising business with Lord & Thomas in 1923, the firm was still operating under its original name, with A. D. Lasker as president. Although
ABOUT THE AUTHOR

DUANE JONES got started in advertising when he was a student at the U. of Pennsylvania's Wharton School of Business. Vernon and Irene Castle were at the height of their popularity, and Mr. Jones decided to capitalize on the craze for ballroom dancing which they had inspired.

He invented the "Dorothy Castleton Academy," a name that was close enough to that of the famous dancers to suggest a commercial association but distant enough to avoid the need of paying them for using it. The "Dorothy Castleton Academy" was incorporated in 1931. "Dorothy Castleton Dansteps" by mail for a dollar.

The course consisted of 12 footprints, which Mr. Jones cut from the cardboards that were returned with his clean shirts from a Chinese laundry, and instructions for placing them on the floor and stepping on them in time to a prescribed melody played on a phonograph. Mr. Jones inserted an ad in the Police Gazette which built his modest enterprise into a manufacturing headache.

In no time at all, he reminisced recently, "I was overcome by returns. Making the footprints became a problem. I ran out of Chinese laundry cardboard and had to buy a supply. Then I put my fellow fraternity members to work cutting out footprints. I paid them, two cents a print if they furnished their own cardboard and one cent each if I furnished the board."

In more than 30 years of professional practice in advertising, Mr. Jones has considerably refined the principles of advertising and merchandising which he began to understand as the proprietor of the Dorothy Castleton Academy.

He entered the field as an assistant space buyer in the Los Angeles office of Lord & Thomas in 1923. By 1929 he was manager of the office and a year later was promoted to vice-president in New York. In 1932 he joined the Maxon Agency as executive vice president, a year later moved to Benton & Bowles as vice president. It was there that he launched what he believes to be the first package goods premium carried by network radio, the SuperSuds described in the accompanying first chapter.

In 1934 he became executive vice president of Blackett-Sample-Humertz. He returned to Maxon as a partner in 1940. Since the Duane Jones company was organized, it has distributed 47,000,000 premiums. Total billing has been more than $80 million, 60% was spent in radio-television, mostly radio.

In 1951 Mr. Jones lost half his agency's business and resigned the rest of it in the now-celebrated dispute between him and former officials of the Duane Jones company. The New York State Court of Appeals last January affirmed a damage award of $300,000 won by Mr. Jones in a lower court suit in which he charged the former associates with "pi-rating" accounts. Now that the litigation is out of the way, Mr. Jones is back in business.

Habit-minded in their purchase of packaged foods, drugs and other commodities.

But when I suggested the idea to William B. Benton, co-founder and then head man of Benton & Bowles, and destined later to become one of Connecticut's august U. S. Senators, it sounded like sheer madness—a form of financial suicide.

"Who ever heard of paying such a terrific sum for radio time just to give garden seeds to listeners?" he said. "Why the whole thing is absurd."

After much persuasion, however, he finally consented to take a chance, but from that moment on I was painfully aware that I was a marked man if it failed.

Having come from the West Coast, I was acutely conscious of the pulling power of the name, Hollywood. So I decided to commercialize this magic to the utmost. With that in mind, we announced the offer as a Hollywood send-up, a scheme of gorgeous flowerers like those grown by the movie stars, available to all takers for only a dime and a SuperSuds boxtop.

We carried the deal nationally for 10 days over NBC on the daytime serial, Clara, Lou 'n' Em, and it drew 600,000 returns. Naturally this was sensational. It was both colossal and super-colossal.

"Well," I said to Mr. Benton, "we sold more than half a million packages of Super Suds in 10 days—an average of 60,000 a day. That's more, the premium washed its own face—paid its own way."

"Not bad," Mr. Benton grinned. "Not bad at all. I told you all the time it was a swell idea. I thought it was terrible right from the start."

The principle upon which this offer was based has since been widely used by practically all agencies. But until I applied it to SuperSuds, it had never been thought of. By using radio to carry our message, we got maximum coverage at minimum cost, figured on a per capita basis. And more important still, we reached a responsive audience. When first considered, however, the time charge had seemed prohibitive, particularly for an unsolicited proposition that had neither tradition nor previous experience to recommend it. But it turned out to be a pioneering pitch at something different that bagged three "firsts" and established a cardinal package goods advertising technique, to wit: "Be sure to select a low-cost, responsive medium that contained the saturation for your sales message before you decide to stick your neck out on a boxtop deal."

If Radio hadn't come along when it did, that effective phrase, "For a dime and a boxtop," might never have been coined.

For it was the deep penetration of nationwide networks, with their relatively low cost-per-inquiry, that popularized the boxtop, until today it stands as an almost invaluable adjunct to America's home life.

It is the millions of housewives in this country who constitute the essential market for package goods, and radio serials have provided the most practical means of reaching housewives. Obviously radio serials became known as soap operas by virtue of their use in advertising soap products. Call them what you will, the fact remains that they have furnished an economical means of reaching the largest possible number of package goods customers.

If in time television supplants radio's soap opera with some other type of daytime programming, the hearts of feminine fans will throng no less passionately, for sight will glorify sound and suitable sales messages will stimulate purchasing.

The boxtop got its start 103 years ago, all because B. T. Babbitt, an ex-machinist who turned manufacturer, made a wrong guess about women. And it came close to costing him a pretty penny, too. However, it was a paper wrapper and not a boxtop that occasioned Mr. Babbitt's peculiar embarrassment with the ladies.

He had switched from machinist to soapmaker because he believed that in the long run it would prove more profitable. And being a shrewd and ingenious young businessman he got the bright idea that soap would sell better if marketed in cakes that were nicely wrapped than in unwrapped bars.

Much to his surprise, however, the dilligent housewives of that day disagreed with him. They preferred their soap in the raw, free of bothersome paper covers. So Mr. Babbitt found himself in a financial dilemma, the longest and most dangerous horn of which was an over-supply of neatly wrapped soap. But in the nick of time he came up with another idea. Why not offer an inducement to buy his soap—a gift of some...
everyone has something he does best.

You do. We do, too. And this man does well at his specialty or he wouldn't have his job. Our particular specialty is the representation of quality television stations — and if we did not do it so well, we would not be representing the outstanding stations you see listed below.

Harrington, Righter and Parsons, Inc.

the only representative devoted only to television

<table>
<thead>
<tr>
<th>New York</th>
<th>Chicago</th>
<th>San Francisco</th>
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<td>WAAM</td>
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| WHAS-TV       | WHIS-TV       | WTMJ-TV       |
| Louisville    | Mt. Washington| Milwaukee     |

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sort, a picture of flowers, say, printed in color. Women would like that; it would be a bouquet that wouldn’t wilt.

So Mr. B. made the offer. And this time he had pounded the ladies like it. They liked it so well that housewives bought his cakes of soap, paper wrapper and all, 25 at a time so they could send in the wrappers for one of his “beautiful panel pictures in full color.”

After Mr. Babbitt’s success with his picture offer, the use of premiums increased steadily, especially after the Civil War. This was due somewhat to the fact that business was engaged in a rugged struggle. The premium, which gave the customer an added value for his money, proved a welcome tonic, one that helped in some degree to cheer trade through the panic years of the ’70s and the ’90s.

In the beginning, coupons were the popular medium of exchange for premiums but slowly the boxtop encroached, and toward the turn of the century, as the packaging of products got seriously under way, its use definitely broadened.

My own knowledge of premiums was cursory indeed until I began to get intimately acquainted with these trade tools in the Los Angeles office of Lord & Thomas, where I got my start as an ad man under Don Francisco, and where we both learned those all-important first principles of modern advertising under that master craftsman, A. D. Lasker, then president and principal owner of the agency.

Premiums Were Free

In those days premiums were always given "for free from manufacturer." For example, Sunstar Oranges, a major Lord & Thomas account, offered recipe books, free for the asking, in its magazine ads, and Jell-Well gave out recipes too, in addition to aluminum moulds of various shapes, including hearts, clubs, spades, etc., for preparing novel desserts for bridge luncheons and parties. Get these moulds you merely mailed in a Jell-Well boxtop and the names of three friends. Naturally your friends were immediately sampled with the product.

At Lord & Thomas I had the opportunity to sit in on several staff conferences conducted by Claude Hopkins, the greatest copy writer of all time, and I shall always be grateful for what I learned. Mr. Hopkins, who died in September 1932, came to the coast from the Chicago office of L&T two or three times a year to visit both the San Francisco and Los Angeles branches. It was in the latter office that I heard him expound his philosophy of advertising.

In personal appearance Mr. Hopkins was definitely of the Gay ’90s. He wore a hard-boiled hat and carried a stick. His stocky figure gave one the impression that he was trying to look like the portrait at the foot of the stairs—you know, pompous and important.

But he certainly knew his advertising. Long years as a copy writer in Chicago had made him for 17.1. This is reputedly at a six-figure salary. Once, in a meeting, he told us that he had pounded five million dollars out of his typewriter. We asked him how, and he related his experience in buying a horse for his daughter at his Saginaw, Mich., farm. This same story, oddly enough, was subsequently attributed by Mr. Lasker to John E. Kennedy, the master copy writer of an earlier day. At any rate, the moral of the tale helped me to establish the basic techniques of package goods advertising. Here is what Hopkins can repeat that story almost word for word.

“A farmer brought me a riding horse for my daughter,” Mr. Hopkins told us. “This horse,” the farmer said, “is sound of wind and limb and I’ll sell him to you for $300, with the understanding that you give me the $300 now and keep the horse for a month and let your daughter ride him. If he is not all I say he is, I’ll return your money at the end of the month and take the horse back.”

“The next day another farmer brought me a horse which he claimed was sound of wind and limb and good for my daughter to ride. I’ll sell him for $300,” the farmer said. “You keep him a month, let your daughter ride him, and at the end of that time if you find he is not as I’ve represented, I’ll take him back and you can keep your money. But if he is all I say he is, then you pay me the $300 and keep the horse.”

“What deal do you think I took?” Mr. Hopkins asked.

The answer, of course, was obvious.

“I told that story,” Mr. Hopkins continued, “to illustrate a point in advertising: Never ask a customer to take a chance on you. Always offer to take a chance on him.”

That is the most important package goods advertising technique. Never ask the customer to take a chance on you. Offer, instead, to take a chance on him by making a deal that obviously gives him the better end of it. You’ll get yours when he samples your product, for if he likes it he’ll become a regular customer. That will pay you many times over for taking a chance on him as a prospect.

Benjamin Franklin once said, “It is hard to make an empty bag stand up.”

This bit of homely philosophy applies especially to the techniques of package goods advertising. First of all, to succeed with such a highly specialized kind of advertising, you must have a product that not only stands up, but stands firmly—on its merit. Its quality must be so right that it will repeat when sampled. If a customer can’t be induced to pay for it at all, it should be so tempting, so satisfying, so appealing that he’ll try it again—and again. Then, with a wise application of the techniques devised to advertise package goods, sales will go up—and up.

If the package product to be advertised can’t account for its fair sale of one unit every week or ten days, with the product up to approximately a case per year, then the product should be improved before it is marketed. After its improvement, its turn-over should then be tested in selected markets before an advertising budget is set up.

To illustrate our point, let’s take an actual case. For ethical reasons we’ll identify the client only as Mr. A. He has a quality grocery product that turns over at the average rate of one case per year per customer, and it sells for $2.88 per case to the jobber. Gross profit per case is 86 cents.

But Mr. A’s firm is afflicted with a bad case of rising overhead—chronic these days in almost every kind of business. So the company must either sell more goods or increase prices.

Retailers have warned, however, that upping the cost to consumers may materially reduce sales. Moreover, competing products of lesser quality but lower price may usurp Mr. A’s market.

Therefore, hoping to solve the situation, Mr. A’s company decides to launch a boxtop deal. And a premium is offered for ten days over a national network on a daytime serial. It pulls 600,000 returns. When costs are checked (by dividing the number of boxtops into the amount received) Mr. A’s company finds that the cost per inquiry—literally the cost per return—averages 8.7 cents. Further checking shows that half of the boxtops came from new users. So each new user cost 17.4 cents. A house-to-house survey conducted three months later proved that half of these new users had become steady customers. So the cost of obtaining a steady customer was 34.8 cents. Since this new customer could be counted on to purchase an average of one case per year, he was worth $5.12, or the difference between the company’s gross profit per case and what it cost to get the customer.

The Final Score

So, to recapitulate, if the company got 600,000 returns and half were new users, obviously there were 300,000 new users. And since the subsequent canvass of these new users showed that half had become steady customers, then it is quite evident that Mr. A’s company added 150,000 new customers. This increase was good for an annual profit of $76,800, figured on the basis of 51.2 cents per customer. Not bad for one boxtop deal over one network.

Although used here merely as an illustration, this case is typical. Moreover, it indicates what an average good premium offer pulls. In our own shop, we’ve had deals that greatly exceed this average, due to a combination of alert thinking and timing.

One such example is the Waldorf Pie Pan offer made for 7-MNIT Ready-to-Make Pies. Here was a case where the results obtained on tests were so encouraging that the client, National Selected Products Inc., funded a million pie pans to meet the foreseeable demand.

If placed edge to edge, the pans would have reached from New York almost to Albany, one hundred and sixty-two miles away. Sales pyramided for approximately three months, until the client ran out of pans.

We made this offer only after painstaking tests had proved we were firmly backed by a fundamental credo I established early in my experience in advertising package goods. It is now one of the basics of the business: “Be sure to tie your offer to a product that is good enough to repeat when sampled, for it’s the repeat sales that gain steady customers.”

(To be continued next week.)

Editor’s note: In his next article in this exclusive series, Mr. Jones will deal with two more fundamentals of package goods advertising, concentration and continuity. He also will relate some inside stories on successful radio campaigns.
You buy more than just time when you buy KRNT-CBS in Des Moines. Sure, you get the station which is first in 61 out of 67 Hooper-rated periods ... the station which is first in share of audience morning, afternoon, and evening. But you get something more when you buy KRNT — you buy that easy-to-see mark of a champion. KRNT is the station with the stars ... the station Central Iowa depends on for news ... the showmanship station affiliated with KRNT Theater, world's largest legitimate theater ... in short, the Know-How, Go-Now station in Des Moines.

Represented By The Katz Agency
WE call BROADCASTING • TELECASTING a “book.” It is not. That’s a sort of affectionate house term. B • T is the Time, Fortune, Newsweek, Forbes or Wall Street Journal of one of the most vibrant arts in our world today—radio-tv broadcasting.

BROADCASTING • TELECASTING is a weekly magazine. It is also a sort of newspaper. From its key office in Washington it fingers the pulse of what goes on anywhere through its crack correspondents in New York, Hollywood, Chicago and Toronto. Its string of news centers dot the globe.

BROADCASTING • TELECASTING is vigorous. Interesting, but not sensational. Fearless, but fair.

Is it any wonder that a book like this wins acclaim from coast to coast, whose authoritative articles and features in radio, television and their basic fundamentals are almost school texts?

A BOOK THAT explains... Color and its effect on tv. Time-buying and its effects on advertising and public acceptance and opinion. The fundamental use of film and its acceptance; psychologically and financially. A book whose “at deadline” crackles with spot news.

A book whose editorials are front-page news on the back page of the most alive, vital and vigorous publication in the field today. . . .

Little wonder more people more often, year in and year out say, “Make mine B • T.”

* American Research Bureau Survey—details on request.
STYLISH STYLE SHOW
AT BARGAIN EXPENSE

How the U. of Missouri's commercial tv station
made a 36% profit on a one-shot featuring co-eds
and spring fashions

by Milton E. Gross

An entertainment break separated each store's segment from the next on the show. The show ended with all models on camera for a finale which emphasized the variety of clothes available in the stores in Jefferson City.

The basic fashion set included a dry-brush flat of the state capitol at Jefferson City on the steps of which models posed after their turn in front of the camera. Each model stepped down from one of two picture frames at each side of the capitol drawing, walked before the camera, then joined previously-shown models on the capitol steps.

All fashion and commercial art on the show appeared on pages of a large photo album placed beside Lorraine Ellis who delivered the fashion commentary. Use of the album decreased production costs, since it eliminated use of slides or balops and emphasized the "picture" motif of the show.

Variety in Sets

Second major set was another dry-brush flat painted by art director Ned Etheridge—a cafe scene to back up the soloists, quartet and duet who separated the various stores' presentations.

Gamma Alpha Chi members, in addition to choosing and even helping dress models, arranged for their transportation, six miles from the university campus to the studio for an afternoon of rehearsal and for the show itself.

To give the show adequate advance publicity, Betty Bower and Mildred Zweig prepared on-air promotion spots and newspaper ads in cooperation with the KOMU-TV promotion department. Nancy Rogers designed posters for use in the stores. After the show, the posters were cut down and put into the hands of mannekins in the stores displaying garments customers had seen on television. Large store identification cards used on the show were also adapted for use in store windows after the telecast.

The Picture of Spring proved both an audience and a commercial success for KOMU-TV. It was sold direct to the five participating stores as a package production. Total time and talent charges were $200. Of that amount $316.36 was used for production expenses (transportation and greenery, $69.72; scrum, which can be used again, $50.00; art and photo supplies, $22.50; advertising and promotion, $49.14; fee for Gamma Alpha Chi, $125). After these financial obligations had been taken care of, KOMU-TV rang up a profit of $183.64.

What kinds of suggestions can come out of KOMU-TV's experience with The Picture of Spring?

- Begin with a detailed conference, out of which all committee and department heads get a clear picture of their jobs.
- Give committee and department heads adequate authority to get their jobs done without unnecessary conferences.
- Supply models with complete and detailed written instructions about everything they're to do—fitting, dressing, traffic at the station, as well as action on camera.
- Have stores provide standby garments to be substituted for clothes which don't pass the camera test.
- Base the show's timing on the commentary script and write that script to time, with a few extra sentences available on each garment, to be used when necessary.
- Write script for each garment on a separate sheet of paper and include model's name and sequence number.
- Use a different model for each garment: avoid changes during the show.
- Schedule a complete dress rehearsal, preferably at least two days before the show goes on the air.
- Plan a conference, after dress rehearsal, of producer, director, cameraman, floor manager, commentator, staging director and writers to coordinate changes whose desirability has been made obvious at the dress rehearsal.
- Establish with the sponsors that no garments can be added to or withdrawn from the show after dress rehearsal.

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THESE CROSBYS STAR FOR MERCHANDISING

AN INGENIOUS merchandising tie-in has helped Lou and Linda Crosby, KHJ-TV Hollywood Mr. and Mrs. team, convince southern California supermarket managers that they can move even slow-selling items at a record rate.

Called by its inventors the Pile-on Merchandising Plan, the idea centers around a rack which is a combination of product display, jumble bin and prize exhibit. The products are neatly arranged on shelves above, jumbled in bins below, for sale to customers and the top devoted to prizes to be given away in a companion prize party barrel contest.

The idea had its inception late one night shortly before last Christmas and Mr. Crosby now says he had to get up and draw a rough sketch of the Pile-on fixture before he could get any sleep. Phil Rousac, Pasadena architect and supermarket builder, helped refine the sketch into a practical reality.

The Crosbys, who own and operate the Pile-on Merchandising Plao, rotate the fixtures among local supermarket markets on a bi-weekly basis. They use their Crosby's Calling program on KHJ-TV to promote both their advertisers' products and personal appearance at the end of a two-week period.

The 14 days preceding their appearance at a market is publicized several minutes each day on Crosby's Calling, with notes on the operation and function of the supermarket and personal items about the market personnel.

"It sends people into the market and helps sell the sponsor's product," Mr. Crosby says. "It also makes the market's management happy and it's important to remember that they can make or break a promotion."

Since Pile-on was first started in a suburban Los Angeles supermarket in February, products of the four current Crosby advertisers, Chicken of the Sea tuna (Van Camp Sea-Food Co., Terminal Island, Calif.), Pepsi-Cola Bottling Co. of Los Angeles, Thoro-fed Dog Foods (Victory Packing Co., Los Angeles) and Barbara Ann Baking Co., Los Angeles, have received special promotions in supermarkets of the Ralph's, Shopping Bag, Market Basket, Raisin's, Crawfords', Certified Independent and Spartan Independent chains.

Lou and Linda Crosby, who have a long background in broadcasting and motion pictures, generally answer the oft-repeated question with a cheerful, "No, we're not related to Bing." Lou was a Hollywood radio announcer-actor in 1939 when he met Linda, then Linda Hayes and under contract to RKO pictures. He announced an NBC Woodbury Hollywood Playhouse program on which she appeared opposite Charles Boyer and two years later they were married.

In 1952, while he was announcing NBC Double or Nothing in Hollywood and she had retired—temporarily, it proved—to care for Linda Lou and Cathy Lee, now 10 and 9 respectively, they decided to enter merchandising. Moving to San Francisco, they first presented Crosby's Calling early that year on KGO-TV that city. When Linda Crosby was, as she puts it, "surprised by the third Crosby," now bouncing 21-month-old Lucinda (Cindy) Sue, they moved the program to KSJO San Jose. Today, Linda Crosby regrets going off TV for Cindy. "I could have been the first Lucy," she wistfully says.

Following Cindy's arrival, they recommenced the TV Crosby's Calling version on KHJ-TV Hollywood.

Despite the success of merchandising efforts from the start, Lou Crosby had noted a number of shortcomings in special supermarket TV promotions. Managers showed a justifiable reluctance to allow these promotions in their stores, Mr. Crosby felt. In many cases the displays sprawled and were placed badly. The entertainment blocked traffic. The services of already-busy market personnel were required to prepare for accompanying personal appearances.

They Make Sandwiches Too

Pile-on Merchandising Plan avoids this, he points out. The night before a Crosby appearance, Lou and Linda, plus volunteer salesman, advertising and agency personnel, gather in the Crosby kitchen in Pasadena to make up from 1,000 to 2,000 sandwiches and samples, using products advertised on their program. These volunteers are also usually on hand the next day to help the Crosbys put up their stand and serve out the samples. No market personnel is used in any case.

Before the first Pile-on fixture was constructed, the Crosbys consulted the most conservative market chain to find out the permissible dimensions for a special display. The fixture, attractively fashioned out of steel wire mesh and tubing and occupying an area five feet in diameter, was built with this in mind. It can easily be assembled and disassembled and transported in a car trailer. Personal appearances generally fall on Thursday following their afternoon TV program. The Crosbys entertain the customers and operators and visit the assistant and sales clerks.
with song, chatter and samples. They are also present for the Prize Party Barrel contest, a part of Pile-on. In this, a wire barrel is filled with the advertised products and customers invited to guess the total value of the merchandise. "It certainly focuses attention on the advertised products and prices," Linda Crosby observes.

After guesses are all in, the store manager totals prizes of the individual items on a cash register, and a winner is announced. A $250 Arvin TV set is usually first prize, with other prizes including TV remote control devices, food liquidizers and TV tables. The prizes are furnished by the Crosbys, through their own sources.

That Pile-on Merchandising Plan works is vouched for by both advertisers and supermarket managers. Typical is the report of one manager, who states more of a canned baked bean was moved in 14 days than in the previous four months, and another who reported a 138% increase in Pepsi-Cola sales during the two-week period. Perry Burnside, an executive of Shopping Bag markets, praised Pile-on as "The best-planned, least gimmicked" promotion in his experience. More important, Mr. Burnside flatly states, "It sells merchandise."

Sponsors Have Renewed

Pleasing to the Crosbys is yet another sort of endorsement. Their sponsors have renewed with almost automatic precision at 13-week intervals.

Lou Crosby's brainchild, which he has affectionately nicknamed, "Ajax, the Armored Salesman," will shortly expand into radio, with Crosbys Calling starting on KHJ Radio next month. The present two Pile-on fixture groups, consisting of rack-and-barrel sets, will be divided, with one devoted to the KHJ-TV program and the other to the radio show.

The radio program will follow the TV Crosby's Calling format of song, chatter, baby contests, household hints and other daytime home program features.

In the negotiating stage is an expansion into other areas, notably San Francisco and Denver; where negotiations are actively in progress. Present plans call for Lou and Linda Crosby, through their Lu-Lin-Gra Enterprises, the proprietary firm for both the Pile-on fixtures and the Merchandising Plan, to lease the programs out to local "Mr. and Mrs." teams, with the Crosbys maintaining ownership of the idea and general supervision over production.

Radio-Tv Fill the Park

THE COMBINED influence of KSBW-AM-TV Salinas, Calif., has helped produce the second largest attendance in the Class C California State League for the Salinas Packers. The baseball club, although in seventh place in the league standings, has out-scored in attendance many clubs in larger cities. This is attributed to the play-by-play sportscasts over KSBW radio and TV by Mike Mori- soli, sports director. The Packers are a community-owned ball club with about 1,500 stockholders. A special TV program is said to have been responsible for sales of stock amounting to more than $5,000.

Get IDECO planning and design too ... make certain YOUR tower is engineered to stand the test of time and weather!

INVEST YOUR TOWER DOLLARS
Don't just SPEND them!

Your contract for an Ideco tower is a wise investment... an investment in years of Ideco experience in the design and planning, fabrication and erection of time-proven towers for television and radio.

You also buy peace of mind when you specify Ideco, for capable Ideco engineers will competently assume all your tower problems from foundation to top beacon. As a part of the job, they'll even take over the installation of antenna and accessory equipment... make a thorough final inspection... and you'll be completely protected by insurance all the way. All this is your assurance that your Ideco tower is a secure investment that will keep your station on the air year after year even under the most punishing climatic conditions.

Ideo has been building transmitting towers since the nineteen-thirties, pioneered triangular design when broadcasting was in its infancy. Based on accumulated experience, each Ideco tower part is shop-fabricated to precise tolerances... with pre-determined stresses... for fast, safe, easy erection. And every part is Hot-Dip galvanized to prevent rust.

If a 300' to 620' tower will serve you... The new VIDECo* tower "package" can save you time and money... get you on the air profit-making weeks sooner! Delivery to your site can be made within 4 to 6 weeks... and Video can accommodate any VHF antenna or any VHF 3 to 5 bay low band or 3 to 6 bay high band antenna.

Get ALL the facts about your Ideco Tower Investment... ask your Equipment Supplier, or call on Ideco.

IDECO DIVISION
Dresser-Stacey Company
Dept. T, Columbus 8, Ohio

IDECO

Tall or short... for TV, Microwave, AM, FM... Ideco tower "know-how" keeps you on the air
Hires Radio-Tv Buying Guide  
Aids Effective Use of Media

Designed to help some 300 franchised bottlers boost their sales, the buying guide was prepared for the Charles E. Hires Co., Philadelphia, by N. W. Ayer & Son, Hires agency [B&T, May 24]. Here are the seven basic points set forth by the guide on proper use of radio and tv. Firm offers a series of recordings and films, both one-minute and 20-second, to its bottlers.

1 HOW MUCH WILL IT COST?
Whatever you want to spend. The size of your budget will determine the size of your schedule. Most stations have "local rates" which are considerably lower than their national rates—ask for them! It may also be possible to get a "package rate"—which means additional discounts based on high-frequency schedules. "Package rates" are more prevalent in radio than in television, and are often available on short term contracts—depending on each station's policy. A station may not offer you a "package"—so ask! It will mean more advertising for your money!

2 WHICH STATION TO BUY?
Ask every station in town to submit availabilities and get competitive bids. This is good public relations and it eliminates the chance of "overlooking" a good schedule. Also, when stations know they are competing for your business, they tend to work a little harder for the order and may even cut prices, which is certainly to your benefit.

It is frequently worthwhile to tell the stations exactly what your total advertising budget (radio and tv) for the market is. With this knowledge, a station can "tailor" a campaign or "package" to suit you—and it saves time, too!

3 IS COVERAGE IMPORTANT?
Yes. The station salesman will show you a map that will indicate the area where your commercials can be heard. This coverage may be based on a mechanical measurement, a special survey, or a mail response study. Coverage based on mail pull is of doubtful value since the station may have conducted a give away contest or some similar gimmick which stimulated abnormal audience response. Ask the salesman about this.

Most important in considering coverage is that you buy a station that conforms reasonably close to your sales area. Usually, the greater the coverage, the greater the cost of the station. Do not buy excess coverage that cannot pay off in sales!

4 WHAT ARE RATINGS?
Ratings are measurements that reflect the average number of radio or television homes listening or viewing regularly to the designated programs, and are expressed as a per cent of all radio or tv homes in the surveyed area. For example: A rating of "10" in a city with an assumed set population of 150,000—would be equal to an average delivered audience of 15,000 homes. Keep in mind the fact that there is usually more than one person hearing or seeing each program, which proportionately increases the number of individuals reached.

At this point, you should be cautioned about "inflated ratings." Some stations have a tendency to sell time on the basis of ratings attained during the baseball season, or for some other exceptionally popular series of broadcasts (contests, etc.) carried irregularly. For these events, the station's rating will be high or "inflated." Therefore, it would be wise to ask the salesman if the ratings quoted are for the specific availabilities being offered.

5 PROGRAMMING TV
In placing a television spot schedule, you will find adjacencies to popular network programs are usually 20 seconds in length. In this connection, it is generally better to have an announcement ahead of a good show rather than following it. The reason for this is that people tend to tune out credits at end of program, and tune in to channel they want to watch next. The use of 1 minute in television can be effectively used as participations within early evening or late evening feature films, before and after the evening's network programming, and in movies on Saturday or Sunday afternoon. There are also many other local programs that will accommodate a full minute commercial.

The cost of 20 seconds and 1 minute in television is usually the same. The reason for this is that the value of 20-second time is increased proportionately due to its adjacency to higher rated network programs, where there is no time allowance for a full minute.

6 REMEMBER YOUR AUDIENCE!
In buying radio or television time, it is of the utmost importance to keep in mind the audience you are trying to reach. To all intents and purposes, Hires Root Beer is consumed by everyone—men, women, and children. All are potential Hires customers! Consequently, you should not concentrate your entire campaign on any one specific group, but rather buy a diversified schedule and reach all groups. AND—don't be guided by personal likes and dislikes in programming—remember that you are placing advertising, and advertising in order to be most effective must reach as many potential Hires customers as possible!

7 SHOULD MERCHANDISING BE CONSIDERED?
By all means! But only after you have established the overall advertising program. Merchandising is a plus feature designed to lend additional support to your schedule—you should not have to pay for it! Buy your announcement campaign first; then ask the station for merchandising help in the form of:
—Jumbo post card mailings.

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BROADCASTING • TELECASTING
Over $250,000 in Sales
Made by WBS at Convention

WORLD Broadcasting System completed sales totaling more than $250,000 during the NARTB convention in Chicago, Pierre Weis, general manager of World, reported last week upon his return to New York.

Mr. Weis attributed the large volume in sales in part to revived confidence in radio as a selling medium, but said the company's new ComET plan stimulated "tremendous" interest. Under the ComET plan, World will supply a subscriber-free of talent or program charges-a one-hour show five days a week [B*T, May 31].

BMI Sets Program
For Summer TV Clinics

BMI's proposal to hold three summer tv clinics [B*T, May 24] has been approved by tv station managers by the overwhelming ratio of 15 to 1. BMI reported last week in announcing that clinics on tv programming will be held Aug. 2-3 at New York's Hotel Biltmore, Aug. 5-6 at the Hotel Sheraton in Chicago and Aug. 9-10 at the Hotel Statler in Los Angeles.

Topics to be discussed, selected from hundreds of suggestions from more than 150 tv station managers, will include the following, listed in order of popularity: low cost local programming; film-buying, programming; brass tacks of local production; local tv news and special events; music-low cost programming and disc jockey treatment; camera techniques-art, scenic effects, etc.; public service, and allied subjects. Seven additional topics will be added to the clinic agenda.

Clinical sessions, according to advance planning will begin at 9:30 each morning, with a forenoon session of four half-hour talks, followed by a 45-minute open forum. Three more 30-minute talks will be given in the afternoon, with the free-for-all "bull session" to start at 3:30. If desired, the "bull session" will be continued after dinner, as was done during the 1952 tv clinics.

Enrollment blanks will go out to all tv stations for the clinics. There is no registration fee, but those who attend the clinic luncheon will pay a nominal luncheon fee of about $5, BMI said.

PROGRAM SERVICES PEOPLE

Herb Landon, publicity director, Raymer & Son Inc., Philadelphia, Pa., or Shelf markers.

-Tv's 'Industrial Monkey'

NBC-TV will place into operation this month on the Home Show (Mon.-Fri., 7-9 a.m. EDT and CDT), an aerial camera known as the "industrial monkey." It is a remotely controlled aerial camera, mounted on a telescoping arm suspended from the ceiling and is said to be capable of moving quickly and easily to almost any point in the tv studio. The device was developed by Sol Cornberg, NBC-TV supervisor of plant facilities, who said it is designed to help solve the problems of mobility and space in the tv studio by removing equipment and technical crews from crowded sets for use by performers, directors and set designers. It is remotely controlled by two men operating behind the scenes.

...keeps viewers tuned to

**KMJ-TV**

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important inland California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to tv station. *KMJ-TV is your best buy in the Valley.

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. (March 1954 ARB report)*
O'Neil Names Taylor Executive Assistant

APPOINTMENT of J. Glen Taylor, vice president of General Teleradio Inc. and MBS, as executive assistant to the president of General Teleradio was announced last week by Thomas F. O'Neil, president.

In announcing the appointment, Mr. O'Neil said that "constantly expanding interests of the company in the fields of radio and television make necessary the creation of the new post in order to relieve the president of certain operating details."

The General Teleradio properties include WOR-AM-TV, New York; WIBQ-AM-TV Memphis, the Yankee and Don Lee regional networks, the film division of General Teleradio, and the majority stock interests of MBS. Mr. Taylor has been associated in the various operations as a member of the executive committee of General Teleradio and its board of directors, as well as a member of the MBS board. His headquarters will continue at 1440 Broadway, New York, N. Y.

Before joining Teleradio in May 1952, Mr. Taylor was, for 12 years, an executive with the General Tire & Rubber Co.

Norman Thomas Slated For Facts Forum Shows

As an outgrowth of a controversy between Facts Forum and the American Committee for Constructive Therapy, an organization of the administrative committee of ACCF, it was announced last week that NBC will air a proposed radio program under Facts Forum auspices. He was assured that the network had no such program under consideration [B&T, May 3].

Subsequently, Victor Lastky, co-author of "Seeds of Treason" and a sponsored speaker of ACCF, challenged Mr. Thomas' evaluation of Facts Forum programs as "biased and one-sided." He offered to uphold Facts Forum in a debate with Mr. Thomas on a radio program supported by NBC. Mr. Thomas replied that he would debate the issue only with H. L. Hunt, wealthy Texas supporter of Facts Forum, or "a reasonable official" of the organization. It is not known whether the issue of Facts Forum will be discussed on the June 20 programs on which Mr. Thomas will appear. Hardy Burt, moderator, told B&T that the topic of discussion and other participants on the programs have not been selected.

NBC-TV Signs Oldsmobile For Color 'Spectaculars'

SIGNING of the Oldsmobile Div. of General Motors Corp., Lansing, Mich., as the first sponsor for one of NBC-TV's series of color "spectaculars" was announced last week. The sponsorship was said to amount to $3.6 million in gross billings.

In a joint announcement from J. W. Welfram, vice president of the General Motors Corp. and general manager of the Oldsmobile Div., and George H. Frey, NBC-TV vice president in charge of sales, it was stated that Oldsmobile will sponsor a complete series of 13 "spectaculars" to be carried over NBC-TV every fourth Saturday from 9-10:30 p.m. EST, starting Sept. 25.

The program will be produced by Max Lieb-
man, for five years producer of NBC-TV’s Your Show of Shows, and will feature outstanding personalities in the entertainment field. It will be presented in RCA compatible color, and will be viewable on black-and-white sets.

The Oldsmobile order was placed through D. P. Brother & Co., Detroit. Robert H. White is the NBC-TV account executive.

U. S. Tobacco, NBC Negotiate For Two Daytime Shows

U. S. TOBACCO CO., New York, and NBC-TV have resumed their contractual friendship with negotiations for participations on two daytime shows, after a long period of U. S. Tobacco unhappiness over the network’s notice of eviction of the tobacco company’s Martin Kane show from the Thursday 10:10-10:30 p.m. spot to make way for Lever’s Lux Theatre.

NBC-TV offered U. S. Tobacco Co. participation sponsorship on Today, 7-9 a.m. daily strip, and on Home 11-12 noon strip. The actual length of contract has not been determined.

In effect, with the temporary dropping of Martin Kane, U. S. Tobacco Co.’s television budget will be cut in half. Last year the firm spent about $2 million in time and talent, and it expects to spend about $1 million for participations on both morning shows, it was understood.

Kudner Agency, New York, is agency for U. S. Tobacco.

ABC-AM-TV Makes Bid For ‘Voice of Firestone’

IN AN EFFORT to acquire the Voice of Firestone radio and television program for ABC Radio and ABC-TV, the network last week offered to have the show originate from the Paramount Theatre in New York, which seats 3,664 persons. The Voice of Firestone show has been on NBC Radio for 25 years and NBC-TV five years, but will end its cycle there today (Monday).

Robert M. Weitman, vice president in charge of programming and talent for ABC, pointed out that if the Firestone Tire & Rubber Co. accepts ABC’s offer, it could continue its radio and television program without interruption in the Monday 8:30-9 p.m. EDT spot, starting June 14. The Paramount Theatre and ABC both are affiliates of the parent company, American Broadcasting-Paramount Theatres Inc.

Columbia PacificCities Public Service Record

A REPORT on the activities of Columbia Pacific Radio Network’s Hollywood public affairs division, submitted by director Dave Showalter, reveals CPRN in 1953 presented 56 hour-long, 240 half-hour, 68 quarter-hour and 52 five-minute public service programs. The report said that KNX Hollywood alone carried 2,034 public service spot announcements.

Among programs were the Sunday at Idlewild series, starring folk singers Marals and Miranda; Sighted Sub-Boarded Same, a taped broadcast by Mr. Showalter on the submarine U.S.S. Menhaden beneath the Pacific Ocean; Warning Red, a broadcast of a simulated air raid on San Francisco; Western Holiday, from the Seattle Sea Fair; and a series on Death Valley.

The CPRN public affairs department also originated Boy Scout Jamboree—1953 and the annual Hollywood Bowl Easter sunrise services for the entire CBS Radio network.

Signs Golf Show

KELLY-SPRINGFIELD Tire Co., Cumberland, Md., will make its entry into network television June 19 with sponsorship of 5-6 p.m. (EDT) portion of NBC-TV’s coverage on that date of the finals of the National Open Golf Championship at Baltusrol, N. J., from 4-6 p.m. Agency: Compton Adv., N. Y.
Engstrom Emphasizes Color Significance

RCA Labs executive vice president, speaking as head of the New Jersey Commission on Educational TV, cites significance of color TV to communications in talk at Rutgers U. conference.

COLOR TELEVISION is "potentially the most significant advance so far achieved in the entire history of communications," Dr. E. W. Engstrom, executive vice president, RCA Labs, said Thursday in an address to the, sixth annual business conference at Rutgers U. He stressed the cultural and social as well as the commercial advantages this color TV will foster.

Speaking as chairman of the New Jersey Commission on Educational Television, Dr. Engstrom recounted the story of research on the effective use of TV in the classroom which was pioneered in New Jersey under the direction of the State Department of Education, using studio space provided by Rutgers and microwaving the experimental programs to a few schools.

Dr. Engstrom said the commission he heads had recommended that this research be continued and expanded. The commission was convinced that the state of New Jersey had an obligation to conduct work and to take an active part in the establishment of the best practices for utilizing television in education. He noted, however, that "with the change in administration at the State House at the beginning of this year, the climate for this research project changed. As I understand the situation, it is not now considered appropriate to expend state funds in the conduct of a research program to obtain answers on how best to utilize television in education. As such, the research program has been discontinued, the equipment dismantled and progress is at a standstill."

Financing Problem

The problem of providing educational TV in black-and-white has been "too engrossing," he said, that "inherently more costly programming in color has not yet had a chance to show its worth in the educational field. Yet the advantages of color are expected to be as great or greater in this field as any other."

Color TV, Dr. Engstrom stated, adds more than just hues to a viewing screen. "It adds immeasurably to the power of broadcasting as a force for social and educational advancement. It is vastly more than something pleasant to see. Color television brings new lustre to the entertainment arts. It opens unlimited new creative possibilities in advertising and merchandising. In color, a TV screen sparkles with an unimaginable life-like quality, with greater depth and clarity than were ever possible with black-and-white reception."

Chicago Hi-Fi Show Planned

DISTRIBUTORS and dealers from 34 states have indicated they plan to attend the 1954 High Fidelity Show at the Palmer House in Chicago Sept. 30-Oct. 2, according to the International Sight & Sound Exposition, sponsor of the event.

Contracts have been received from 73 companies which will occupy 90 display rooms.

$500 COLOR SETS IN 1955—BALABAN

Paramount Pictures head predicts a 21-inch color TV set for $500 before the end of 1955.

He reports on ITC 'pay-see' tv.

BELIEF that 21-inch color television sets will be selling for "around $500" before the end of 1955 was voiced last week by Barney Balaban, president of Paramount Pictures Corp., at the annual stockholders meeting in New York.

In offering this opinion, Mr. Balaban declared that prices currently being quoted for color tv sets "have no relationship to the mass product in prospect for the near future." He said that as soon as "one enterprising manufacturer offers the public a 21-inch or 24-inch receiver at a cost substantially below present quotations," the market will perk up, and other manufacturers will "hop on the color bandwagon."

To support his assertion, Mr. Balaban said that Chromatic Television Labs Inc., subsidiary of Paramount Pictures, has developed the Lawrence color television tubes in 21-inch and 24-inch sizes. He added that the public is "confused" in thinking that color TV pictures are limited to 12½-inch or 15-inch picture tubes.

Mr. Balaban noted that the corporation's affiliates, the International Telemeter Corp., conducted experiments at Palm Springs, Calif., in "pay-as-you-see" television operations during the past winter. He said the experiments "clearly established the technical proficiency of the system and the willingness of the public to pay for quality television entertainment in their homes."

He reported that the Palm Springs
Institute of Technology under Lincoln Lab., operated with the announced memory" tributions" of the resort programs were "suspended May 15 at the end of the resort season, and will be resumed Oct. 15.

ITC also has made "important scientific contributions" in the development of "electronic memory" devices, Mr. Balaban said. He announced that Teleremter has research contracts with the Office of Naval Research, with the Lincoln Lab., operated by the Massachusetts Institute of Technology under the Air Force contract, and a supply contract with the Rand Corp., research agency for the Air Force.

Mr. Balaban reported that net earnings for Paramount Pictures and subsidiaries for the first quarter ended April 3 were $1,304,000 as compared with $1,374,000 for the corresponding period of 1953. Consolidated earnings for the first quarter, Mr. Balaban said, were 63 cents per share as against 59 cents per share for the quarter ended April 4, 1953.

RCA Splits Radio, TV Into Two Divisions

ESTABLISHMENT of two separate divisions—one for the manufacture and sale of RCA Victor home television receivers and another for radios and "Victrola" phonographs—was announced last week by Joseph R. Elliott, executive vice president for consumer products, RCA. Both of these product activities formerly were incorporated in the RCA Victor Home Instrument Dept.

Simultaneously with the separation, Mr. Elliott announced that Henry G. Baker has been appointed vice president and general manager of the new RCA Victor Television Div. and James M. Toney, general manager of the newly-created RCA Victor Radio and Victrola Div. Their appointments took effect last Tuesday.

Mr. Elliott said the division of activities was dictated by a continuous expansion in the television, radio and phonograph fields. He predicted that within the next five years, the industry would produce about 10 million color tv sets and 21 million black-and-white sets, and that radio and phonograph production would continue at high levels.

Mr. Baker, who was promoted to his new post from that of general manager of the Home Instrument Dept. and vice president of RCA, joined the corporation in 1943 as a purchasing agent. He was named general sales manager of the department in 1946 and a vice president in 1949.

Mr. Toney formerly was director of distribution for consumer products, RCA. He joined the corporation in 1943 and has served as general merchandise manager of the RCA Victor Distributing Corp., advertising and sales promotion manager of the Home Instrument Dept. and as director of public relations for the RCA Victor Div.

Admiral Offer Gets Response

ADMIRAL Corp. has reported gratifying "initial response" to its offer of a $79.95 Apex vacuum cleaner with the purchase of every tv receiver or other appliance for $195.40 or more during its 20th anniversary celebration. Response was reported by W. C. Johnson, Admiral vice president for sales. All Admiral distributors are participating in the 60-day event, along with over 90% of its 33,000 dealers. One firm, Admiral Distributors Inc., Chicago, reported its highest tv sales of the year because of the offer. Offer is being made in newspaper ads and on Admiral programs over ABC Radio.

Emerson Distributor Meet

EMERSON Radio & Phonograph Corp., New York, will hold a three-day distributor convention on June 22-24 at The Lido in Lido Beach, L. I. It is expected to be attended by distributors from all parts of the U. S., Canada, Europe, South and Central America and the Caribbean Islands.

Emerson's Half-Year Report

CONSOLIDATED net profit of Emerson Radio & Phonograph Corp., New York, subsidiaries for the 26-week period ended May 1 was reported last week at $947,515, equal to 49 cents per share, as compared with $1,768,694, equal to 91 cents per share, for the similar period ended May 2, 1953. Consolidated net sales for the 26-week period ended May 1 was said to be $40,445,690 as against $39,925,745 for the like period ended May 2, 1953.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKX


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work on engineering research and development problems.

Ralph L. Weber appointed executive vice president; Burt Anderson, vice president in charge of sales, and Fred R. Cooper, vice president for engineering, Graemer Transformer Corp., Chicago.


James R. Butler, formerly with Raytheon Mfg. Co., appointed director of advertising and sales promotion, Magnecord Inc.

Ricardo Muniz, formerly with DuMont Labs, named manager of operations, new Canadian Westinghouse Co. Ltd., radio and tv receiver factory, Brantford, Ontario.

**MANUFACTURING SHORTS**

Radio Corp. of America (RCA Victor Div.), Washington, announces MI-27132 low pass filter, suitable for standard 19" rack mounting. It will be connected in the video input line of the visual transmitter. All stations using RCA transmitters will require this filter by July 1, 1954 to meet FCC requirements, according to RCA's understanding. All RCA drivers or complete transmitters which were shipped on or after July 1, 1953 will receive the filter at no additional charge. Filter price is $525; delivery starts this month.

Boonton Radio Corp., Boonton, N. J., announces 144-page catalog, designated form 238930, describing broadcast audio equipment. Available to broadcasters who address the division on broadcast station letterheads.

Sarkes Tarzian Inc., Bloomington, Ind., reported that its Rectifier div. has notified its distributors and dealers that the company will pay a "fair price" for defective rectifiers as a means of securing selenium. The metal is said to be in short supply at present because of military requirements.


Astron Corp., E. Newark, N. J., announces publication of 48-page capacitor catalog showing latest available types, complete listings, and technical data on electrolytic, paper-foil and metallized-paper capacitors. Copies are available by writing on company letterhead to Astron Corp., 255 Grant Ave., E. Newark, N. J.

Thordarson-Meisner, Mt. Carmel, Ill. (coils and transformers), announces for free distribution, Thordarson catalog 400-L, covering its line of transformers and reactors and featuring new, complete television replacement section, new output transformer chart and complete cross-reference. This may be obtained from the company at Seventh and Bellmont, Mt. Carmel, Ill.

RCA Information Department has published a 36-page brochure, illustrated in full color, which shows the history of the development of color tv, an explanation of how it works and a list of "firsts" in color tv, among other items of interest.

Television Specialty Co., N. Y., announced last week it can make available to rear screen projection users a new Slide Background Service designed to provide "convenient and inexpensive slides for use in rear screen projection." The company also reported it has shipped rear screen projector packages to WBEN-TV Buffalo, KMBT-TV Beaumont, Tex., and KTN (TV) Ada, Okla.

Jerrold Electronics Corp., Phila., has issued a 32-page, illustrated Specifications Book covering planning of tv distribution systems, used by community television systems, apartment houses, office buildings, etc. Free copies are available to interested persons who write on their letterheads to Jerrold at 26th & Dickinson Sts., Philadelphia 46, Pa.

**AWARDS**

**TELEVISION**

Best Local TV News Show: (1) KFMB-TV San Diego, KFMB-TV Newsreel; (2) KGO-TV San Francisco, Report to the People with Gov. Earl Warren.

Best Special Events: (1) KFMB-TV, "Birth of a Baby"; (2) KABC-TV Hollywood, "Senator Taft Death Roundup"; (3) KGO-TV, "Cerebral Palsy Telethon."

**RADIO**

Best Local News Show (Non-metropolitan): (1) KPRL Paso Robles, Local News in Review.

Best Local News Show (Metropolitan): (1) KJH Los Angeles, Frank Hemingway and the News; (2) KFMB San Diego, Harold Keen and the News; (3) KLX Oakland, John K. Chapel.

Best Local Sports Show: (1) KNBC San Francisco, Hal Wolfe Sports Show; KCBS San Francisco, Looking Them Over with Carroll Hansen, a first place tie; (2) KABC Los Angeles, Play Ball.

Best Documentary or Special Event: (1) KCBS, "Behind This Door"; (2) KFMB, "Paul White on the Melbourn Case"; (3) KNX Los Angeles, "Troubled Air."

Best Local Farm News Programs: (1) KNBC Farm Review with Henry Schacht; (2) KCBS, Gordon Roth; (3) KLX, Bert Buzzini.

Best Local Commentary: (1) KNBC, Bill Guyman; (2) KABC, "Robert Taft"; (3) KFI Los Angeles, KFI Calling.

**Father's Day Awards**

RADIO and television personalities were presented with seven of 12 awards made in New York last fortnight by the 1954 National Father's Day committee in observance of Father's Day, June 20. Winners included Herb Shriner, CBS-TV; "Television Father of the Year"; Peter Lind Hayes and Mary Healy, CBS Radio, "Husband and Wife of the Year"; Roy Rogers, NBC-TV, "Screen Father of the Year"; Lowell Thomas, CBS Radio, "Radio Father of the Year"; Arlene Francis, personality on CBS-TV, NBC-TV and ABC-TV, "Father's Favorite Female"; Eddie Fisher, NBC-TV, singer of the famous father-son, "Oh, My Papa," and Brandon de Wilde, ABC-TV, "Boy in the 1954 Father and Son Good Citizenship Code."

In Recognition . . .

WPTZ (TV) Philadelphia received a framed scroll, said to be the first official commendation ever given to a radio or tv station by the
Philadelphia Council of Churches, for "exceptional technical skill, extraordinary sensitivity to religious elements and complete cooperation of all station personnel."

WHIO-TV Dayton received a Certificate of Merit from the Armed Forces for effort in entertaining troops overseas during 1953. Robert H. Moody, general manager, WHIO-AM-TV accepted the award on behalf of the station.

KWSO Wasco, Calif., received honorary life membership in Richland, Calif., Parent-Teachers Assn., for station’s "high quality of programs, both for adults and children" and "ever-readiness to promote all youth activities in our community." Robert Bann, program director, accepted for station.

Russ Coglin, disc m.c., KROW Oakland, Calif., received an award from Disabled American Veterans for "unselfish efforts and the giving of his time to better the cause of the disabled veteran."

Steve Allison, late-night commentator, WPEN Philadelphia, presented a citation by Mayor Joseph S. Clark, that city, in recognition of "...outstanding service to the community through his continued successful efforts to promote the intelligent discussion of civic issues..." The citation was presented at testimonial luncheon before 150 city officials.

Keith H. Remy, agricultural journalism junior, Iowa State College, awarded 1954 WMT (Cedar Rapids, Iowa) Farm Radio Scholarship in recognition of his having won in the annual $1,000 scholarship competition.

Rege Cordic, host of WWSW Pittsburgh’s Cordic & Company program (Mon-Sat, 6-9:30 a.m.), honored by Junior Achievement of Pittsburgh Inc., at annual Future Unlimited banquet and presented organization’s 1954 achievement award for "inspiration to youth in the field of entertainment," according to WWSW.


WINNERS of all prizes in the annual film contest of the Baltimore Press Photographers Assn. are these three newsreel cameramen of WHAR-TV Baltimore, receiving congratulations of station director E. K. Jett (2d r). They are (I to r): Carroll Hebbel, third prize-honorable mention; Charles Pursell, first prize and honorable mention, and Edmund Eisenmeier, second prize. Winning films were used on Sunpapers Television Newsreel, which has been on the air since 1947.

A scroll commending WBAL-TV Baltimore disc jockey Al Ross for his Saturday television program Teen Canteen has been presented to him by the Radio and Television Guild of Maryland U. As guest of honor at a banquet given by the guild, Mr. Ross was cited for his meritorious service to teen-agers in the Baltimore area.

WCCO Minneapolis-St. Paul radio personalities and programs won six “Awards for Excellence” in competition sponsored jointly by the Minneapolis Advertising Club and the Twin City AFTRA local. The winners, selected for outstanding work during the past 12 months, were: Dr. E. W. Ziebarth, best news commentator; Bob DeHaven, best master of ceremonies; Jeanne Arland, best women performer; Joyce Lamont, best women commercial announcer; Gordon Eaton, best man announcer; and Saturday Night Party, best hillbilly-western show.

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

June 7, 1954 • Page 85
IAAB UNIT AIDS PRESS RADIO FREEDOM

Inter-American broadcasters group is told that IAAB's Liberty of Information Committee foiled attempts to suppress radio-press freedom in some Latin American nations.

ATTEMPTS to suppress freedom of radio and press in a number of Latin American nations have been thwarted by the Liberty of Information Committee, Inter-American Assn. of Broadcasters, the IAAB board was told at its biennial meeting, held May 28-30 at Chicago. Emilio Azcarraga, XEW-AM-TV Mexico City, IAAB president, presided at the meeting.

Currently the committee is working with Guatemalan officials and broadcasters to maintain free radio and press in that nation, where the political situation is fluid. In Ecuador the committee persuaded President Iberria to restore normal operation of Radio Quito and the newspaper El Comercio.

The Swiss government has dropped its demand for broadcast fees to cover the world soccer championship games this month, providing free access to radio stations of the world, the IAAB board was told by its committee, which obtained the reversal of policy.

Members of the information group are Fernando Eleta, Panama, chairman; Eduardo Hecnor, Panama; Felix Nunn, WLAP Lexington, Ky. Jules Dubois, Panama, is chairman of the Inter-American Press Assn. sister committee on freedom of information.

Mr. Nunn was appointed by the IAAB board as permanent delegate to the UN, of which IAAB is a member, and Adrian Lajous, Mexico, was appointed alternate. UN invited the association to become a full-fledged member in action taken last year.

The Liberty of Information Committee was organized in early 1953 as a result of the Panama Doctrine, drafted and adopted jointly by the IAAB board and IAPA. The doctrine was a declaration of mutual support and cooperation between the hemispheric radio and press associations. The IAAB committee activity against censorship included successful efforts in Cuba and Bolivia as well as Ecuador.

At its biennial meeting the board reviewed a plan of cooperation with the UN Office of Information, including rebroadcast of a daily five-minute UN newscast fed by shortwave, and set up an information exchange method for publications. A general conference on unification of hemispheric radio laws was authorized as well as a conference looking toward a campaign to tell the masses about the values of freedom of information. A study will be made of radio-press scholarship grants.

Lincoln Institute, New York, grants five scholarships to IAAB selectees.

The board voted to redraft its code of ethics in accord with a similar UN code. It decided to enlarge the bi-monthly bulletin sent to 3,000 central and South American broadcasters and to organize a Central American Broadcasters Assn. The 1955 IAAB General Assembly will be held next February in Vina Delmar, Chile. Review of the IAAB financial picture and membership showed continued growth and a growing record of achievements.

Attending the meeting besides President Az-

BIENNIAL MEETING of the board of Inter-American Assn. of Broadcasters was held May 28-30 at Chicago. Taking part were (l to r): seated, Ramon Quinones, WAPA-AM-TV San Juan, P.R.; Emilio Azcarraga, XEW-AM-TV Mexico City, president; Goor Mestre, CMQ-AM-TV Havana, ex-president; standing, Ramon Bonachea, Havana, ex-director general; Jose Luis Fernandez, Mexico City, director general; Gilmore N. Nunn, WLAP Lexington, Ky., U.S. member; Fernando Eleta, RPC Network, Panama; Felix Cardona, Ondas Populares, Caracao, Venezuela, and A. M. Martinez, Caribbean Network, ex-vice president.

by the IAAB board and IAPA. The doctrine was a declaration of mutual support and cooperation between the hemispheric radio and press associations. The IAAB board was told by its committee, which obtained the reversal of policy.

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British ‘Are There’

BRITISH counterpart of CBS TV’s You Are There program, which recreates great moments in history, has been launched in Britain by BBC. The first program, "The Charge of the Light Brigade," was performed recently by British actors, and was based on an original script prepared by BBC. As with CBS-TV’s presentation, the BBC version is handled with a group of commentators acting as reporters on each show.
U.S. Tv Programs
Top List in Canada

AMERICAN tv network and film shows have gained top popularity in Canada's most heavily congested tv receiver area, southern Ontario. Of 10 top shows on CBCL (TV) in May, The only Canadian show was tenth. Practically all top shows on other CBC tv stations at Montreal, Ottawa and Vancouver were also of U.S. origin.

On CBCL Toronto most popular shows in May, according to Elliott-Haynes Ltd., Toronto, monthly "Teleratings" report, were Jackie Gleason with rating of 39.1, Toast of the Town 37.4, Liberace 36.6, Our Miss Brooks 32.1, Four Star Playhouse 31.1, Times Square Playhouse 30.8, Milton Berle 30.4, Dennis Day 30, Dave Garroway 29.5 and Holiday Ranch 29.4 (Canadian).

Percentage of audience viewing WBEN-TV Buffalo is gradually diminishing as more U.S. shows are seen locally in Toronto. Top five shows for Canadian audience on WBEN-TV were Dragnet 63.6, Arthur Godfrey 62.9, Four Star Playhouse 59.8, Ford Theatre 56.9 and Kraft Theatre 56.8.

On CBMT (TV) Montreal (English) leading shows were Ford Theatre 87, Toast of the Town 80.7, Jackie Gleason 79.7, Douglas Fairbanks Presents 78.6 (British) and CBC Theatre 79.4 (Canadian). CBUT (TV) Vancouver, which has competition from nearby U.S. stations, had these leading shows in May: Your Hit Parade 44.9, Studio One 44.8, Hollywood Pro Wrestling 43.4, CBC Theatre 41.4 (Canadian) and Dave Garroway 40.3.

Hungarian Tv Advent
Described by Press

ADVENT of television broadcasting in Red satellite Hungary earlier this year is recounted in the June issue of Free Europe Press. Quoting from an article Jan. 20 in Beke es Szabadag (Budapest), the U.S. publication said the "experimental show presented, to an invitation audience, the following program: A scene from the Budapest meeting of the World Council of Peace; a combine reaping near the city of Kunszszentmarton; Paul Uliczka, the Stakhovitch Brigade leader of the Lorincz Hengerny Plant; the pupils of the girls' high school in Szekesfehervar writing a letter to Paul Robeson."

Pointing out that local tv sets will be manufactured by the Orion Plant in 1955, the article was described by Free Europe Press as trying "to dispel some of the 'popular misconceptions' about television, assuring readers that television has nothing to do with X-ray; that the receiver does not shoot invisible rays at the spectators; no television sickness or television poisoning of any kind exists; the television receiver can give only the program of the studio and cannot be 'directed' to a certain theatre performance or sports match, and finally, nobody in bed can see what the weather is like out of doors with the help of tv."

Mexican Network Cites
Benefits of Tape

ADVERTISING costs on Mexican stations have been cut 70% by the introduction of magnetic tape recording, according to Clemente Serna Martinez, president and general manager of Radio Programas de Mexico, which claims to be the last network in the Republic.

"For example," Mr. Martinez said, "an hour show recorded on discs in 1941 cost us 30 pesos ($3.50 U.S.). The cost now on tape is about 3½ pesos (40 cents U.S.). As a result, clients are investing the money they save in additional advertising, which obviously is better for everyone."

Founded in 1941 with two stations, Radio Programas has grown to 95 affiliates under the direction of the 45-year-old Mr. Martinez. The network network about 3,000 hours monthly, representing about 70% of its total air time. Of the 3,000 hours, 75% is on tape, the balance on discs.

"As soon as we can get proper tape playback equipment in some of the affiliated stations, we expect to use tape for 94% of our recordings," Mr. Martinez said. "We find tape is cheaper, faster and easier to handle than discs, cuts space and mailing charges in half, gives a higher quality of reproduction and can be re-used indefinitely."

Radio-Programas uses an Ampex high speed tape duplication system to process the 170,000 ft. of tape per day which is distributed to its affiliated stations by airmail, regular mail or bus.

Aside from the tape network, Radio Programas also operates Cadena Azul (Blue Network) which broadcasts three hours daily to 20 stations that can be reached by telephone lines. The other 75 affiliates can be reached only by radio-telephone and get all program recordings by mail.

However, Mr. Martinez said, recordings actually serve the network's purposes better than direct broadcasting over phone lines, from the standpoint of both economy and quality.

Radio Success Story
Cited for Germany

THE RADIO success story, common to broadcasters in the U. S., is compiling a record overseas, according to Voice of America. The Voice's station in Berlin, RIAS (Radio in American Sector), has succeeded during the past year in contacting hundreds of Berliners and thousands of Austrian and other refugees wherever they may be in Europe.

Search announcements made on RIAS apparently are getting through. This was pointed up in a German Red Cross report for the year ending last April 1, VOA noted. The agency said that the effectiveness of RIAS with such announcements beamed to the Iron Curtain was particularly noteworthy because of "intensified Communist jamming." RIAS, which has been operating since 1946 from the western sector of Berlin, began broadcasting to the East Zone at the time of the Berlin blockade of 1948. It broadcasts 22 hours daily with 300 kw.

MacDonald Heads BBM Post

CLYDE MacDONALD, account executive of Young & Rubicam Ltd., Toronto, has been appointed research director of Bureau of Broadcast Measurement, Toronto, CANADA, an independent organization of broadcasters, advertisers and advertising agencies, that conducts surveys on Canadian station coverage. The position of research director was created by a vote at the 1953 annual BBM meeting. Mr. MacDonald will not start his duties until later this summer.
FIVE NEW TVS UP FOR APPROVAL

CBC Board of Governors meets June 18 to hear five tv and six am applications.

FIRST MEETING of Canadian Broadcasting Corp.'s Board of Governors at St. Johns, Nfld., on June 18 at the Newfoundland Hotel, will hear applications for five new television stations and six new broadcasting companies at Sault Marie, Ont., requests 259 kw ch.

At Hearing, of, feet above average terrain. Two t bids at Moncton, N. B., will be heard, from CKCCK Moncton, for ch. 2 with 5 kw video and 3 kw audio and antenna 990 feet above average terrain, the other from Franklin & Hershorn Theatre Co., for ch. 2 with 4.85 kw video and 2.42 kw audio and antenna 354.5 feet above average terrain.

CKX Brandon, Man., asks for ch. 5, 19.3 kw video and 9.65 kw audio, and antenna 259 feet above average terrain. CJIC Sault Ste. Marie, Ont., requests ch. 2 with 5.16 kw video, 2.58 kw audio, and antenna 249 feet above average terrain.


At Peace River, northern Alberta, W. P. Dunbeck for Peace River Broadcasting Corp. Ltd., asks 1 kw on 630 kc at Galt, Ont., M. G. Spohn for Galt Broadcasting Co. Ltd., is asking 250 w on 1110 kc daytime. At Leamington, Ont., A. A. Bruner for Sun Parlor Broadcasters Ltd. (C.), at the southwestern point (Sault), asks 1 kw on 1210 kc day-
time. F. V. Regan for London Broadcasters Ltd., is requesting 5 kw on 1290 kc at London, Ont.

With a power increase to 10 kw granted at the last CBC board meeting to CKVL Verdun, Que. (B * & T, April 12), other broadcasters are asking similar increases. CJOC Lethbridge, Alta., requests a boost from 5 to 10 kw on 1220 kc, and CJBR Rimouski, Que., from 5 to 10 kw on 900 kc. Other power increases are asked by CKNW New Westminster, B. C., 1 to 5 kw on 1320 kc; CJFI Victoria, B. C., 1 to 5 kw on 900 kc; CHTO Thomas, Ont., 1 to 5 kw on 680 kc; CHLN Three Rivers, Que., 1 to 5 kw on 550 kc.

Power increases by two tv stations not yet on the air are being asked by CHCT-TV Calgary on ch. 2 from 10.9 to 100 kw video with antenna 989 feet above average terrain, and by CFCV-TV Saskatoon from 35.8 to 100 kw on ch. 8 with directional antenna 866 feet above average terrain.

Applications also will be heard for a satellite transmitter of 250 w on 1400 kc by CJNB North Battleford, Sask., for location at Lloydminster, Sask., and for an fm station by CKDA Victoria, B. C., with 370 w on 98.5 mc. License for an emergency transmitter is being asked by CJMS Montreal. Requests for share transfers are being made by CKXL Calgary; CHUB Nanaimo, B. C.; CKOK Penetton, B. C.; CJAT Trail, B. C.; CKDM Dauphin, Man.; CPBC St. John, N. B.; CION St. John, Nfld.; CJFX Antigonish, N. S.; CKBW Bridge-
water, N. S.; CFJB Brampton, Ont.; CKOU Ottawa; CHUM Toronto; and CHRC Quebec. Change of corporate name is being asked by CKXL Calgary, and CKDA Victoria.

Test Starts on Proposed Link

PATH TESTING on the 1,200 mile route from Toronto to Winnipeg, via North Bay, has started for construction of a tv microwave link to Winnipeg. Bell Telephone of CANADA Canada will erect 45 microwave relay towers on the route, the largest part of which is the sparsely inhabited bushland north of Lake Superior. The route will go from Toronto to North Bay, then via Cochrane, Hearst, Fort William, Dry-
den and Kenora to Winnipeg. There will be 36 towers on the section from North Bay to Winnipeg. The Fort William tower also will link CFFA-TV Port Arthur, with the network. Testing of the route will be done this summer and winter, with actual construction of the towers to start early next year.

CHRL to 1 Kw, 910 Kc

CHRL Roberval, Que., began broadcasting last month with its new 1 kw transmitter on 910 kc. Advertising in Canada by executives from Montreal and Quebec visited Roberval, which is on Lake St. John 200 miles north of Quebec City. The station formerly was on 1230 kc with 250 w.

Radio Sets Report

FIRST 1954 tri-annual report on sets-in-use for Canadian radio stations shows an average of 29.8% of sets-in-use day-
time and evening in five basic metropoli-
tan test areas. Report issued by Elliott- Haynes Ltd., Toronto, shows January figure at 29.8%; February 30.6%; March 30.1%; and April 28.5%. Daytime average for each month was 27.6% for January, 28.1% February, 27.4% March, and 25.7% April, with average for four months of 27.2%. Evening program averages were 34.8% January, 36.2% February, 36.1% March, 34.5% April, with average of 35.4% for four months.

CHCH-TV Start Delayed;
CRFN-TV, CFQC-TV Set Plans

CHCH-TV Hamilton, Ont., which has to go on the air May 23, has run into more technical difficulties, and will not be on the air until sometime in July. This will be the first independently-owned station to compete with a CBC TV outlet in Canada.

CRFN-TV Edmonton, Alta., will be on the air sometime in September, according to owner Dick Rice. A delay in starting building opera-
tions was caused by a late spring break-up in northern Alberta. The first tv station in Canada, which was built by the Canadian Government, can no second station in such areas to compete with the CBC-controlled stations in major Canadian markets.

Ask CBC Liberalization

MORE privately-owned tv stations in major market areas and greater freedom for inde-
pendent radio outlets have been urged of the Canadian government in a resolu-
tion by the Young Liberal Federa-
tion. The group is the junior branch of the Liberal Party, which is the Ca-
dadian government party. Although the young-
er group reflects the party's thinking, a similar resolution at last year's Liberal Party meeting at Ottawa, was prevented from reaching the convention by the Canadian Cabinet. The younger Liberal group feels that the Canadian government policy is too restrictive in areas serviced by the Canadian Broadcasting Corp.'s television stations. Government policy will at present allow no second station in such areas to compete with the CBC-controlled stations in major Canadian markets.

Canadian Ty Set Sales Up

IN THE first four months of 1954 a total of 137,267 television receivers valued at $50,484-
922 were sold in Canada, according to the Radio-Tv Mfrs. Assn. of Canada.

CANADA This is an increase of 25,868 sets during April, and compares with 94,136 sets sold in the first four months of 1953. Half the four months total for 1954 was sold in Ontario.
‘BETTER MOUSETRAP’
THE OLD adage about a better mousetrap was proved again, literally this time, with help of KUAM Agana, Guam, the first commercial broadcasting station in the American Southwest Pacific. Titled Swap Shop, the program offers local non-commercial enterprises a chance to sell items by radio. When one enterprising fellow advertised a self-designed mousetrap, he was shortly forced to cancel out. The islanders had beaten a path to his doorstep and bought him out.

‘MISS WASHINGTON’ CONTEST
WWDC Washington is accepting entries for the “Miss Washington of 1954” beauty-talent contest, the 12th consecutive “Miss Washington” search conducted by that station, according to Ben Strouse, vice president-general manager. The winner, in addition to receiving numerous awards, will go to Atlantic City, N. J., as Washington’s official entry in the Miss America Pageant, Sept. 6-11, where she will compete for the title of “Miss America” and $25,000 in scholarship awards. Since 1942, one “Miss Washington” has gone on to win “Miss America” honors, and sponsor WWDC hopes that 1954 will bring a repeat of that performance.

WINNER VISITS HOLLYWOOD
WINNER of the annual International Tugboat Races at Detroit, Capt. Tom McQueen, Montreal skipper of the tug, “Atomic,” received a week’s visit in Hollywood as the guest of Preston Foster, star of Waterfront TV film series. United Television Programs Inc., which distributes the Roland Reed production, arranged the trip as one of the sweepstakes prizes.

VIDEO BASEBALL TALKATHON
THE “FIRST” televised baseball talkathon is claimed by KOAT-TV Albuquerque, N. M., after a three-hour and ten-minute session of answering baseball questions was conducted by Lee Allen, KOAT-TV sports announcer, and author of 100 Years of Baseball. Viewers’ questions, screened by a five-man committee of baseball authorities, were fired at Mr. Allen almost at a one-a-minute clip. Mr. Allen, described as “a walking dope book,” answered 141 of 152 questions asked over the distance, for a .921 batting average. When the talkathon went off the air, the panel committee still had 237 questions waiting to ask. Mr. Allen held two previous baseball talkathons via radio in Philadelphia and Cincinnati.

WGBS Miami honored Ernesto de la Fe (2d r.), Cuban Minister of Information, at a cocktail party at which the Cuban official said American radio has helped Cubans to understand the U. S. Others were WGDB Sales Manager and Mrs. Frank J. Riodden (l.) and Eduardo Hernandez, Cuban consul in Miami.

KTHE (TV) EDUCATION SERIES
SECOND discussion program in Families Are First series, sponsored by National Board of Review of Motion Pictures and Parent-Teachers Associations on educational KTHE (TV) Los Angeles, featured M-G-M director Roy Rowland, who suggested the way to help children love and appreciate music is to place it everywhere in their early environment or to place the children where music exists. Also serving on the panel were Cobina Wright, speaking for the National Board’s monthly Films in Review publication; Florence Thalheimer, KTHE program director; Carl Nater, director of 16 mm division for Walt Disney Studios, and Mrs. Frederick Gerri Teasley, representing 803 groups in the Federated Women’s Clubs of California.

HAILE SELASSIE COVERAGE
PRESS and radio services of the U. S. Information Agency are bringing the people of Ethiopia special, daily on-the-spot accounts of the visit of Emperor Haile Selassie to the United States. A press, radio and photo team has been assigned to provide complete coverage of the event, and the Army Signal Corps is cooperating in providing an open channel to Asmara, Eritrea. Photos will be carried regularly via air pouch and a USIA branch in Beirut, Lebanon, will produce posters for continuous display throughout Ethiopia. Special broadcasts in Amharic are being carried by the Voice of America radio branch. Although there are comparatively few individual receiving sets, there is considerable group listening in public squares, parks and restaurants, etc., to loudspeakers tuned to Radio Addis Ababa. Tape recordings of the Emperor’s reception and impressions of America will be shipped by air, as well as taped interviews with various members of the Emperor’s entourage. The press and radio coverage will be extended to other parts of the Middle East and around the world.

WATER DISCUSSION SERIES
FIVE programs dealing with the physical properties and economic aspects of water are being carried by WATV (TV) Newark, N. J., making the third segment of the Rutgers U. educational tv series Report From Rutgers. Titled “Future Lifelines,” the program will be discussions of water as a ship’s: highway, fishing ground, solvent, source of power and coolant and beverage, conducted by Dr. James R. Westman, Rutgers scientist. He will discuss the several multi-million dollar industries within New Jersey, which are dependent on water and will picture water in its various forms as it affects the daily lives of everyone.

WTAG FOREIGN BROADCASTS
WTAG Worcester, Mass., announces that Armed Forces Radio stations the world over soon will broadcast its Christopher Award-win-

KPRC-TV’s Pool
KPRC-TV Houston believes that it is the only station in the country equipped with a swimming pool. Eighteen feet in diameter, three feet deep, and requiring three hour and three garden hoses to fill it, the portable pool has been set up in the KPRC-TV outdoor patio for Be Waterproof, weekly Red Cross swimming and water safety public service show. Every Monday a Red Cross volunteer swimming instructor gives the station’s viewers free lessons.
light the way...

... to extraordinary lighting effects... at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting... at fewer dollars! For complete lighting service that includes installation and removal wherever you are... you've headed the right way...

KITS-TV Springfield, Mo., put out the red carpet for Joe Wells (wearing garland), Weed TV, New York, national representation firm, when he visited the Weed-represented station. L to r: Louis W. Reps, managing director, Springfield Chamber of Commerce; Andy Anderson, Ozark Airlines; Bob Burke of the KITS-TV staff; Mr. Wells; G. Pearson Ward, general manager, KITS-AM-FM-TV, who reads a proclamation from the mayor making it "Joe Wells Night," and Lyn Donaldson, Ozark Airlines.

WJWL CHICKEN PROMOTION
AN 18-foot high chicken sign decorates the front lawn of WJWL Georgetown, Del., welcoming visitors to the seventh annual Del-Mar-Va Chicken Festival, June 21-23. The festival is famous for its National Chicken Cooking Contest, Miss Delmarva Beauty Pageant, mammoth parade and talent show. Norman Glenn, general manager of WJWL, is in charge of publicity and promotion for Delmarva Chicken Festival Inc., of which he is a member of the board of directors. WJWL is located in the center of the most concentrated broiler chicken-producing market in the world and each week schedules 38 poultry programs including a daily chicken auction, according to that station.

KBTV (TV) 'HOPALONG' PARTY
MORE than 30,000 parents and children jammed Elitch's Gardens in Denver, Colo., to greet "Hopalong Cassidy," the noted cowboy star, who attended a special party in his honor, arranged by KBTV (TV) there, in cooperation with Busley supermarkets. The station reports that "Hoppy" climbed to the top of the park's pavilion roof to extend his greetings so everyone could get a clear view of him. "Hoppy," was introduced by KBTV's western star, Capt. Ozie Waters of the Colorado Rangers, and other ch. 9 entertainers provided music and entertainment for the crowd, which was estimated by the Denver police as the largest ever assembled in the Denver resort.

CORONATION ANNIVERSARY FILM
THE POMP and pageantry of last year's Coronation ceremonies were re-created over WKNX-TV Saginaw, Mich., on June 2 at 7:00 p.m., one year to the day from the moment Elizabeth II was made Queen of England. The special telecast originated in the WKNX-TV studios. It featured on-the-spot films of the Coronation and its preparations, as shot in London last year by Jack Parker, owner of the Parker Adv. Agency in Saginaw, formerly an ABC war correspondent, who was recalled by that network last year to serve on the Coronation coverage team. The anniversary telecast presented an edited version of the complete film including brief shots on the actual Coronation ceremony.

WGIL JAM SESSION
A NEW dance step called the "wiggle" highlighted a three-hour jam session staged by WGIL Galesburg, Ill., for the younger set of its listening area. The jam session idea was proposed at a staff meeting by Brad Williams, band leader-host of the The 1400 Club program. Robert W. Frudeger, general manager, delegated authority to each department concerning arrangements. Stern & Field, a clothing store, sponsored the last half-hour, which was broadcast from the ballroom of the Hotel Custer. General admission was one dollar and members of "The 1400 Club," organized in conjunction with the program, were admitted for 75 cents. Lessons in the "wiggle" were given and prizes were awarded to the best "wigglers." Another highlight of the promotion was the release of 500 WGIL-inscribed balloons. The station reports that results of the jam session were so successful, another is planned for the near future.

CHUM KOREAN BROADCASTS
CHUM Toronto, and the Toronto Telegram, evening daily, have teamed up to send weekly recorded greetings from family and friends to Canadian servicemen in Korea. The recorded show, Thinking of You, is a half-hour program which is broadcast over Radio Maple Leaf in Korea. Mrs. Leigh Lee, program director, and Phil Stone, chief announcer of CHUM, prepare and handle commentary on the weekly program.

$486,000 FOR $336
SALE of 54 new $9,000 homes in Fresno, Calif., within a week, through exclusive use of $336 in radio-time, is reported by builder Carl Moore. Using KBID-TV and KBF, John Poole Broadcasting Co. Fresno stations, Advance Advertising, that city, servicing Mr. Moore, scheduled eight scattered one-minute tv spot announcements Thursday through Saturday, showing drop card drawings and blueprints of homes, and 50 one-minute radio spots over a six-day period. All but one of 55 home tracts were sold within a week.

WATCH ANNOUNCEMENT OF NEW RAYMOND MASSEY SERIES JUNE 14
imperial WORLD films, inc.
CHICAGO, ILL.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
May 27 through June 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. VHF—very high frequency. uhf—ultra high frequency. ab—antenna, bacterial. b—visual. kw—kilowatts. w—watts. me—megacycles. D—day. N—night. LS—local sun. mod.—modification. trans.—transmitter. un.—unlimited hours. ke—kilometers. SSA—special service authorization. STA—special temporary authorization. FCC (file and hearingocket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of April 30, 1954 *

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* Does not include noncommercial educational and FM and TV stations.

New TV Stations

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<tbody>
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<td><strong>GRANTS</strong></td>
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| Munford, Ala.—Alabama Educational TV Commission granted noncommercial educational vhf ch. 7 (174-150 mc). ERP 161 kw visual, 151 kw aural; antenna height above average terrain 2,000 ft. above ground 574 ft. Post office address, Protective Life Bldg., Birmingham, Ala. Studio and transmitter location, 36° 28' 10" N. Lat.; 86° 0' 22" W. Long. Antenna RCA. License requested June 1.

**APPLICATIONS**


Parma—Jackson, Mich.—KWMH (Jackison, Mich.), vhf ch. 10 (192-198 mc); ERP 230 kw visual, 115 kw aural; antenna height above average terrain 3,000 ft. above ground 9,050 ft. Estimated construction cost $661,605, first year operating cost $125,000, revenue $300,000. Post office address 441 Wildwood Ave., Jackson, Mich. Studio and transmitter location on U. S. 12, 1.45 miles W. of Parma. Geographic coordinates: 42° 18' 01" N. Lat.; 84° 38' 00" W. Long. Transmitter and antenna RCA. Licenses pending. Principal engineer, Frederick A. Knorr (1); Vice President Harvey H. McCord (1); Assistant Secretaries Warren H. McCoy (1); and Assistant Secretary Robert J. Booth Jr., Washington attorney and vice president, and 1/5 owner of WSAF Loganport, Ind. Messrs. Knorr, Hall, and McCoy each own 1/5 interest of WKMH-AM-FM Deuchar, Mich. Filed June 1.

APPLICATIONS DISMISSED

Berkeley, W. Va.—Joe L. Smith Jr., Inc. FCC dismissed bid for new tv station on vhf ch. 34 after failure of attorney, Arthur F. Nelson, to file entry with the FCC.

Shorewood, Ill.—Harold M. Murphy Jr./As North Shore Bstg. Co. FCC dismissed application for new station on uhf ch. 63 at request of applicant. Dismissed May 27.

Existing TV Stations

**APPLICATIONS BY FCC**

WBBP-TV South Bend, Ind.—South Bend Tribune granted modification of CP for vhf ch. 34 to change ERP from 165 kw visual and 190 kw aural. Granted May 28; announced June 2.

KEED (TV) Wichita, Kan.—KEED Inc. modification of CP for vhf ch. 2 to change transmitter and studio location to Highland Rd., Benton Rouge; change ERP to 245 kw visual, 129 kw aural; antenna height above average terrain 690 ft. Granted May 28; announced June 2.

WKIN (TV) Dalton, Ga.—Louisville Bstg. Corp. Granted modification of CP for vhf ch. 2 to change transmitter and studio location to Highland Rd., Benton Rouge; change ERP to 97.7 kw visual, 56.2 kw aural; antenna height above average terrain 433 ft. Granted May 24; announced June 2.

WCET (TV) Cincinnati, Ohio—Greater Cincinnati Television Educational Foundation granted modification of CP for noncommercial vhf ch. 48 to change ERP to 15.5 kw visual, 7.75 kw aural; antenna height above average terrain 690 ft. Granted May 28; announced June 2.

KDBO-TV New Orleans, La.—Community TV Corp., granted modification of CP for vhf ch. 33 to change ERP to 18.8 kw visual, 9.2 kw aural; antenna height above average terrain 433 ft. Granted May 24; announced June 2.

KWSO-TV Lawton, Okla.—Palm Beach Television Inc. granted modification of CP for vhf ch. 11 to increase ERP to 9.12 kw visual, 4.57 kw aural; antenna height above average terrain 540 ft. Granted May 28; announced June 2.

WGTV Philadelphia, Pa.—WACAI Inc. granted modification of CP for vhf ch. 19 to increase ERP to 216 kw visual, 156 kw aural; antenna height above average terrain 433 ft. Granted May 28; announced June 2.

KTVF Hollywood—General Teleairco Inc., granted CP for vhf ch. 3 to change ERP to 192 kw visual, 115 kw aural; antenna height above average terrain 2,985 ft. Granted May 24; announced June 2.

**APPLICATIONS**

KHSI-TV Chico, Calif.—Golden Empire Bstg. Co. Granted modification of CP for vhf ch. 12 to change ERP to 33.1 kw visual, 27.8 kw aural; antenna height above average terrain 433 ft. Granted May 28; announced June 2.

**APPLICATIONS DISMISSED**

CNCTV-Carthage, N. Y.—The Brooklyn Co., seeking modification of CP for vhf ch. 7 to change ERP to 171.2 kw visual and 92.1 kw aural. Filed May 27.

KUTV (TV) Salt Lake City, Utah—Utah Bstg. Corp., granted modification of CP for vhf ch. 2 to change transmitter location to Ogdiff Range 18 miles SW; studio location to 2nd East and Motor Ave., Salt Lake City 18 miles ESE; antenna height above average terrain 1,815 ft. Filed May 26; granted June 2.

WACN-TV Milwaukee, Wis.—Midwest Bstg. Co. filed application for modification of CP for vhf ch. 12 (204-210 mc); ERP to 192 kw visual, 121 kw aural; antenna height above average terrain 925 ft. Rejected June 1.

New Am Stations

**APPLICATIONS BY FCC**

Aurora, Colo.—Airline S. Hodkins granted 1420 kw power at 500 ft. elevation for 500-1150 kHz, 4750 kHz, Denver. Estimated construction cost $14,300, first year operating revenue $300,000. Mrs. Hodkins is former assistant manager of KHOW, Denver.

Winchester, Ky.—Winchester Bstg. Co. granted 1380 mc, 1 kw daytime. Estimated construction cost $15,500, first year operating revenue $40,000. Mrs. Hodkins is former assistant manager of WAKY, Cincinnati.

**Schafer Economy Model**

Remote control for $995

Paul Schafer 
Custom Engineering

Broadcasting • Telecasting

June 7, 1954 • Page 91
APPLICATIONS

El Cajon, Calif.—Babcock Bestg. Corp., 910 kc, 5 kw daytime, 1 kw night, directional. Estimated construction cost $22,000, revenue $47,000. Principals include President Robert J. Babcock (25%), owner of commercial recording studio; Secretary-Treasurer Lawrene D. Babcock (15%) and Ruth E. Babcock (35%). Filed May 31.

Grand Rapids, Mich.—Hooker & Charles A. Sprague d/b/a WMAX Bestg. Co., 1460 kc, 500 kw daytime, 628 Lydya, N. E., Grand Rapids. Estimated construction cost $11,410, year operating cost $32,000, revenue $95,000. Principals in equal partnership include Josephine Hooker (20%), owner of advertising agency and newswriter WGRD Grand Rapids, and Charles A. Sprague, advertising salesman WGRD. Filed May 27.

Virginia Beach, Va.—Princess Anne Bestg. Corpisu, 921 kc, 1 kw daytime, directional. Post office address 541 North Oakland Ave., Shorewood, Wis. Estimated construction cost $22,500, first year operating cost $60,000, fourth year operating cost $80,000. Mr. Murphy is president and owner. Named in request is secretary-minister-permittee Harold BMAN Menominee, Mich., WDUM Green Bay, 11 kw, WGRD with 1 kw, WMIB Medford, WPPF Park Falls, and WLWD LaSalle, Ill. Filed June 1.

APPLICATION AMENDED

WLRP New Albany, Ind.—Ohio Valley Bestg. Corp. granted permission to sign off at 6 p.m. until Sept. 1 except when event in progress. Granted May 24; announced June 2.

KCHC Charles City, Iowa—Radio Inc. granted CP of station at 3:30 p.m. on weekdays and 5 p.m. on Saturdays and Sundays for the period ending Sept. 28. Granted May 26; announced June 2.

KWL Waterloo, Iowa—Black Hawk Bestg. Co. granted CP to change from 1 kw night, 5 kw day to 5 kw night, 3 kw unlimited, directional. Granted June 2. Roger D. Seay of El Dorado, Ark., granted permission to sign off at 6 p.m. during May broadcast of home game. Granted June 2.

KBEK Detroit, Mich.—C. N. Stradford Bestg. Corp. granted CP to increase power from 1 kw to 5 kw on 900 kc, directional. Granted June 2.

KEKQ Eugene, Ore.—Guard Pub. Co. granted CP to change from 1 kw unlimited, directional night, 5 kw day unlimited, directional unlimited. Granted June 5.

WBAJ Grove City, Pa.—Grove City College granted permission to remain silent from June 9 through Sept. 30. Granted May 29; announced June 2.

KERY Kerrville, Tex.—Kerrville Bestg. Co., granted CP to change from 1230 kc 250 w. unlimited to 1300 kc 1 kw. Granted June 2.

WPDR Portage, Wis.—Portage Bestg. Corp. granted permission to sign off at 9 p.m. until Sept. 1. Granted June 2.

WZKZ Lima, Ohio—The Kettle-Marine Bestg. Co. granted permission to sign off at 6 a.m. for the period ending Sept. 1. Granted May 24; announced June 2.

APPLICATION

WANA Anniston, Ala.—Edwin H. Estes & C. L. Graham 6/kd as Anniston Radio Co. seek modification of license to change from 1460 kc to 1370 kc. Filed May 25.

APPLICATION AMENDED

KECC Pittsburgh, Calif.—KECC Inc. amends application for CP to increase power from 1 kw to 3 kw day, 10 kw day, directional day and to night for 3 kw 2 day. Filed May 28.

APPLICATION DISMISSED

WFFY Davie, Ill.—Vermillion Bestg. Corp. FCC dismissed application to change from directional day and night to right only as of September 1. Dismissed May 27.

APPLICATION AMENDED

WFGQ-FM Palm Beach, Fla.—Palm Beach Bestg. Corp., granted waiver of Sect. 3.204 (a) and change ERP to 3.6 kw. Granted June 2.

APPLICATION AMENDED

WKFM High Point, N. C.—Radio Station WMFR Inc. granted waiver of Sect. 3.251 and change ERP to 8 kw. Granted June 2.

STATION DELETED

WGLT Lanett, Ala.—Greene Land & Cattle Co. FCC granted request to delete FM station at 900 kc 500 kw. Granted June 2; no daytime at request of permittee. Deleted May 27.

Existing FM Stations . . .

ACTIONS BY FCC

WFWQ-FM Palm Beach, Fla.—The Coastal Field, Inc., 11 kw, granted CP of station at 810 kc 500 kw, directional day, granted June 24; no daytime at request of permittee. Deleted May 27.

STATION DELETED

WERK (FM) Shelbyville, Ind.—Shelby Radio Service granted request to cancel license and delete FM station, ch. 287. Deleted May 29; announced June 2.

Ownership Changes . . .

ACTIONS BY FCC

KTCO Mountain Home, Ark.—Mountain Home Bestg. Corp. granted voluntary transfer of control to Arvil Shuster, Loyd and Marie G. Stricklen through sale of all stock for $50,000. Principals in equal partnership include Owners: Loyd and Marie G. Stricklen (50%), former-announcer-engineer WPMW West Plains, Mo.; and Arvil Shuster, former-announcer-engineer and Marie G. Stricklen (50%). Granted June 2.

KLVC Leaville, Colo.—Leaville's Top of the Nation, Inc., and Koopman & Co. to Arline S. Hodges for $31,000. Mrs. Hodges was granted new daytime station at Aurora, Colo. last week on 1030 kc and is presently employed at Denver service. Granted June 5.

WIVY (TV) Pt. Lauderdale, Fla.—Georlo Investment Co. granted transfer of CP of uftv ch. 11 through sale of 15% interest to L. Coleman Judd and E. J. Richardson to George W. English, Jr., Mortimer W. Lowey et al. through purchase of 2/3 stock for $14,500, 7 kw. Granted June 29; announced June 30.

WWQR Tifton, Ga.—Tifton Bestg. Corp. granted voluntary transfer of control for $625,000 to James E. Graham for $150,000. M. Edwards & Co., 212 W. Roanoke St., Fitzgerald, Ga., department store. Granted June 29; announced June 30.


KSID Sidney, Neb.—Lew W. Grove & William S. Grove d/b/a Sidney Bestg. Corp. seeks voluntary assignment of license to W. C. Grove Inc. No consideration involved. Granted June 2; no ownership change.

WWAB-TV San Juan, P. R.—El Mundo Bestg. Corp. granted assignment of CP of FM station at ch. 2 to El Mundo Inc. No consideration involved as President Angel Ramos retains sole ownership. Granted May 28; announced June 2.

WLAC-TV Old Hickory, Tenn.—Life & Casualty Ins. Co. of Tenn., granted assignment of license to vhf ch. 5 to wholly-owned subsidiary WLAC-TV Inc. Granted May 28; announced June 2.

KREL-AM-FM Haytown, Tex.—Tri-Cities Bestg. Corp. granted voluntary transfer of control to WLAC-TV Inc., 3633 Worth St. No. 16, Dallas, Texas, $11,000. Granted May 28; announced June 2.

VHF-TV La Crosse, Wis.—WKBI-TV Inc. granted voluntary transfer of control to WKBI Inc., La Crosse Tribune, Howard Dahl and others. Granted May 29; announced June 2.

Applications for the sale of all or part of the assets of the following stations were received:

WMSL Decatur, Ala.—Tennessee Valley Bestg. Corp. seeks voluntary assignment of license to sale to television radio partnership. Purpose of application is to acquire additional capital. Principals include President Frank Whisner (15%), Vice President Bryan Mafee (5%), register of Morgan County (Ala.) Circuit Court, Treasurer Alice A. Whisner (35%) and 10 other stockholders. Filed May 27.

KAVAL Avalon, Calif.—John V. Poole Bestg. Corp. seeks voluntary assignment of license to John V. Poole retains sole ownership. Filed May 28.

KYDS-KVME (FM) Merced, Calif.—Merced Bestg. Corp. seeks voluntary assignment of license to Charles O. Chatterton and Glenn E. McCormick through sale of all for $32,000. McCormick is president-majority stockholder KSLM Merced, Calif. Granted May 29; announced June 2.

WKKO Cocoa, Fla.—Carl G. Collins Jr., Seay Dornally Wiles, Davis Elson Wilson, Emerson W. Browne and Sarah A. Browne d/b/a Brevard Bestg. Corp. granted assignment of license to Seay G. Collins Jr., Seay Dornally Wilson & Davis Elson Wilson d/b/a Brevard Bestg. Corp. through purchase of 10% interest from remaining partners for $12,000. Filed May 28.

KMAC Mamet, Ohio—William G. Kelly seeks voluntary assignment of license to Edward B. Eames for $55,000 and assumption of $9,000 contract. Mr. Eames is KBGB employee. Filed May 29 for $45,000.

WACO Waco, Tex.—Frontier Bestg. Co. seeks voluntary assignment of license to wholly owned subsidiary WACO Bestg. Corp. which will also of KHRQ McAllen, Tex. Filed May 29.

The station in the following cities seeks voluntary transfer of control to Southern Va. Bestg. Corp. through sale of all stock for

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LMar 2036

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FOR THE RECORD

HERBERT STEWART
TELEVISION CONTROLLER

Applications • New Stations • Established TV Stations

P. O. Box 2440 Phone 28262

BROADCASTING • TELECASTING

Miami, Florida
CLASSIFIED ADVERTISEMENTS

P payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$1.00 minimum • Help Wanted 25¢ per word—$2.50 minimum. No charge for blind box number. Send box replies to:

Help Wanted

Managerial

Salesman

Help Wanted—(Cont’d)

Situations Wanted

Television

Help Wanted

Salesman

Producer-Programming, Others

Good local newsman. Progressive news, special events medium sized station. Writing, announcing, ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 691C, M.T.

We need an experienced program director for our combined ABC radio and television affiliate in a metropolitan area of great potential. Competition is severe and we need a wide awake progressive mind with good program sense and commercial ideas. This operation is long term and many permanent openings are filled here. Good working conditions. Salary open. Excellent future. Reply to Box 863D, B.T.

Selling in 50 miles from New Orleans, wants combo man, 1st phone, $2.00 per hour—and a half overtime. Attnl or wire Manager KTVU, Tidewater, Va.

Situations Wanted

Good local salesmen are needed in the metropolitan and suburban areas. We can make these positions available to you. Interview required. State age, experience, salary desires. No phone calls. Box 657D, B.T.

Championship engineer—announcer, to be chief engineer. North Carolina station. Box 641D, B.T.

Small progressive network station, needs chief announcer-engineer, limited air hours, top pay, congenial staff. Plenty advancement raises. Send full details, tape, photo. Box 572D, B.T.

Son of progressive daytimer New York State has chief opening. No shift own boss. Must be reliable, have know-how. Box 597D, B.T.

We need our man here in our city of 60,000 peop-. Box 601D, B.T.

Good experienced announcer—programmer, local Mutual affiliate. Good starting salary, good chance advancement. Only man best qualifications need apply. Send details first letter. Box 553D, B.T.


EXPERIENCE

Help Wanted

Salesman

Experienced announcer-engineer. First class ticket. Accent on announcing. No maintenance. 1 Bachelor Network this week. Will pay $500 for five dollars for forty-hour week to start. Box 617D, B.T.


Needed at once, a good morning man, must have first phone. Be able to run morning show and do commercials that sell. Only experienced man accepted. Box 602D, B.T. (Announcer)

Experienced staff announcer with good knowledge of music for 5,000 watt CBS affiliate in northwest Ohio. Good benefits. Contact John Novak, KDFQ, Min- sula, Montana.

Experienced announcer—engineer with first class ticket. Disc or tape, engineering qualifications desired. Contact John Novak, KDFQ, Minsu, Montana.

Have opening for 3 excellent announcers, approximately August 1, Tucumcari, N.M., and Hobbs, N.M. Salary from $300 up depending on qualifications. Contact Lloyd Hawkins, Tucumcari, N.M.
California announcer-director. 10 years sports, program, and announcer directing radio, TV. Prefer west, midwest, good radio or TV operation. Available. Box 5602D, B-T.

PD with top sports record, local news, sales and promotion. 7 years radio. College. Married. 27. Seek position where talents can be utilized by aggressive operation. Excellent references. Box 5750D, B-T.

Thoroughly experienced announcer-producer-newsman-captain role congenial operation. Background: Top 50kw, regional net, Wash-ington news. All inquiries answered. Interviews arranged where proposition warrants. Box 5725D, B-T.


DJ personality, five years experience radio-TV. Top-flight showman. Box 5705D, B-T.


Announcer with two years staff experience. Has done news, sports, reports, delivers, hosts light evening disc show. Works board 23 years old. Happily married. Box 5884D, B-T. My present network affiliate employer. Box 5634D, B-T.

10 years announcing-production. Network experience major market. Excellent references. Box 5855D, B-T.

Negro DJ, newscaster, announcer. Professionally trained. Strong DJ personality. Down to earth selling. Holds 3rd class radio telephone operator license. Tape, resume on request. Box 6000D, B-T.


1956 college graduate. Fine voice-ambition-well-groomed. Some experience. Tape, photo. Box 6065D, B-T.

Team, male and female, 3rd phone each. Saleable personalities, do early morning show and local women's hour. Willing, sell and service accounts. Contract, or news, sports, with talent, until show then sold. Box 6135D, B-T, or DPont 7-1425, Bradley (B-T) EVD, Washington, D. C.

Announcer, experience, personality, DJ, news. Commercial, last position: full time news. Bud Ferris, 1831 East 3rd Street, Brooklyn 23, N. Y.

Announcer-engineer, now employed, daytime independent. Nearly year experience. Desire larger market. Strong with disc shows, news, prefer change to learn all phases of radio. Being married, would consider wife. Mr. D. W. Smith, 5209 West 15th Avenue, Denver, Colorado. Box 5707D, B-T.

Four years experience play-by-play all sports, news, DJ, deep voice, good personality. Available now, Max Harris, 416 Grand Street, New York City 2, New York.

Announcer, sports, play-by-play, staff, 4 years experience. Available immediately. Anywhere in U. S. Will travel by request. A great change. Stanley Hotel, Hotel Emerson. 186 West 85th Street, New York City, N. Y.

Staff announcer, $50 to start, board trained, all staff duties, third ticket. Pathfinder School of Radio, 7511 11th Street N. W., Washington, D. C. Metropolitan 8-3625.

Top-flight announcers, copywriters, engineers, Tape available. Academy of Broadcast Arts, 60 East 49th Street, New York 16. MU-8-3742.

Announcer, First license. Experienced, Northern Ohio or vicinity preferred. 759 Maple, Fostoria, Ohio.

Technical

Engineer, first phone, 1/2 years broadcast. Excellent engineer, prefers Texas. Box 5615D, B-T.

Experienced chief engineer desires to relocate. Experienced, versatile, including announcing. Southwest preferred. Box 5635D, B-T.

Experienced am fm tv, xmtv and studio engineer, capable of positive. Frequent employment. No vacation relief. Box 5645D, B-T.

Engineer, have 1st class license, 1 year experience. Please teleph. Box 5815D, B-T.

Eight years radio, four chief. Experienced Western Electric, directional, construction. Seek change now. Married. car. Box 5605D, B-T.

Engineer, experienced, operation, maintenance, am, fm, 1st ticket. No combo. Immediately available. Box 5895D, B-T.

Experienced engineer all phases available soon. Box 8690D, B-T.

Engineer, first phone, one year experience, good references. Immediately. Frank Green- wald, 106 Oregon, Greensburg, Pa. 5408.

Chief engineer. 20 years experience all phases of radio and television. Seeks good opportunity. A. W. Kramer, Bumpass, Virginia.

Production-Programming, Others

PD-local, gct. Sports and special events College graduate. Top references. Box 5711D, B-T.


Television

Situations Wanted

Managerial

TV manager, successful operation in black, re-quired to make change. Excellent industry re-ferences. Experience sales and management record. 5 years tv. Can bring you full knowledge for complete, efficient operation, plus the knowhow to make tv pay. Let me give you the facts. Box 5905D, B-T.

Salezemen

Top-flight advertising salesman-4 years sales experience, including radio, desires television sales. Journalism graduate, veteran, relocate anywhere. Box 5865D, B-T.

Announcers

Versatile young woman, early twenties; three years television experience now appearing on network daily, one of ten thousands. Commercial, children's programs, features and variety show experience. Desires TV work. Box 5670D, B-T.

Experienced, conscientious announcer with first class ticket wants position with radio-television or television only station. Box 8675D, B-T.

Experienced announcer for five thousand watt television combination or smaller station in good market. Details on request. Box 5555D, B-T.

Yes you need an experienced woman telesa-ter who can produce. Lets talk it over. Box 5755D, B-T.

Technical

Presently employed chief engineer vhf, in-terested in relocating in permanent, progressive TV station with existing operation. Experienced all phases tv including building design, installation and personnel training. Box 5555D, B-T.

Experienced cameraman-network affiliate. All studio operations. Desires permanent position. Box 5885D, B-T.

Engineer-fifteen years radio and tv. Desires studio technical director,witcher or video control. Experienced on tv remotes and camera work. Broadcast experience. Desires position to be available to staff cutback in about 90 days. Will sacrifice salary for security Box 5985D, B-T.

Production-Programming, Others


TV production manager desires to return home to southern California. Presently employed in major market, all phases, radio and tv as pd, announcer, news, etc. Will accept radio job with references, photo, audition available. Box 5515D, B-T.

Experienced tv director desires change. Presently employed by growing network-originating tv stations. Radio and N. Y. ad agency background. Box 5615D, B-T.

Gulf Coast cities or with planning tv. Have 160,- 000 watts, own unique approach. Seeking new or existing operation. Available. Box 5940D, B-T.

Producer, experienced theatre, radio, mature, sales minded. Box 5765D, B-T.

Commercial production manager, film and live, aggressive ideas, set design, graphic arts, photographer-producer. Box 5865D, B-T.

For Sale

Situations

Midwestern network station in excellent market. Priced for quick sale. Building and equipment exclude tv. Box 4655D, B-T.

Lease with option to buy. Midwest exclusive. Box 5655D, B-T.

Outstanding opportunity to acquire the broad-casting station you have been waiting to own. Beautiful, Dakota Country. Over $66,000.00 volume in 1953. Home, equipment and sixteen acres. Plenty of business, over 300 dollars a year. Takes about $40,000.00 to handle. Write, wire or call Mr. D. W. Smith, 927 Laurel Realty Company, 4243 Kennespin Ave., KEwood 3082, Minneapolis, Minnesota.


Equipment Etc.

Skw Westinghouse FM3 transmitter, 57!, 3 mc crys-tals, 16 loop Collins C-1000 antenna, 280 feet Commercial Products line plus fittings. Hewlett Packard frequency and modulation monitor, 2 RCA turntables and Western Electric 25-B audio console. Box 6025D, B-T.

We Want Real Honest to Gosh}

NEWSMAN

Editing • Writing

Airing • Gathering

OCCUPATION

Originality

Opportunity

Send

Audition - Background

To

Oregon's Oldest & Most Progressive

KGW

Portland, Oregon
For Sale—(Continued)

One kw, am, Raytheon transmitter. Used 7000 hours. Like new condition. Available immediately. Box 908D, B.T.

GE 250 watt fm transmitter, model 48TYA1 with one kw fm amplifier, complete with modulation and frequency monitors, perfect operating condition, 104.9 mc. Fifteen hundred dollars. KURV, Edinburg, Texas.


Truscon 28" triangle self-supporting, non-insulated, type D-30 tower steel. $2,000.00 dismantled 2 1/2 lb, Baltimore, Maryland. Contact Chief Engineer, WFBR, Baltimore 2, Md.


No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. General Radio type 1170-A frequency monitor and modulation monitor 97.7 mc., $700.00. 2. Presto T-10 tape recorder, 15 kw. RCA, $250.00. 3. Low frequency monitor type E-30, variable line equalizer. $85.00. 4. Westinghouse FM-1 transmitter 1 kw 97.7 mc. Low bidder gets it. WISH, Paul Rex, Butler Pennsylvania.

20' insulated self supporting tower. Suitable for am and fm or tv, $1000. Two bay RCA bawing fm antennas. $300. WPAG-TV, Ann Arbor, Michigan.

Projectors: On hand for immediate delivery, the new Holmes TP projector. Regular price $2,365.00. Special for June $1,705.00, a real buy. Also re-built and in new condition, Holmes Model LT complete. Regular $1,295.00 seller. One only at $1,155.00. Gates Radio Company, Quincy, Illinois. Telephone 8262 Ask for Mr. Wurman.

Commercial crystals and new or replacement broadcast crystals, Western Electric, RCA holders, Conradl frequencies, crystal, grinding etc., fastest service. Also monitor and frequency measuring service. Edison Electronics Co., Temple, Texas. Phone Prospect 3-3001.


New am, fm, Schafer remote control equipment in original packings; available because going combo instead of remote; price under cost; terms. J. S. Rigs, 303 E. Church Street, Elmiria, New York.

One Blaw Knox insulated self-supporting tower. Type CK, 30'. $5,000.00 dismantled. J. M. Hamilton & Co., Box 2425, Gastonia, N. C.

Wanted to Buy

Stations

Manager with proven sales record would like to buy or lease small station in South. Hard worker with references and confidence. Box 398D, B.T.

Broadcaster wants small am station Maryland, Virginia area or midwest. Deal with owner only. Box 896D, B.T.

Radio station in small market. Good price assured even though operation is not showing a profit—But must have potential. Replies kept confidential. Box 835D, B.T.

Equipment, etc.

Wanted used 200MM beacon and flasher. Box 456D, B.T.

We wish to purchase complete equipment for new station. Box 856D, B.T.

Gibbs frequency monitor type 470-O and modulation monitor type TL-H or other, similar make. One am console, two 16' turntables, with or without pickups; 160 to 170' guyed tower. Box 242D, B.T.

Used 250 watt am broadcast transmitter. Radio Station WMS, Williamstown, Mass.

For Sale—(Continued)

Wanted to Buy—(Continued)


Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 227 S.W. 12th, Portland, Oregon.

Instruction


Help Wanted

Manager

CAN YOU take charge of well-known professional broadcasting school in Boston? Interview, audition, enroll students? Contact high school principals, speak to student groups? Contact station managers to place graduates? Can you handle administrative details, paper work, correspondence, teach? Long hours, easy work, terrific growth opportunity—after you prove your worth. Want young but mature man, preferably single, with some broadcasting experience in public relations, sales, annoucemen or promotion. Also consider broadcasting school executive or outstanding broadcasting school graduate. Will you help the business of broadcasting? We need a person who is dynamic in the field of broadcasting. Let’s talk. Supportive atmosphere. Send letter, resume, photo, salary requirements to Box 611D, B.T.

Television

Help Wanted

Salesmen

A REAL OPPORTUNITY IN TELEVISION TIME SALES

Leading national tv station representative has opening in Chicago for top-flight time salesman. Write complete, specific, telephone or personal. The men in this organization are aware of this advertisement. Box 661D, B.T.

For Sale

Equipment

Miscellaneous

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio Effective Service to Employer and Employee

TV & Radio Management Consultants

704 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 92)

$38,000. Southern Va. Bostg. is licensee of WVES-AM-FM Crewes, Va. Principals include President Foster Collins (11%); J. J. Eshleman (15%); J. F. Quisenberry (10.5%), and W. L. Wilks (33.5%). Filed May 28.

Hearing Cases . . .

INITIAL DECISION

Dothan, Ala. — Vhf ch. 9, FCC Hearing Examining Engineer W. Hardy issued initial decision, looking toward grant of the application of Ala-Fia-Ga Television Inc. for construction permit and license for new station in Dothan, Ala., engineering condition, and denial for, default of, competing application of WOOF Television Corp. Action May 27.

OTHER ACTIONS

Naples, Fla.—Callier County Bests, Inc., FCC by order, granted protest of Robert Hecker, licensee of WMYR Fm, 980 kc., Fort Myers, Fla., to reconsideration of Commission action of April 14 in granting application of Callier County for new am station on 1430 kc, 500 w, d. w. ordered that the effective date of the April 14 grant be stayed and designated time for objection.

KSTP St. Paul, Minn.—FCC by memorandum dated May 26, 1954, disposed of objections to designated time for filing statement in this proceeding, effective date of FCC action on KSTP ch. 5 and ch. 15.

2791. WISD Atlantic City, N. J.—Mid-Atlantic Bestg. Co., licensee of WMTN, 1490 kc., filed further petition for rehearing in proceeding involving Fort Industry Broadcasting Corp. (WJBD), Detroit, Mich., to change facilities for WMTN to 1500 kc. with 250 kw, 100 kw day, D.A. 2. Action June 2.

WMD Atlantic City, N. J.—Mid-Atlantic Bestg. Co., licensee of WMTN, 1490 kc., filed further petition for rehearing in proceeding involving Fort Industry Broadcasting Corp. (WJBD), Detroit, Mich., to change facilities for WMTN to 1500 kc. with 250 kw, 100 kw day, D.A. 2. Action June 2.

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Naples, Fla.—WVTV ch. 6, granted FCC scheduled for hearing application of Southern Va. Tv Inc. and Daily Telegraph Printing Co. for new tv station on ch. 6 to begin July 2. Action June 2.

Hearing Calendar . . .

June 7

Chicago, Ill.—Vhf ch. 7, further hearing before Examiner Herbert Sharman—Zenith Radio Corp., WRGB, Schenectady, N. Y.

Paducah, Ky.—Vhf ch. 6, further hearing before Examiner William Gunther—Paducah Broadcasting Co., Paducah, Ky.

Omaha, Neb.—Vhf ch. 7, further hearing before Examiner Rudolf A. Hoelle—Omaha Broadcasting Co., Omaha, Neb.

Odessa, Tex.—Vhf ch. 7, further hearing before Examiner John P. Polidexter—KOSA, KICK, The Odessa TV.

June 10

Detroit, Mich.—Vhf ch. 66, further hearing before Examiner William G. Butz—WLJB, WCOU.


San Antonio, Texas—Vhf ch. 12, further hearing before Examiner James D. Cunningham—KONQ, The Walmac Co.

Routine Roundup . . .

May 27 Decisions

ACTIONS ON MOTIONS

The following action on motions were taken as indicated:

By Hearing Examiner J. D. Bond

Roanoke, Va.—Times & Sun Newspaper Co., Radio Roanoke Inc.—Granted petition of Times-World for leave to amend its application for ch. 7 (Docket 10685; BPTC(10696), to show current information about applicant's offices, etc.

By Hearing Examiner Charles S. Frederick

Pittsburgh, Pa.—Westinghouse Bestg. Co.— Granted petition for leave to amend its application for ch. 11 (Docket 10618; BPTC(10695), to show current information about applicant's offices, etc.

By Hearing Examiner Charles S. Frederick

Philadelphia, Pa.—Whiting Bestg. Co.— Granted petition for leave to amend its application for ch. 5 (Docket 10605; BPTC(10695), to show current information about applicant's offices, etc.

By Hearing Examiner Charles S. Frederick

Hearing Examiner Charles S. Frederick

Philadelphia, Pa.—Whiting Bestg. Co.— Granted petition for leave to amend its application for ch. 5 (Docket 10605; BPTC(10695), to show current information about applicant's offices, etc.

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Servs. Corp.—Erector, N. Y.—Granted request of Southern Tier for an extension of time from June 16 to June 19, 1954, to file proposed findings and conclusions in re ch. 6 (Docket 10681; BPTC(10695), to show current information about applicant's offices, etc.
May 28 Applications

ACCEP TED FOR FILING

License for CP

WOWO Fort Wayne, Ind., Westinghouse Bcstg. Co.—License to cover CP (BL-4019), as mod., which authorized extension of time, waiver new transmitter and directional antenna for night use only at Plymouth, location and chairman to Westinghouse Bcstg. Co. (BL-5310).

KANN San Antonio, Texas, San Patricio Bcstg. Co.—License to cover CP (BPCT-3888) which authorized new standard broadcast station and studio location (BL-5314).


KFWC Redding, Calif., KF Highway Co.—License to cover CP (BPCT-3890) which authorized automatic tuning frequency change, interstitial change, home of system, and changes in the directional antenna system (BL-5316).

KFMU (FM) Glendale, Calif., Nichols M. Bcstg. Co.—License to cover CP (BPCT-3891) which authorized new fm station (BFL-996-3).

Renewal of License

WWMU Reading, Pa., Eastern Radio Corp.—(BPCT-3892).

WHRH (FM) FM 105, Pala, Board of Education, Board of Education.—(BBL-105).

WBOE (FM) Cleveland, Ohio, Cleveland City Bcstg. Co.—License (Mark C. Schinnerer, Supp.)—(BRED-1).

Modification of CP

WKEN-TV Kenton, Ohio, WKEN Bcstg. Co.—Mod. of CP (BPCT-1399), as mod., which authorized new time, extension of CP, and installation date to March, 1955 (BMPCT-2146).

WQCB-TV Memphis, Tenn., Harding College—Mod. of CP (BPCT-1400), as mod., which authorized new time to extend completion date to 12-30-54 (BMPCT-2147).

June 1 Applications

ACCEP TED FOR FILING

Application Returned

KYKM Youngstown, Ohio, and Monahans Bcstg. Corp.—Voluntary transfer of control of licensee corporation to John J. Rose, John Buckner, Joe Vandenver, and C. G. Greenlee. (Not signed by transferencees.)

Modification of CP

WFAM-TV Lafayette, Ind., WFAM Inc.—Mod. of CP (BPCT-753) as mod., which authorized extension of completion date to Jan., 1955 (BMPCT-2143).

KQTV-KOAA Tucson, Ariz., Mid-Continent Telecasting Inc.—Mod. of CP (BPCT-456) as mod., which authorized new time to extend completion date to 1-1-55 (BMPCT-2147).

WSU-WT Columbus, Ohio, The Ohio State—Mod. of CP (BPCT-23) which authorized new non-commercial tv station for extension of completion date to 1-1-55 (BMPCT-2146).

WICO Sparta, Ill., Hirsch Communication En- gineers, Inc.—Mod. of CP (BPCT-1303) as mod., which authorized new standard broadcast station for extension of completion date (BMPCT-2146).

WWBG Bowling Green, Ohio, Howard R. Ward—Mod. of CP (BPCT-950) which authorized new standard broadcast station for extension of completion date (BMPCT-2146).

License for CP

WSPN Saratoga Springs, N. Y., SPA Bcstg. Inc.—License to cover CP (BPCT-1306) which authorized new standard broadcast station for extension of completion date (BMPCT-2146).

Renewal of License


Remote Control

KGBR Tyler, Tex., Lucille Ross Lansing (BSC-407).

Application Returned

WLCS La Crosse, Wis., Bercmar Radio Inc.—Voluntary application of license to Ottumwa Telecasting Corp. (Filed on wrong form).

Modification of CP

WBEN-FM Buffalo, N. Y., WBN Inc.—Mod. of CP (BPCT-1987 for auxiliary transmitter) for extension of completion date.


WMBZ-TX Unused, Calif., WMBZ—Mod. of CP (BPCT-473) as mod., which authorized new tv station for extension of completion date (BMPCT-2130).

WBQK (TV) Chicago, Ill., NBC—Mod. of CP (BPCT-1452) as mod., which authorized changes in facilities of existing tv station, for extension of completion of date to 8-1-54 (BMPCT-2130).

WTLR (TV) La Crosse, Wis., La Crosse TV Corp.—Mod. of CP (BPCT-1568) which authorized new tv stations for extension of completion date to 8-30-54 (BMPCT-2114).

License for CP

KMNT (TV) Austin, Minn., Minnesota-Iowa TV Co.—License to cover CP (BPCT-841) as mod., which authorized new tv station (BMPCT-2206).

June 2 Decisions

BROADCAST ACTIONS

Actions of May 28

KFGQ Boone, Iowa, Boone Radio Bcstg. Co.—Granted license for extension of license for change in tv station; ch. 206 (911.1 mc), 6 kw, U (BFL-996-1).

WHBM Mid-South Bcstg. Corp., Memphis, Tenn.—Granted license for change in tv station at alternate main transmitter location (BL-501).

KFRB Church Bcstg. Associates Inc.—Granted license for am broadcast station; 150 kw, d, (BMPCT-2139).

WOKM Metropolitan, Ill., Fort Massac Bcstg. Co.—Granted license covering increase in power and change in main studio location; 920 kw, 1 kw, d (BFL-502).

KCBS Chicago, Neb., Community Service Radio Corp.—Granted license for am broadcast station; 1500 kw, w, U (BFL-501).

KIVY Crockett, Tex., The Pioneer Bcstg.—Granted license covering change in non-commercial educational station; ch. 207 (89.7 mc), 15 kw, U (BLED-150).

WKWB Richmond, Ind., Central Bcstg. Corp.—Granted license covering change in transmitter and studio location and installation of new antenna system (BL-5312).

Modification of CP

The following were granted mod. of CP’s for extension of completion dates as shown:

WANK E. H., Ala., to 7-24-54—WEST Palm Beach, Fla., to 11-5-54.

Actions of May 27

WKAJ Macomb, Ill., The Macomb Bcstg. Co.—Granted authority to operate transmitter by remote control.

Actions of May 26

Remote Control

The following stations were granted authority to operate transmitter by remote control:

KPIG Cedar Rapids, Iowa; WINI Murphysboro, Ill.; WINN Baltimore, Md.

Modification of CP

WJNO-TV West Palm Beach, Fla., Palm Beach Television Inc.—Granted mod. of CP to change license to WJNO-TV and designate new studio site as Palm Beach instead of West Palm Beach.

WOKJ Jackson, Miss., Dixieland Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location; condition: (BMPCT-5315).

WKCD Dalton, Ga., Whistle Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location and specify studio location; condition: (BMPCT-2133).

KYOS-TV Bellingham, Wash., KYOS Inc.—Granted mod. of CP for extension of completion date of 12-20-54 (BMPCT-2139).

WTPA (TV) Harrisburg, Pa., Harrisburg Bcstg. Inc.—Granted mod. of CP for extension of completion date to 12-20-54 (BMPCT-2139).

Modification of CP

WABO Waynesboro, Miss., New Laurel Studio Bcstg. Inc.—Granted mod. of CP for approval of antenna, transmitter location and station location; condition: (BMPCT-5309).

Actions of May 24

Granted License

WCAC Anderson, S. C., Wilson E. Hall—Granted license for change in tv station; ch. 206 (911.1 mc), 6 kw, U (BFL-996-1).

WHBM Mid-South Bcstg. Corp., Memphis, Tenn.—Granted license covering change in alternate main transmitter location (BL-501).

KFRB Church Bcstg. Associates Inc.—Granted license for am broadcast station; 150 kw, w, U (BFL-501).

WOKM Metropolitan, Ill., Fort Massac Bcstg. Co.—Granted license covering increase in power and change in main studio location; 920 kw, 1 kw, d (BFL-502).

KCBS Chicago, Neb., Community Service Radio Corp.—Granted license for am broadcast station; 1500 kw, w, U (BFL-501).

KIVY Crockett, Tex., The Pioneer Bcstg.—Granted license covering change in non-commercial educational station; ch. 207 (89.7 mc), 15 kw, U (BLED-150).

Modification of CP

AM and VHF

Controlling Interest

$200,000.00

Regional profitable radio station with vhf tv nearly completed. Wealthy area in sales, population, potential. Excellent opportunity.

Appraisals • Negotiations • Financing

Blaackburn - Hamilhon Company

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

Washingion 'Bldg.

33 Montgomery St.

Exbrook 2-5612

June 7, 1954 • Page 97
Higher Tower, Higher Power

add 10,000 sq. mile coverage area

Tower: Now 1019 feet
Power: Now 100,000 watts
Households: 37.5%*
Farm Households: 50.4%
Tv Homes: 30%
Retail Sales: 33%
Farm Income: 50.4%
Food Store Sales: 35.5%
Drug Store Sales: 22%
Counties Covered: 46%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.

* Data, based on Nov. Nielsen, compares new A & B coverage area with coverage prior to power-tower increase.

WFBM-TV
Indianapolis • CBS

Represented Nationally by the Katz Agency
Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids
TELESTATUS

Tv Stations on the Air With Market Set Count And Reports of Grantees’ Target Dates

Editor’s note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangles (•) indicates stations now on 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. Separate spot estimates are shown for each as claimed. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—
- WABY (13) CBS, ABC, DuM; CBS Spot Sis.; 255,000
- WBRC-TV (6) NBC; Katz; 219,454
- WJLN-TV (46), 12/10/52—Unknown

Dothan—
- Ail-Fin-Ga To Inc. (9) Initial Decision 5/25/54

Decatur—
- WMSL-TV (22) Walker; 12/26/52-6/31/54

Mobile—
- WAAL-TV (10) ABC, CBS, NBC; Headley-Reed; 12,500
- WLAB-TV (46) CBS, DuM; Forjoe; 60,800
- The Mobile To Corp. (5) Initial Decision 2/12/54

Montgomery—
- WCOY-TV (30) ABC, CBS, NBC, DuM; Raymer; 20,000
- WAPA-TV (12) Headley-Reed; 3/25/54-11/15/54

Munford—
- Alabama Educational Tv Commission (**) 6/2/54—Unknown

Selma—
- WFLA (8) 2/26/54—Unknown

ARIZONA

Mesa (Phoenix)—
- KTVL-TV (12) NBC, DuM; Avery-Knodel; 32,200
- Phoenix—
- KOOL-TV (19) ABC; Hollingbery; 80,300
- KCPD-TV (5) ABC, CBS, DuM; Katz; 22,200
- Arizona To Co. (3) Initial Decision 5/25/54

Tucson—
- KGPO-TV (13) CBS, DuM; Forjoe; 24,306
- KVOA-TV (4) ABC, NBC; Raymer; 26,306

Yuma—
- KIVA (11) DuM; Grant; 18,302

ARKANSAS

El Dorado—
- KJBB (20) 2/24/54—Unknown

Fort Smith—
- KFRA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Pine Bluff—
- KTVM (1) 1/20/54—Unknown

LITTLE ROCK—
- KARK-TV (6) NBC; Petry
- KATV (1) (See Pine Bluff)
- KETV (3) 10/30/53—Unknown

Pine Bluff—
- KATV (1) ABC, CBS; Avery-Knodel; 72,785

TEXARKANA—
- KCMO-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
- KBKB-TV (29) ABC, DuM; Forjoe; 58,000
- KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,685

Berkeley (San Francisco)—
- KQED (9) 7/24/53—July ’54 (granted STA April 6)

Chico—
- KCHL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220

Corona—
- KCOA (13), 9/18/53—Unknown

El Centro—
- KPED-TV (16) 2/10/54—Unknown

Eureka—
- KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,100

Fresno—
- KBFD-TV (33) Lesker; 92,663
- KFEL-TV (7) ABC, CBS, Branharn; 106,558
- KMJ-TV (34) CBS, NBC; Raymer; 85,841

Los Angeles—
- KFBK-TV (21) 2/10/52—Unknown
- KABC (7) ABC; Petry; 1,383,683
- KCOP (13) Katz; 1,383,683
- KIPI-TV (9) DuM; H-S; 1,383,683
- KNBC (9) ABC; CBS; Spot Sis.; 1,383,683
- KNXK (5) CBS; CBS Spot Sis.; 1,383,683
- KTLA (5) Raymer; 1,383,683
- KTTV (11) Blair; 1,383,683

KHYE (94)

FOR THE RECORD

Newest Starters
Listed below are the newest stations that have started regular operation:

KFAB-TV Grand Junction, Colo. (ch. 5), May 30.

KTCN (TV) Ada, Okla. (ch. 10), June 1.

Modelest—
- KTTRB-TV (16) 2/17/54—Unknown
- KSYS-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,000

Sacramento—
- KCKC-TV (9) 1/21/53—Unknown
- KCCO-TV (46) ABC, CBS, NBC, DuM; Weed; 121,000
- MCCluggage Besty Co. (18), Initial Decision 11/9/53

Salt Lake—
- KSWW-TV (9) ABC, CBS, NBC, DuM; Hollingbery; 384,701

San Diego—
- KPMX-TV (8) ABC, CBS, DuM; Raymer; 214,771
- KFSD-TV (15) NBC; Katz; 214,771
- KUSI (81) 12/25/53—Unknown

San Francisco—
- KKNV-TV (20), 1/21/53—Unknown (granted STA Sept. 15)
- KGO-TV (1) ABC; Katz; 305,700
- KPIX (5) ABC, CBS, DuM; Raymer; 305,700
- KNON-TV (4) NBC; Free & Peters; 303,700
- KSAN-TV (3) McCullivoa; 41,104

San Jose—
- KQXI (11) 4/1/54—Unknown

San Luke Obispo—
- KVEC-TV (6) DuM; Grant; 86,441

Santa Barbara—
- KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 441,872

Stockton—
- KTVU (38) NBC; Hollingbery; 76,000
- KHOP (12) 1/11/54—Unknown

Tulare (Bakersfield) (11) 10/21/53—Unknown
- KVVG (27) DuM; Forjoe; 147,000

COLORADO

Colorado Springs—
- KKKC-TV (11) ABC, CBS, DuM; Hollingbery; 42,930
- KDRO-TV (13) NBC; McCullivoa; 36,000

Denver—
- KBTM (9) ABC; Free & Peters; 220,778
- KFEL-TV (5) DuM; Blatt; 235,778
- KLX-TV (7) CBS; Katz; 220,778
- KGO-TV (4) NBC; Petry; 220,778
- KRMN (46), 7/15/54—Unknown

Grand Junction—
- KFXJ (5) ABC, DuM; Holman

Pueblo—
- KCSI-TV (5) NBC; Avery-Knodel; 41,350
- KDZA-TV (46). See footnote (4)

CONNECTICUT

Bridgeport—
- WCGB-TV (*), 1/29/53—Unknown
- WCOC-TV (46) ABC, DuM; Young; 12,740

Hartford—
- WETH (**) 10/18/52—Unknown

New Britain—
- WFTN-TV (38) DuM; Bolling; 172,068

New Haven—
- WELF-TV (39) H-R; 8/24/53—Unknown
- WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,902
- WNLC-TV (20) 12/21/53—Unknown

Directory information is in following order: call letters, channel, network affiliation, national rep- resentatives, market set counts for operating sta- tions; date of grant and commencement target date for grantees.
Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station KHQA-TV's Class B Contour

NOW 113,978 TELEVISION HOMES in KHQA-TV's 100 mv/m CONTOUR

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For availabilities write: WALTER J. ROTHSCILD National Sales Manager

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FOR THE RECORD

Norwich—
WCTN (43), 1/29/53-Unknown
Stamford—
WTSP (27), 5/27/53-Unknown
Waterbury—
WATQ-TV (53) ABC, DuM: Stuart; 124,800

DERV—
WRNN (40), 3/11/53-Unknown
Wilminston—
WDEL-TV (12) NBC, DuM; Meeker; 211,552
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA
Washington—
WMAL-TV (71) ABC: Katr; 505,800
WBZ (4) ABC: NBC Spot Slk; 612,000
WTOP (15) ABC: CBS Spot Slk; 510,000
WTTR (3) DuM: Blair; 612,000
WOKO-TV (82) 11/24/54-Unknown

FLORIDA
Clearwater—
WFDT (22) 11/23/53-Unknown
Fort Lauderdale—
WFTV (24) NBC: Weid; 116,115
WTVT (17) ABC, DuM: Venard; 187,200 (also Miam)
Fort Myers—
WINK-TV (11) ABC: Weed; 7,580
Jacksonville—
WRIG-TV (36) ABC, NBC, DuM: Perry; 46,258
WMRA-TV (4) ABC, CBS, NBC, DuM; CBS Spot Slk; 3,000
WOLS-TV (50) Stars National; 11/25/53-Sept. '54
Miami—
WTVT (37) See Fort Lauderdale
WMIK-TV (27) Stars National; 12/24/53-3/30/54
WMTS-TV (42) 11/21/53-Unknown
WTVJ (4) ABC, CBS, NBC, DuM: Free & Peters; 3,400
WPFL (33), 12/9/53-Unknown
Orlando—
WORF (9) CBS, ABC, NBC, DuM; Blair; 10/14/53-10/31/54
Panama City—
WJDM (7) CBS: Hollingsby
Penascola—
WEAR-TV (3) ABC; Hollingsby; 59,500
WPFA (15) CBS, DuM; Young; 2,200
St. Petersburg—
WSUN-TV (38) ABC, CBS, NBC, DuM; Weid; 71,200
Tampa—
Tampa Times Co. (12), Initial Decision 11/30/53
WFBA-TV (8) Bird; Initial Decision 7/15/53
West Palm Beach—
WEAT-TV Inc. (12) Walker; 1/18/54-Sept. '54
WIRK-TV (11) ABC, CBS, NBC, DuM; Weed; 23,950
WJNO-TV (5) NBC; Meeker; 11/4/53-10/15/54

GEORGIA
Albany—
WABD-TV (19) ABC, NBC, Burn-Smith; 41,554
Atlanta—
WAGA-TV (5) CBS, DuM; Kat; 380,000
WALX (111) ABC, DuM; Greater: 348,925
WSB-TV (2) NBC; Petry; 61,250
WXQI-TV (38), 11/19/53-Summer '54
Augusta—
WBPT (6) ABC, NBC, DuM; Hollingsby; 59,000
WRDW-TV (12) CBS; Headley-Reed; 93,000
Columbia—
WDAX-TV (30) ABC, NBC, DuM; Headley-Reed; 53,849
WRBL-TV (4) CBS; Hollingsby; 61,471
Macon—
WWXT-TV (47) ABC, NBC; Branham; 34,000
WMAG-TV (12) ABC, CBS, DuM; Avery-Knodel; 75,583
Romet—
WRKM-TV (9) Weed; 98,219
Savannah—
WTOC-TV (11) ABC, CBS, NBC, DuM; Kat; 3,600
WSAV Inc. (9) Initial Decision 3/21/54
Thomasville—
WCTV (5), 12/23/53-Unknown
Valdosta—
WGOG-TV (37) Stars National; 2/26/53-9/3/54

IDAHO
Boise—
(KBOI) (2) CBS; Free & Peters; 33,500
KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 75,200
KIFT (8) ABC; Hollingsby; 2/28/53-Nov. '54

Illinois

Belleville (St. Louis, Mo.)—
WTVY (34) CBS, DuM; Weed; 239,000
Blomington—
WBLN (15) McGilvra; 113,545
Champaign—
WCSA (3) CBS, NBC, DuM; Hollinger; 307,000
WCUI (12), 7/29/53-Unknown
WJLC (18), 11/4/53-Unknown
Chicago—
WBBM-TV (2) CBS; CBS Spot Slk; 1,840,000
WBB (7) ABC; Blair; 530,000
WGN-TV (6) DuM; Hollinger; 1,840,000
WPTV-NV (9), 1/9/53-Unknown
WIND-TV (34), 1/9/53-Unknown
WNNQ (5) NBC; Spot Slk; 1,840,000
WOFT (44) 10/19/54-Unknown
WTTW *(11), 1/15/53-Fall '54
Danville—
WIAN-TV (34) ABC; Everett-McKinney; 30,000
Decatur—
WVPY (17) ABC, DuM; George W. Clark; 60,000
Evaston—
WTEL (32), 8/12/53-Unknown
Harrisburg—
WSIL-TV (22) ABC; Walker; 30,000
Joliet—
WJOVT (41) Holman; 8/11/53-Unknown
Peoria—
WREX-TV (48) ABC, CBS, NBC, DuM; Headley-Reed; 143,546
WTVH-TV (18) ABC, DuM; Petry; 138,000
Quincy—Hannibal, Mo—
KHQA-TV (7) (St. Hannibal, Mo.)
WGEM-TV (10) ABC, NBC; Avery-Knodel; 111,000
Rockford—
WREX-TV (13) ABC, CBS; H-R: 181,623
WTDO (9) NBC; Weid; 65,000
Rock Island (Davenport, Moline)—
WHBF (10) ABC, CBS, DuM; Avery-Knodel
Springfield—
WICS (30) ABC, NBC, DuM; Young; 78,000

INDIANA
Bloomington—
WTVY (4) ABC, CBS, NBC, DuM; Meeker; 330,630
Elkhart—
WTIO (52) ABC, NBC, DuM; H-R: 118,000
Evansville—
WPIE (62) ABC, NBC, DuM; Venard; 56,000
WEHT (90) See Henderson, Ky.
Fort Wayne—
WWRE-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,957
Anthony Wayne Beaty Co. (99), Initial Decision 10/27/53
Indianaapolis—
WPPM-TV (6) ABC, CBS, NBC, DuM; Kat; 475,000
WSIN-TV (27) CBS; Bolling; 1/28/54-7/11/54
(Granted STA April 5)
LaPayette—
WFAM-TV (59) NBC; Rambeau; 48,000
Muncie—
WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,000
Princeton—
WRAY-TV (52) Walker; 55,460
South Bend—
WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 106,065
Terre Haute—
WTTI-TV (10) CBS; Bolling; 10/1/53-7/1/54
Waterloo—
WINT (10) 4/6/53-8/15/54

Directory information is in following order: call letters, channel, station affiliation, national rep- resentative; market set count for operating stations; date of grant and commencement target date for grandfather

BROADCASTING • TELECASTING
IOWA

Ames—
> WOI-TV (5) ABC, CBS, DuM; Weed: 240,000
Cedar Rapids—
> KGCH-TV (9) ABC, DuM; Vanard: 118,444
> WMKT-TV (2) CBS, Katz: 227,385
Davenport (Moline, Rock Island)—
> WQC-TV (8) NBC; Free & Peters: 204,611
Des Moines—
> KGTV (17) Hollinger: 46,713
> WHO-TV (15) NBC; Free & Peters
Fort Dodge—
> KQTV (21) Pearson: 43,100
Mason City—
> KGLO-TV (3) CBS, DuM; Weed
Sioux City—
> KCTV (36): 10/30/52-Unknown
> KVTV (9) ABC, CBS, NBC, DuM; Katz: 107,870
KTV (4) Hollinger: 1/21-4/18/54
Waterloo—
> KWLY-TV (7) ABC, NBC, DuM; Headley-Reed: 108,320

KANSAS

Great Bend—
> KCKT (3): 3/1/53-Unknown
Hutchinson—
> KTVH (12) ABC, CBS, DuM; H-R: 117,058
Manhattan—
> KSAC-TV (7): 4/24/53-Unknown
Pittsburgh—
> KOAM-TV (7) ABC, CBS, NBC, DuM; Katz: 57,585
Topeka—
> KTFA (42): 11/5/53-Unknown
> WIBW-TV (13) ABC, CBS, DuM; Capper Sia: 32,472
Wichita—
> KAKE-TV (19) Hollinger: 4/1/54-Sept. ’54
> KEED (16) ABC, NBC, Petry: 80,457

KENTUCKY

Ashland—
> WPTV (59) Petry: 8/14/53-Unknown
Henderson (Evansville, Ind.)—
> WEHT (90) CBS; Meeker: 49,023
Lexington—
> WLAP-TV (87): 1/2/53-See footnote (c)
> WLEX-TV (11): 4/12/54-Unknown
Louisville—
> WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sia: 309,034
> WHAS-TV (11) CBS; Harrison, Righter & Parsons: See footnote (b)
> WKLO-TV (21) See footnote (d)
> WQXL-TV (41) Forjeoe: 1/15/53-Summer ’54
Newport—
> WHOP-TV (74): 12/24/53-Unknown

LOUISIANA

Alexandria—
> KALB-TV (5) Weed; 12/20/53-3/1/54
Baton Rouge—
> WBAP-TV (28) ABC, CBS, NBC, DuM; Young: 49,000
> WBRZ (2) Hollinger: 1/12/54-9/1/54
Lafayette—
> KVOL-TV (10), 8/16/53-7/1/54
> KLFY-TV (10), Rebaeau: 8/16/53-7/1/54
Lake Charles—
> KPLO-TV (7) Weed: 11/12/53-8/1/54
> KTAG (25) CBS, ABC, DuM; Young: 17,000
Monroe—
> KNOE-TV (8) CBS, NBC, ABC, DuM; H-R: 157,200
> KFAZ (43) See footnote (d)
New Orleans—
> WCKG (25) Gill-Perrin: 4/23/53-Late ’54
> WCNO-TV (32) Forjoe; 4/2/53-Summer ’54
> WBDU-TV (8) ABC, CBS, NBC, DuM; Blair: 234,464
> WJMR-TV (61) ABC, CBS, DuM; McGillhra: 85,993
> WTLO (20), 2/26/53-Unknown
Shreveport—
> KSFA (12) ABC, CBS, NBC, DuM; Raymer: 39,050

MAINE

Bangor—
> WABI-TV (9) ABC, CBS, NBC, DuM; Hollinger: 94,400
> WTIW (2) 3/5/54-Unknown
Lewiston—
> WLAG-TV (17) CBS, DuM; Everett-McKinney: 18,007
Portland—
> WCBH-TV (6) NBC; Weed: 89,875
> WGAN-TV (13) ABC, CBS; Avery-Knodel
> WPAM (53) DuM; Everett-McKinney: 43,100

MARYLAND

Baltimore—
> WCAM (13) ABC, DuM; Harrington, Righter & Parsons: 547,494
> WBAL-TV (11) NBC; Petry: 547,494
> WHTV (72) Forjeoe; 11/18/53-Summer ’54
> WWMR-TV (3) CBS; Katz: 547,494
> WTLP (18) 12/8/52-Summer ’54
Cumberland—
> WBTO-TV (17) 11/4/53-Summer ’54
Salisbury—
> WBOC-TV (16) Burn-Smillth; 11/22/53-8/12/53
(Granted STA Feb. 13)

MASSACHUSETTS

Adams (Pittsfield)—
> WMGT (74) ABC, DuM; Walker: 134,110
Boston—
> WBOS-TV (50): 3/8/53-Unknown
> WBZ-TV (4) NBC, Free & Peters: 1,170,381
> WGBR-TV (9) 7/16/52-10/1/54
> WJW (44) 8/21/53-Unknown
> WNAQ-TV (7) ABC, CBS, DuM: H-R: 1,170,381
> WLB (69) 1/12/53-Summer ’54
> WEF-TV (69) 1/30/53-Summer ’54
Cambridge (Boston)—
> WTAO-TV (58) DuM; Everett-McKinney: 118,000
New Bedford—
> WFKV-TV (28) Walker; 11/11/53-Summer ’54
Pittsfield—
> WBEC-TV (64) 11/12/53-Unknown
Springfield—
> WHYN-TV (50) CBS, DuM; Brannam: 135,000
> WNL (81) ABC, NBC; Hollinger: 150,000
Worcester—
> WAA-B (20) 8/12/53-Aug. ’54
> WWOR-TV (14) ABC, DuM; Raymer: 45,640

MICHIGAN

Ann Arbor—
> WPAC-TV (20) DuM; Everett-McKinney: 9,400
> WUOM-TV (26) 11/4/53-Unknown
Battle Creek—
> WBCK-TV (58) Headley-Reed: 11/20/53-Summer ’54
> WGBK (84) See footnote (d)
Bay City (Midland, Saginaw)—
> WENM-TV (5) NBC, DuM; Headley-Reed: 326,180
Cadillac—
> WTV (13) ABC, CBS, DuM; Weed: 49,772
Detroit—
> WCIO-TV (42), 11/19/53-Unknown
> WJBK-TV (3) ABC, CBS, DuM: Katz: 1,420,500
> WJJ-TV (4) NBC; Hollinger: 1,277,991
> WXYZ-TV (7) ABC; Blair: 1,140,000
East Lansing—
> WSK-L (60)
Flint—
> WJR Inc. (12), 5/12/54-Unknown
> WTAC-TV (30) See footnote (d)
Grand Rapids—
> WOOD-TV (9) ABC, CBS, NBC, DuM; Katz: 429,884
Kalamazoo—
> WKOZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel: 330,870
Lansing—
> WLS-TV (54) ABC, DuM; Venard: 43,000
> WJIM-TV (8) ABC, CBS, NBC, DuM: H-R: 256,500
Marquette—
> WAGE-TV (4) 4/7/54-Oct. ’54
Muskegon—
> WTVM (55) 1/23/53-Unknown

KEDD—WICHITA KANSAS ABC

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(unknown source)
Great Falls—
   ▶ KEHB-TV (5) CBS, DuM; Headley-Reed; 4,100
Muscatine—
   ▶ KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1554

NEBRASKA
Holdroge ( Kearney)—
   ▶ KHLO-TV (13) CBS, DuM; Meeker; 33,000
Lincoln—
   ▶ KFOR-TV (10) See footnote (d)
   ▶ KDEN-TV (12) ABC, CBS, DuM; Avery-Knel- 
edel; 82,007
Omaha—
   ▶ KMTV (3) ABC, CBS, DuM; Petry; 283,150
   ▶ WOW-TV (6) DuM, NBC; Blair; 240,036

NEVADA
Las Vegas—
   ▶ KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,708
Renca—
   ▶ KTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW KENTUCKY
Kenner—
   ▶ WKEN-TV (45), 4/22/53-Unknown
Manchester—
   ▶ WMUR-TV (9) ABC, DuM; Weed; 220,000
Mit—
   ▶ WTMW (8) See Poland, Me.

NEW YORK
Albany (Schenectady, Troy)—
   ▶ WNYT (12) ABC, CBS, DuM; Bolling; 52,000
   ▶ WTVZ (117), 1/24/52-Unknown
Binghamton—
   ▶ WING (12) ABC, CBS, NBC, DuM; Bolling; 274,226
   ▶ WKTU (46), 8/14/53-Unknown
Bloomingdale (Lake Placid)—
   ▶ WIRI (5) 11/2/53-Summer '54
Buffalo—
   ▶ WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
   ▶ WTVF (52) 7/24/53-Unknown
   ▶ WGR-TV (3) NBC; Headley-Reed; 4/7/54-Avg.
   ▶ Capetheater (Watertown)—
   ▶ WCNY-TV (1) ABC, CBS; Weed; 3/3/54-Sept.
   ▶ Elmira—
   ▶ WECT (13) See footnote (d)
   ▶ WVEE (34) ABC, CBS, DuM; Forrio; 31,000
   ▶ Ithaca—
   ▶ WCHU-TV (20) CBS; 1/1/53-November '54
   ▶ WNEW (14), 1/8/53-Unknown
Jamestown—
   ▶ WJTN-TV (5) 1/2/53-Unknown
   ▶ Kingston—
   ▶ WCNY-TV (66) ABC, CBS, NBC, DuM; Meeker
New York—
   ▶ WABC-TV (1) ABC; Petry; 4,150,000
   ▶ WABC (4) DuM, NBC, DuM; 4,150,000
   ▶ WATV (13) See Newark, N. J.
   ▶ WCBS-TV (8) CBS; Spot Sla.; 4,150,000
   ▶ WNET (4) NBC; Spot Sla.; 4,150,000
   ▶ WOR-TV (9) WOR; WOR-Television; 4,150,000
   ▶ WPLX (11) Free & Peters; 4,150,000
   ▶ WGY (10), 8/14/52-Unknown
   ▶ WNYC-TV (31) 5/12/54-Unknown
   ▶ Rochester—
   ▶ WCBS-TV (15), 6/10/53-Unknown
   ▶ WHAM-TV (8) CBS; Hollering; 210,000
   ▶ WHEC-TV (10) ABC, CBS; Everett-McKaney; 210,000
   ▶ WNYT-TV (47), 4/2/51-Unknown
   ▶ WRGB (21), 7/14/53-Unknown
   ▶ WHEV-TV (10) ABC, CBS; Bolling; 210,000
   ▶ Scheenectady (Albany, Troy)—
   ▶ WRGB (12) ABC, CBS, NBC, DuM; NBC Spot Sla.; 302,200
   ▶ WTRI (35) CBS; Headley-Reed; 79,508
   ▶ Syracuse—
   ▶ WHEN-TV (8) ABC, CBS, DuM; Katz; 340,000
   ▶ WINTV (43), 8/12/52-Unknown
   ▶ WBSY-TV (9) NBC; Headley-Reed; 345,000
   ▶ Utica—
   ▶ WFRY (19), 7/1/53-Unknown
   ▶ WCMY (13) ABC, CBS, NBC, DuM; Cooke; 125,000
   ▶ NORTH CAROLINA
   ▶ Asheville—
   ▶ WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,325
   ▶ WLOS-TV (13) Venard; 12/9/53-Aug. '54
   ▶ Cabel Hutt—
   ▶ WUNC-TV (4), 9/20/53-September '54
   ▶ Charlotte—
   ▶ WATV-TV (36) ABC, NBC, DuM; Bolling; 15,600
   ▶ WHTV (3) CBS, NBC, DuM; CBS Spot Sla.; 380,581
   ▶ Durham—
   ▶ WTIRK (11) ABC; Headley-Reed; 1/21/54- 
   ▶ Fayetteville—
   ▶ WPLB-TV (18) 4/13/54-Unknown
   ▶ Gastonia—
   ▶ WNSC-TV (45) 4/7/54-Summer '54
   ▶ Greensboro—
   ▶ WCCO-TV (57) ABC; Bolling; 11/20/53-Unknown
   ▶ WFMV-TV (3) ABC, CBS, DuM; Harrington, 
   ▶ Righter & Parsons; 228,000
   ▶ Greensville—
   ▶ WNCY (9) ABC, CBS, NBC, DuM; Pearson; 7,650
   ▶ Raleigh—
   ▶ WNAO-TV (28) ABC, CBS, NBC, DuM; Avery- 
   ▶ KODI (4) DuM; 40,000
   ▶ KOB-TV (4) NBC, DuM; Branham; 43,797
   ▶ Roswell—
   ▶ KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118
   ▶ Fort Smith—
   ▶ KFDS-TV (2) ABC, CBS, NBC, Meeker; 10,000
   ▶ Butter—
   ▶ KOPF-TV (4) CBS, ABC, Hottberg; 7,000
   ▶ KXXL-TV (6). No estimate given.

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UPCOMING

JUNE 6-11: Seminar for writers and producers of in-school programs sponsored by National Assn. of Educational Broadcasters, St. Louis.


June 15 (and probably to end of week); Senate Communications Subcommittee resumes hearings on unit, multiple ownership.

16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of TV, radio, motion pictures, and publishing.

17-19: D. C.-Maryland Broadcasters, Ocean City, Md.

17-19: Florida Assm. of Broadcasters, Biltmore Terrace, Miami Beach.

20-23: Advertising Federation of America, Hotel Statler, Boston.

21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising in interstate commerce, Senate Business & Consumer Interests Subcommittee.

22: Senate Communications Subcommittee resumes hearings on unit, multiple ownership.


SPECIAL LISTINGS

BMM Program Clinics

June 7: Royal Alexander Hotel, Winnipeg, Man.

June 9: Hotel Saskatchewan, Regina, Sask.

June 11: Hotel MacDonald, Edmonton, Alta.

June 14: Fort Cameruer Hotel, Amberst, 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 H. Huron, Jr., San Francisco.

June 25: Indianapolis Athletic Club, Indianapolis.

BAB Clinics

June 7: Louisville, Ky.

June 8: Birmingham, Ala.

June 10: Milwaukee, Wis.

June 11: Denver, Colo.

June 12: Milwaukee, Wis.

June 13: San Francisco, Calif.

June 15: Syracuse, N. Y.

June 16: New York City.

June 17: Chicago, Ill.

June 18: Cleveland, Ohio.

June 19: Milwaukee, Wis.

June 22: Richmond,Va.

June 22: Washington, D. C.


June 27: Pittsburgh, Pa.

June 29: Cleveland, Ohio.

Aug. 9: Milwaukee, Wis.

Aug. 10: Chicago, Ill.

Aug. 12: Los Angeles, Calif.


Aug. 16: Portland, Ore.

Aug. 17: Seattle, Wash.

Aug. 18: Montana

Aug. 20: Boise, Idaho.

Aug. 23: Salt Lake City, Utah

Aug. 24: Denver, Colo.

Aug. 26: Albuquerque, N. M.

Aug. 27: Wichita, Kan.

Aug. 30: St. Louis, Mo.

Aug. 31: Indianapolis, Ind.
Who's Selling Whom?

In RETROSPECT, three events at Chicago a fortnight ago take on a more topsy-turvy appearance than any sequence to be found outside Alice in Wonderland. In curious order they were: the CBS Radio price cut, the statement by an advertising expert and former director of the newspapers' Bureau of Advertising that radio is the "inseparable companion" of the American people, and the pep talks of several leading clients urging broadcasters to believe in their medium.

It is difficult to reconcile the newest network price thrust with the remarks of Alfred Stanford, publisher of Boats, co-founder of the Compton agency, one-time vice president of the New York Herald-Tribune, ex-chief of the plans board at Benton & Bowles. Mr. Stanford told a session of the NARTB convention that "in radio you have something to sell that is the only thing of its kind. . . . 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 programming to capitalize on those strengths, and selling it on the basis of how effectively it serves the public."

At the Broadcast Advertising Bureau session of the NARTB convention, several big customers of radio, including Oliver B. Capelle, advertising manager of Miles Labs, were in the position of selling as well as buying radio. Mr. Capelle said: "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."

As Alice would say, it gets curiouser and curiouser when the customers are begging to be sold and the salesmen can think only of cutting prices. The situation belongs in a fairy tale, not in real life, and particularly not in the contemporary world of the radio business.

Plainly, the buyer resistance which networks have reported does not universally exist. The question is whether network sales have been directed toward the development of new business or confined, as we suspect may be the case, to inter-network competition, with one network concentrating on winning business that is already on another.

802 Downbeat

For three months no live musician has performed on WOR, New York and for two months none has been heard on WINS of that city. The reason is simple: The operators of those stations have refused to comply with demands of Local 802 of the American Federation of Musicians that they employ a specified (by the union) number of staff musicians. In the past the minimum has been 40 at WOR, eight at WINS.

In the case of WINS the union has gone so far as to picket Yankee Stadium and Eastern Parkways Arena where the station's sports broadcasts originate. That picketing has been stopped, at least for the time being, by a U. S. District Court temporary injunction on the grounds it constituted a secondary boycott.

The picketing of WINS origination points may have been eliminated, but the root problem has not.

The union charges a "dismissal" of its members who were previously engaged at those stations and maintains that it is the responsibility of their managements and of all broadcasters to employ musicians who would otherwise be jobless. WINS and WOR officials reply that they have not been able to use profitably the musicians they have employed in the past and ask to be permitted to employ musicians as they need their services with no requirement to employ a certain number, needed or not.

AFM's own statistics clearly show that the problem is not localized in New York. Following the end of World War II, while the number of stations increased, the number of musicians employed in radio and the number of stations employing them has gone the other way. Concurrently, the percentage of non-musical programs has expanded, the percentage of live musical programs has shrunk.

The irrefutable logic of economics makes it quite clear that today local live musical programs cannot compete with other types of shows on the cost-per-thousand basis that controls most buying. It is just as obvious that in the rigorous competitive situation in which most stations find themselves today, few broadcasters can afford the luxury of maintaining programs they cannot sell or musicians they have no use for.

The Jones Boy

Duane Jones's story of package goods advertising, which begins in this issue, is bound to arouse comment, as can be confidently predicted of almost everything Mr. Jones does. He is not a passive character.

The past three years have been particularly tumultuous for him. Not in modern advertising have the intra-mural secrets of an agency been laid so mercilessly bare as they were in the testimony of his court battle with former associates. But, as we say, Mr. Jones is not a passive man. He is back in business and determined to stay.

Whatever Mr. Jones's destiny, his past is full of the rich, rewarding history of advertising. Certainly no one is more qualified than he to tell how the basic techniques of package goods advertising were developed and how they have been used to generate some of the great advertising success stories of our time. We are pleased to be a party to the publication of an important advertising document.

Marfree's Costly Lesson.

The collapse of Marfree Advertising Corp., with some 600 radio and tv stations holding the bag for a quarter-million dollars, is not, unhappily, without precedent.

As reported here last week, Marfree closed shop after running a March through May radio-tv campaign for Gainex, a weight influencer sold by mail. One explanation attributed to a Marfree executive was that broadcasts of the Army-McCarthy hearings distracted from the effectiveness of the campaign.

Whatever the reason, it is evident that the Gainex radio-tv campaign was speculative. It depended upon immediate mail order response to provide funds to pay for the campaign.

As in other cases of this kind, stations lose two ways, in the direct loss of money due them for their air time and in the indirect but hardly less severe loss of prestige among their audiences. According to reports from stations, some customers have not received the Gainex they ordered by mail. They are bound to blame the stations which carried the advertising.

There is marked similarity between this and other failures we can recall. Most of them involved mail order deals which did not pan out as expected.

The Marfree-Gainex incident points up again the hazards of accepting business without investigating the reliability of agency and client. The broadcaster who takes such accounts at face value is speculating not only with his own money but also with the money—and the respect—of his audience.
even on vacation...

families in

KYW land

never leave home

- 91.1% of families in the Philadelphia market are home on any summer day. Radio listening habits change little from December through summer ... *their habit of buying goods changes even less!* July and August beat national averages in $ sales for any other month of the year.

- Of the less than 10% who are on vacation at any one time, 54.6% visit vacation spots within KYW-land's coverage area in Pennsylvania and New Jersey. This means that less than 5% of the families actually go beyond the signal area, *even on vacation.*

- 57.4% of families in KYW-land travel by car to vacation spots. 78.1% of these cars are equipped with radios.

- A big share of the 1,800,000 portable radios sold in 1953 alone are owned by people in KYW-land. Off goes the car radio ... on goes the portable!

- KYW's complete radio schedule is keyed to the families with summer spending on their minds. Radio is the only medium in the Greater Philadelphia area that is invited into the home to make sales *24 months of the year!* So, if you are looking for the right SPOT to sell your product, dial 1060 ... your customers do!

WESTINGHOUSE

50,000 watts KYW 1060 on the dial
Pulse:
Abnormal

Readings gleaned from Cedar Rapids-Waterloo Telepulse:

1 All fifteen of the top-rated once-a-week shows are viewed on WMT-TV.

2 Nine of the top ten multi-weekly shows are viewed on WMT-TV.

3 WMT-TV's share of audience Monday through Friday 2:00-6:00 p.m. was 58%.

4 WMT-TV's share of audience Monday through Friday 6:00-11:45 p.m. was 70%.

5 WMT-TV's share of audience Saturday and Sunday 1:00-6:00 p.m. was 67%.

6 WMT-TV's share of audience Saturday and Sunday 6:00-11:45 p.m. was 73%.

WMT-TV
Channel 2  100,000 watts
CBS for Eastern Iowa

Mail Address: Cedar Rapids
National Reps: The Katz Agency