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## STATIONS

### Noe on KNOE-TV

FORMER Gov. James A. Noe, owner of KNOE-TV Monroe, La., was on hand for all but four hours as his station went all out in a 17-hour telethon for Cerebral Palsy.

Actor Forrest Tucker participated in the funds campaign along with other



Mr. Tucker (l) and Gov. Noe assist a phone operator.

personalities, including Johnny Desmond and Sam Cowling of the *Breakfast Club*, singer Mary Mayo, Maj. Gen. Claire L. Chennault, Buzz Corey of *Space Patrol*, and Ivory Joe Hunter, recording artist.

The telethon, which ran from 9:45 p.m. May 22 (Saturday) through 3 p.m. the next day, has raised over \$60,000.

### Carr Elected Head Of Brush-Moore Firms

EUGENE CARR, director of radio for Brush-Moore Newspapers Inc., has been elected by the board of directors to succeed Roy D. Moore, who died May 1, as president of Ohio Broadcasting Co. (WHBC Canton) and Scioto Broadcasting Co. (WPAY Portsmouth, Ohio).

William I. Hershey was elected and Joseph K. Vodrey re-elected vice presidents of the Ohio and Scioto companies. Other corporate radio officers are: William H. Vodrey, secretary-treasurer; William H. Vodrey Jr., assistant secretary, and J. R. Troxell, assistant treasurer.



MR. CARR

### WIP Returns Ch. 29 CP To FCC, Cites Economics

WIP Philadelphia announced last week that it has turned back to FCC its permit to build and operate a new television station in Philadelphia on ch. 29.

In a letter to FCC, Benedict Gimbel Jr., president and general manager of WIP, said "the action has only been taken after a most careful appraisal of the presently existing television situation in Philadelphia." He said the conditions referred to make it economically impossible to operate a uhf station in Philadelphia at the present time.

WIP-TV was granted in November 1952, the first of the four uhf channels assigned there. Since then WIBG has been assigned ch. 23. Ch. 17 is unassigned and ch. 35 has been set aside for an educational tv outlet.

### KDYL-AM-FM MOVE TO NEW QUARTERS

KDYL-AM-FM Salt Lake City began broadcasting last Monday from the company's new quarter-million-dollar headquarters after moving from the Tribune Bldg. over the previous weekend. KDYL-TV administrative offices were moved to the new structure, but tv broadcasting facilities will not be moved from their present location at the Playhouse until mid-July, the company announced.

The new broadcasting headquarters contain 40,000 square feet of floor space of which 30,000 will serve as studios and offices and 10,000 held in reserve for future expansion.

Local color tv transmission has been considered in planning television space in the new building, according to John M. Baldwin, KDYL-AM-FM-TV engineering vice president. KDYL-TV already has transmitted NBC-TV colorcasts and plans to be among the first to handle local color origination, with equipment now on order, he said.

#### Work Began Last Fall

Intermountain Broadcasting & Tv Corp., a Time Inc. subsidiary, began work on the former garage building last fall after negotiating a long-term lease, with Mr. Baldwin supervising transformation into "commodious" radio and tv operating units. Half of a city block deep, the building is divided into two levels, one for studios and operating offices and the other for administrative quarters. It is cooled by air refrigeration.

The lower level contains two tv studios 50 x 80 and 40 x 50 feet, a radio studio, newsroom, music library, projection room, maintenance room, two announcers booths, two tv control rooms and a radio control room. The administrative office area is 14,600 square feet.

### WFIL Adopts One Rate For Entire Schedule

ADOPTION of a one-rate policy for all broadcast hours by WFIL Philadelphia, which four years ago was among stations which started the trend toward equalization of day and night rates, was announced at the NARTB convention last week.

In its newest rate card, effective June 1, the station established a one-rate policy for its entire 5:45 a.m. to 1 a.m. broadcast schedule. The new card sets a straight hourly rate of \$350. Formerly an hour in Class A time (7 a.m. to 10 p.m.) was \$315 and an hour in Class B (all other operating periods) \$200.

Under the new policy, the rate includes not only time charges but also talent and program fees. No additional charges will be made for news, transcription or run-of-schedule announcer service. Formerly these services were provided at charges above the rate-card quotation for time.

Overall, according to Roger W. Clipp, general manager, the new card will represent a rate increase of 9%, which takes into account the revised policy of lumping in talent and program fees.

The new WFIL card sets up firm, one-rate schedules for all broadcast hours, except for a special inducement to advertisers who wish to buy night time over extended periods. A 50% discount from the one-time rate on all contracts of 13 consecutive weeks or more will