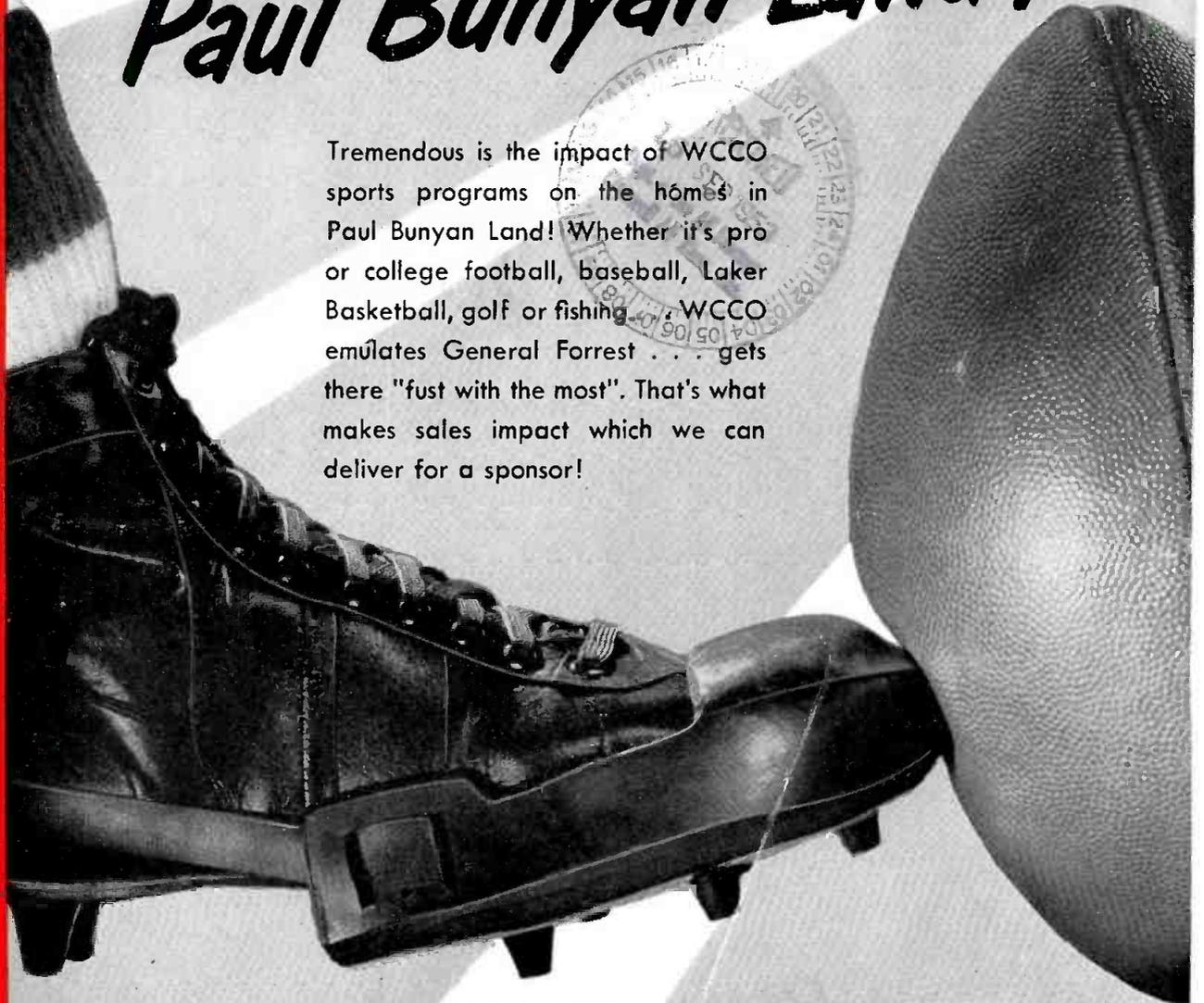


BROADCASTING TELECASTING

USAF Air University
 Library Serials Section
 Acquisitions Branch
 W/F AFI799 LO (DI-600) 2481
 Maxwell Air Force Base Ala
 N3-51
 D 10C
 5346
 MAR 54 NPN

IMPACT! where it counts in *Paul Bunyan Land!*

Tremendous is the impact of WCCO sports programs on the homes in Paul Bunyan Land! Whether it's pro or college football, baseball, Laker Basketball, golf or fishing, WCCO emulates General Forrest . . . gets there "fust with the most". That's what makes sales impact which we can deliver for a sponsor!



IN THIS ISSUE:

Color Okay by '54
Seen at FCC

Page 35

to Clients Move Up
AM-TV Buying

Page 37

District Meetings
in Seattle Today

Page 40

off Announces NBC
Executive Shuffle

Page 78

FEATURE SECTION

Starts on Page 99

22ND year

THE NEWSWEEKLY
OF RADIO AND TV

MINNEAPOLIS

WCCO

SAINT PAUL

CBS

RADIO—50,000 Watts—830 K.C. • TELEVISION—100,000 Watts—Ch. 4
(Radio Spot Sales) (Free and Peters)



BAYUK CIGARS, INC. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS ...

**WMBG
WCOD
WTVR**

Keeping in stride with changing tastes is as essential as the quality ingredients in the product itself. This has been done with singular success by Bayuk Cigars, Inc., makers of Phillies and Webster cigars. Improved methods of manufacturing, modern packaging, advertising, merchandising, and promotion are a continuing Bayuk program that has contributed much to increased sales. This certainly proves that Bayuk management knows its business well.

Havens & Martin, Inc. Stations always keep in step with changing tastes, too. Pioneers first in AM, then FM and TV, they established Richmond's one and only complete broadcast institution. Audiences grow larger and more loyal each year—which explains why so many advertisers rely, year after year, on these First Stations of Virginia for outstanding sales results. Do you?



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR 1

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.

MOVIE

QUICK QUIZ

MOVIE QUICK QUIZ
will never win Peabody
Awards or Pulitzer Prizes
...it **can only do two
things well**—sell
merchandise and hypo
ratings. If this is what
you want, you've got a
winner in this show.

**IS THE FASTEST
SELLING
QUIZ SHOW
IN TV!**

Offered as a 15-minute,
5-times-a-week TV pack-
age.* Clever, entertaining
minute movies (made
specially for TV) illustrate
each question. (A different
one for every call.) One
year's production already
in the can. Priced real-
istically. Audition film
immediately available.

WALTER SCHWIMMER PRODUCTIONS, INC.

75 East Wacker Drive, Chicago 1 • FRanklin 2-4392

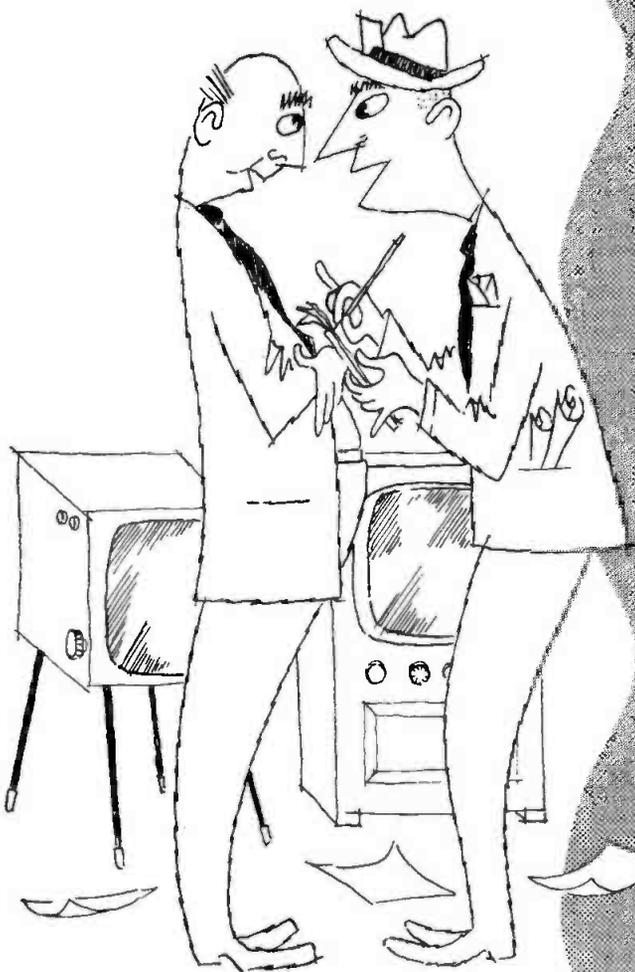
Creators of **TELLO-TEST**—America's **FIRST**
and most successful syndicated Radio Quiz Show

*Can be expanded to 30 minutes, 5-times-a-week.

TELEVISION DEALER SURVEY No. 3

Questionnaires mailed to 850 North Texas and Southern Oklahoma Television Sales and Service Dealers asked:

"What television station delivers the best picture and audio signal in your area?"



KRLD-TV	FIRST	295
TV Station B	FIRST	83
TV Station C	FIRST	17
	Total	395

KRLD-TV EXCESS OVER STATION B	212 or 255%
KRLD-TV EXCESS OVER STATION C	278 or 1635%
KRLD-TV EXCESS OVER STATION B AND STATION C COMBINED	195 or 195%

Based on 46.5% return. August, 1953.

KRLD-TV EXCLUSIVE OUTLET FOR COLUMBIA BROADCASTING SYSTEM TELEVISION NETWORK PROGRAMS IN DALLAS-FORT WORTH

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

KRLD-TV

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE BRANHAM COMPANY, EXCLUSIVE REPRESENTATIVE

"RATINGS, raidings and rebates" will be unveiled by Brig. Gen. David Sarnoff as his conception of "Three R's" of current radio network operation when he confronts newly-organized NBC Radio Affiliates at Chicago Thursday (Sept. 17). He'll condemn them as no way to build healthy business. He'll argue that leadership is indeed on foundation of shifting sands when it is "based on a few high-rated programs."

★ ★ ★

INTERDEPENDENCE of networks and affiliates will be main theme of Sarnoff presentation. He will note changed climate of radio and contend that no radio network today is "prosperous." But he will sound optimistic note in calling upon affiliates to take cold look at radio facts of life and clearly set forth great advantages of radio which should be exploited. Need, in his judgment, is to spread business from handful of national advertisers to larger numbers of them, through ingenuity in sales and programming.

★ ★ ★

NBC RADIO affiliates—more than 100 of whom are slated to be represented at Thursday's Chicago session with Gen. Sarnoff; vice president and radio head William H. Fineshriber Jr., and other NBC Radio executives—should be cheered to learn that, in addition to the new and renewed business on books, network has just signed Miles Labs for quarter-hour Monday-through-Friday audience participation show. It's to go into 10:45-11 a.m. slot, but format details remain to be worked out. Geoffrey Wade Adv., Chicago, is agency.

★ ★ ★

RADIO and TV program rating services getting complete and exhaustive scrutiny from agencies handling Procter & Gamble accounts, reportedly stemming from feeling that Hooper TV reports are too largely based on diary studies, not enough on coincidental telephone method favored by P & G.

★ ★ ★

BUFFET SUPPER in honor of Adlai Stevenson, Mr. and Mrs. Harry Truman and Mr. and Mrs. Stephen Mitchell (Democratic National Committee chairman) will be held tomorrow (Tuesday) in Chicago. Hosts: Mr. and Mrs. Edward Lamb of WIKK (AM) WICU (TV) Erie, Pa.; WTOD Toledo; WHOO-AM-FM Orlando and WMAC-TV Massillon, Ohio, plus three pending TV matters.

★ ★ ★

IS GOP Comr. John C. Doerfer spoiling for all-out contest with liberal Democrat Ed Lamb? Several matters involving Lamb properties have been held up at behest of

Comr. Doerfer, named by President Eisenhower to neutralize political balance on Commission. Mr. Lamb until last week was being talked up as treasurer of Democratic National Committee (he is already a committeeman).

★ ★ ★

CONGRESSIONAL study of uhf network affiliation question is premature. One of difficult problems in uhf-vhf situation is lack of any set pattern. Latter will come about when FCC clears enough uhf assignments to mark trend.

★ ★ ★

FIRST NEGRO radio soap opera, starring Juanita Hall of "South Pacific" fame, is being prepared by Wyatt and Schuebel, N. Y. Transcribed series, entitled *Ruby Valentine*, contains all-Negro cast and is aimed at Negro audiences. Several national advertisers currently in negotiation with W & S for sponsorship.

★ ★ ★

VICTIMS of bait advertising on radio-TV and in newspapers are being urged to take their cases to station managers and editors as well as Better Business Bureaus, FTC and FCC. Meanwhile, national BBB association is preparing public service spots for radio-TV like BBB "ads" currently used in papers in some 35 major markets.

★ ★ ★

ARTHUR HEINEMANN, who resigned fortnight ago as CBS-TV story editor [B•T, Aug. 31], to become script editor for J. Walter Thompson Co., N. Y. Mr. Heinemann will work on *Kraft Theatre* show on NBC-TV and ABC-TV.

★ ★ ★

PETE BARNUM, producer, and until recently NBC-TV new program development manager, expected to be named new producer of Ford Foundation's *Excursion* on NBC-TV, succeeding Jerry Stagg, who has resigned.

★ ★ ★

JACK RATHBUN, who upon his recent return to Hadacol Co. stated that an entirely new approach would be used, has resigned due to "disagreement with radio policies" of new ownership.

★ ★ ★

STORM WHALEY, who resigned as vice president of the John Brown stations (KOME Tulsa; KUOA Siloam Springs, Ark.; KGER Long Beach, Calif.) will journey Washington-ward. He will become executive assistant to Rep. J. W. Trimble (D-Ark.) but expects later to return to executive management in broadcast field.

IN THIS ISSUE

LEAD STORY

A top FCC staffer predicts color television approval "the first of next year." *Page 35.*

ADVERTISERS & AGENCIES

Five auto makers plan fall campaigns on radio and TV in unusually early advance advertising for new models. *Page 37.*

Why do advertisers switch agencies? Survey shows most change because of dissatisfaction rather than pitches from rival agencies. *Page 38.*

TRADE ASSOCIATIONS

Annual series of NARTB district meetings opens today in Seattle. *Page 40.*

Tips for selling radio time given West Virginia Broadcasters Assn. by Tatham-Laird executive. *Page 42.*

FACTS & FIGURES

Trendex enters radio program rating field. *Page 48.*

TELESTATUS weekly summary of TV sets. *Page 51.*

Sixth Videotown survey by Cunningham & Walsh shows TV stabilization in multiple-station areas. *Page 52.*

GOVERNMENT

FCC approves sale of WJJD Chicago to Plough Broadcasting Co. *Page 56.*

KOA wins TV grant in Denver. *Page 60.*

STATIONS

New TV stations begin operations in Milwaukee, Buffalo and Quincy, Ill.—heading B•T weekly roundup of station starting plans for next 30 days. *Page 66.*

WOR-TV forced off air by month-old strike of engineers and technicians. *Page 72.*

W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., dies of heart attack. *Page 74.*

NETWORKS

Widespread reorganization of executive posts at NBC announced by Brig. Gen. David Sarnoff. *Page 78.*

Snags develop in negotiations to get M-G-M stars on NBC-TV *Colgate Comedy Hour* in return for plugging movies. *Page 80.*

INTERNATIONAL

Canadian Admiral Corp. claims Canadian TV coverage does not affect the gate at sports events. *Page 97.*

FEATURES

Film maker: John W. Loveton. *Page 101.*

Where do TV film producers get wardrobes? *Page 102.*

Making film commercials at prices local advertisers can afford. *Page 108.*

Covering the world in television news film. *Page 109.*

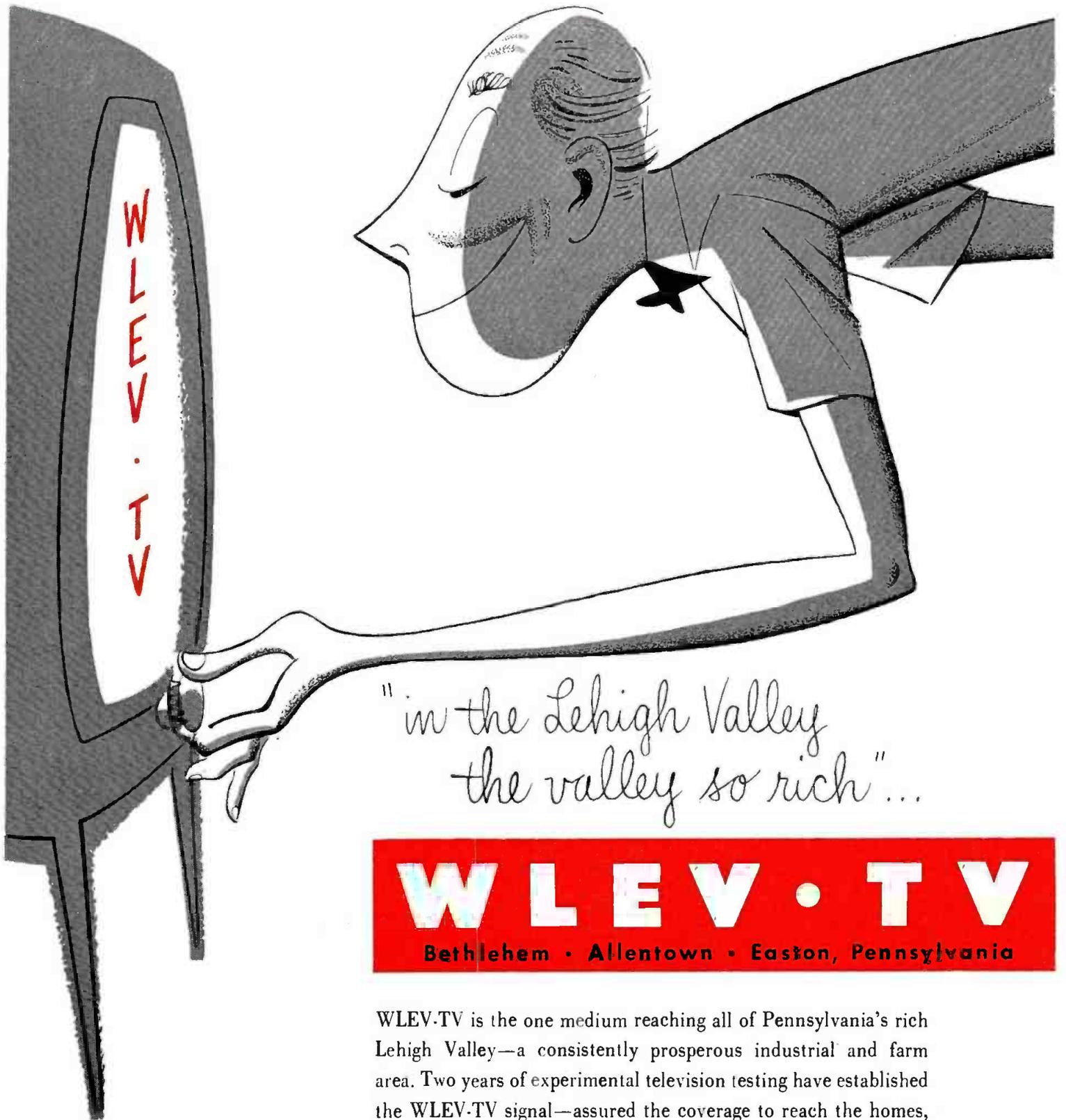
Film shows can meet network program competition. *Page 114.*

Television network showsheet. *Page 118.*

Why film programs cost money. *Page 120.*

FOR THE RECORD

Commencement target dates for television stations. *Page 126.*



Steinman Station

"in the Lehigh Valley
the valley so rich"...

WLEV-TV

Bethlehem • Allentown • Easton, Pennsylvania

WLEV-TV is the one medium reaching all of Pennsylvania's rich Lehigh Valley—a consistently prosperous industrial and farm area. Two years of experimental television testing have established the WLEV-TV signal—assured the coverage to reach the homes, serve the people, sell advertisers' products profitably, economically. Take advantage of the steady profit potential offered you by this large, rich market—\$1,097,387,000 spent annually in retail sales. *Buy WLEV-TV.*

Represented by

MEEKER TV, Incorporated

New York Chicago Los Angeles San Francisco



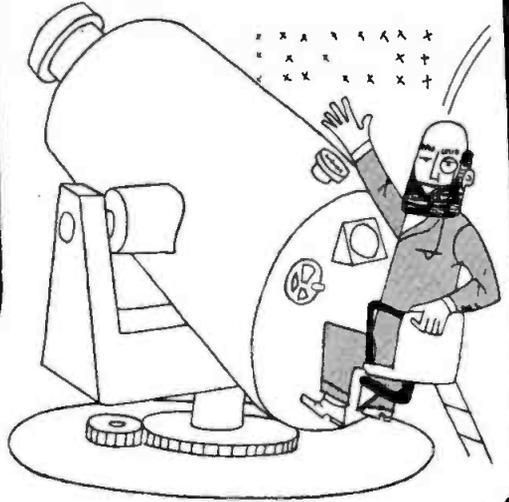
NBC

TV AFFILIATE

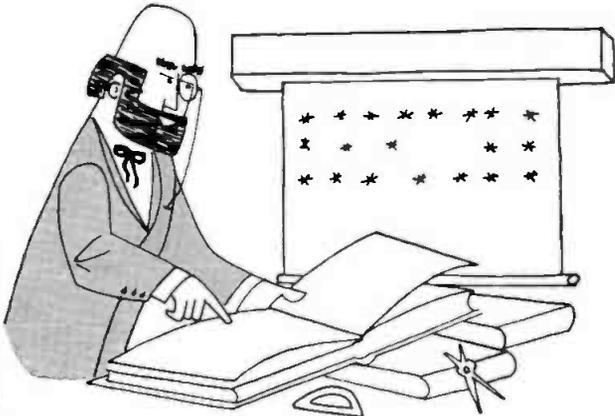
FOR RADIO BUYS,
 an Astrologist wise
 Was hired by Fallen & Grace.



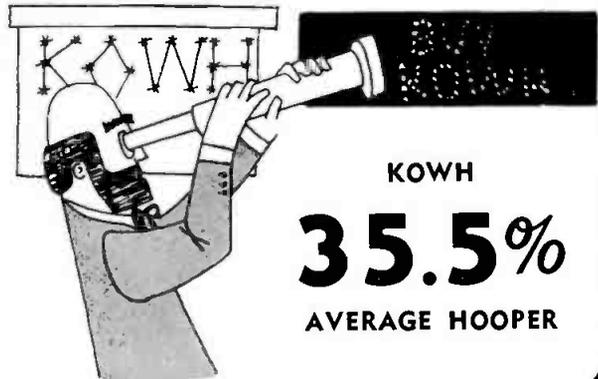
He often claimed (with his telescope
 aimed
 At the workings of outer space),



"There is no need to grope when each horoscope
 Spots the stars in conjunctive relation . . .



It's as plain as your nose! All infinity shows
 That KOWH's the TOP BUY IN THE
 NATION!"



Moral

**EVERY GOOD TIME-BUYER
 KNOWS KOWH HAS THE:**

- *Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru July, 1953.)*
- *Largest share of audience, of any independent station in America! (July, 1953.)*

Kowh

O M A H A

"America's Most Listened-to Independent Station"



General Manager, Todd Starz; Represented Nationally By The BOLLING CO.

at deadline

TV Code Board Threatens Action Against Violators

ACTION against broadcasters who violate provisions of its standards was threatened by NARTB TV Code Review Board, meeting in Washington last week, in reply to charges of excessive commercialism in television. Group detailed Edward H. Bronson, director of TV Code affairs, to devote full efforts for next three months to stepping up direct examination of programs on air and reviewing films of televised shows.

Five complaints drew particular mention from John Fetzer, Code Board chairman from WKZO-TV Kalamazoo, Mich. He said special examination will be given: Excessive interruption of programs for advertising announcements; excessive length of commercial messages, "bait" advertising, excessive "billboarding" or "background" display advertising on television, and multiple spotting between programs.

Mr. Bronson's report is due for next quarterly meeting of Code Review Board in January 1954, but Mr. Fetzer raised possibility special session might be held before then if investigations make it necessary.

Mr. Fetzer commented that "broadcasters already had demonstrated their determination through self regulation to conform to acceptable ethical practices through their support of the Code itself." But, he added, "We shall not hesitate to act in those cases where there has been flagrant violation of programming and advertising policies which have been self-adopted by the industry in the interest of the viewing public."

Code Board members at last week's meeting were J. Leonard Reinsch, WSB-TV Atlanta; Mrs. A. Scott Bullitt, KING-TV Seattle; E. K. Jett, WMAR-TV Baltimore, and Walter J. Damm, WTMJ-TV Milwaukee.

ADDED UHF CHANNELS WOULD EASE JAM

IN MOVE to further expedite new TV grants in contested areas, FCC Friday proposed allocation of additional uhf channels in number of cities across country. In all cities listed there are applications pending in competition for available channels. New uhf assignments, when finalized, would break deadlocks in most instances.

Most cities involved have no operating stations, all are in revised priority list issued by FCC recently [B•T, Aug. 31, 24]. Comments on proposal are due Oct. 13, replies 10 days later. Following is list of cities (by state) with proposed uhf channel allocation in parentheses after state, then contested bids and channel they seek.

Ft. Smith, Ark. (Ch. 39)—American TV Co., George T. HERNREICH seek Ch. 5; El Centro, Calif. (Ch. 56)—Valley Empire Telecasters, Valradio Inc. seek Ch. 16; Merced, Calif. (Ch. 66)—Merced TV Corp., KYOS seek Ch. 34; Stockton, Calif. (Ch. 58)—KGD, KXOB, Radio Diablo Inc. seek Ch. 13; Clearwater, Fla. (Ch. 50)—Pioneer Gulf TV Bcstrs., WBOY Inc. (WBOY Tarpon Springs) seek Ch. 32; Daytona Beach, Fla. (Ch. 53)—WNDB, WMFJ seek Ch. 2; Orlando, Fla. (Ch. 47)—WDBO and Central Fla. Enterprises seek Ch. 6, WHOO, WORZ, WLOF seek Ch. 9, Orange TV Enterprises, Central Fla. Pub. Co. seek Ch. 18.

Terre Haute, Ind. (Ch. 73 plus)—WTHI and John R. Figg seek Ch. 10, Polan Industries and Chapman S. Root seek Ch. 63; Ottumwa, Iowa (Ch. 63)—Valley TV & Radio Inc., KBLZ, Ottumwa Telecasting Corp. seek Ch. 15; Waterloo, Iowa (Ch. 46 plus)—L. E. Kelly and Chas. H. Gurney

IKE BEST ON RADIO

NOW watch this. It's tricky.

A couple of U. of Michigan political scientists told American Political Science Assn. Friday at convention in Washington that Adlai E. Stevenson was more effective in using TV than President Eisenhower.

Here's how two political science researchers, Morris Janowitz and Dwaine Maverick, reached their conclusions:

First they polled "sample" to determine among 1952 voters which were mass media "fans", ordinary users, non-users. Among media fans, they found that of Eisenhower voters, 50.6% were TV fans, 56.8% were newspaper fans and 47.9% were radio fans. This compared with Stevenson voters who were 35.5% TV fans, 32.3% newspaper fans and 28.3% radio fans.

Then they extracted those who were not subject to concerted primary group pressure (families, friends, co-workers), and found that among TV fans, 45.4% voted for Stevenson and 38.0 for Eisenhower; among newspaper and radio fans, however, the victor got the majority—47.2% of newspaper fans voted for President Eisenhower, and 35.4% for Stevenson; 38.8% of radio fans voted for Eisenhower and 29.4% for Stevenson. This shows how effectively each candidate used the media, the authors explained, since the general pattern of voting is usually determined by group pressures.

seek Ch. 16; Lexington, Ky. (Ch. 70 plus)—WLAF, West Bingham TV Co. seek Ch. 27; Paducah, Ky. (Ch. 72)—Columbia Amusement Co. and WKYB seek Ch. 6, WPAD and Paducah TV Co. seek Ch. 43; Alexandria, La. (Ch. 74)—KSYL, KALB seek Ch. 5; Bogalusa, La. (Ch. 78)—WIKC, Miss-Lou Inc. seek Ch. 39; Lake Charles, La. (Ch. 60 plus)—KLOU, KPLC seek Ch. 7.

Cumberland, Md. (Ch. 30 minus) — WDYK, WTBO seek Ch. 17; Hagerstown, Md. (Ch. 68 plus)—WARK, WJEJ seek Ch. 52; Cape Girardeau, Mo. (Ch. 69)—KFVS, KWK Inc. (KWK St. Louis) seek Ch. 12; Asheville, N. C. (Ch. 78)—WLOS, Community TV Co., WWNC seek Ch. 13; Durham, N. C. (Ch. 73 minus)—WDNC, WTK seek Ch. 11; Fayetteville, N. C. (Ch. 54 minus)—WFLB, WFNC, WFAI seek Ch. 18; Goldsboro, N. C. (Ch. 72)—Goldsboro TV Corp., WGBR seek Ch. 34; Klamath Falls, Ore. (Ch. 17)—KFJI, Klamath Falls TV Inc. seek Ch. 2; Salem, Ore. (Ch. 66)—Willamette-land TV Inc., KSLM seek Ch. 3.

Charleston, S. C. (Ch. 17 plus)—WUSN, WHAN, WTMA seek Ch. 2; Florence, S. C. (Ch. 60)—Jefferson Standard Bcstg. Co., Pee Dee TV Corp. seek Ch. 8; Spartanburg, S. C. (Ch. 74 minus)—WORD, WSPA seek Ch. 7; Big Spring, Tex. (Ch. 34 plus)—Texas Telecasting Inc. (KDUB-TV Lubbock), KBST, Big State Telecasting Co. seek Ch. 4; Tyler, Tex. (Ch. 72)—KGKB, KTBB seek Ch. 7; Wenatchee, Wash. (Ch. 67)—Central Wash. Telecasters, Wescoast Bcstg. Co. (KVOS Bellingham) seek Ch. 55; Beckley, W. Va. (Ch. 66)—WJLS, So. W. Va. TV Inc., WHIS seek Ch. 6; Clarksburg, W. Va. (Ch. 69 minus)—WBLC and WPDX seek Ch. 12, J. Patrick Beacom & Assoc. and Clarksburg-Fairmont Corp. seek Ch. 22; Green Bay, Wis. (Ch. 70 plus)—WJPG, Valley Telecasting Corp. seek Ch. 6; La Crosse, Wis. (Ch. 72)—WKBH, WKTY seek Ch. 8, La Crosse TV Corp. and Belle Co. (WMIL Milwaukee) seek Ch. 38.

• BUSINESS BRIEFLY

ANTI-FREEZE BREAKS • Zerone and Zerex (anti-freeze) through BBDO, N. Y., preparing spot radio campaign using chain breaks and station identifications for six weeks, effective early in October in number of markets.

MARGARINE BUYING • J. H. Filbert, Baltimore (Mrs. Filbert's margarine), through Sullivan, Stauffer, Colwell & Bayles, N. Y., placing daytime minutes and chain breaks before noon and buying portions of women's participation shows, effective Sept. 27 for eight to ten weeks.

MINIT-RUB CAMPAIGN • Bristol-Myers Co. (Minit-Rub), through Doherty, Clifford, Steers & Shenfield, N. Y., using daytime chain breaks radio campaign to run Oct. 5-Dec. 31.

TOILETRIES ADDS • Shulton Toiletries, through Wesley & Assoc., N. Y., adding 14 markets to its present campaign, effective Oct. 25 for 13 weeks.

FOUR NEW SPONSORS • Signing of four sponsors for participations on NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EDT) announced by network Friday. Clients and number of participations are Murine Co., 13; Spring Mills, nine; Vick Chemical Co., five, and Roberts Co. (tackless carpet installation), one.

PAN AMERICAN BUYS • Pan American Airlines, through J. Walter Thompson, N. Y., signs as alternate sponsor of *Meet the Press*, NBC-TV, Sunday, 6-6:30 p.m., effective early in January. Meanwhile, Revere Copper & Brass continues to sponsor program alternately, through St. George & Keyes.

TAPPAN SIGNS • Tappan Stove Co., Mansfield, Ohio, signs to sponsor Thursday, 3:30-3:45 p.m. portion of *Bob Crosby Show* (CBS-TV, Mon.-Fri., 3:30-4 p.m.), starting Oct. 15. Agency: Ketchum, McLeod & Grove, Pittsburgh.

\$10.5 Million New Business on ABC Radio

NEW BUSINESS placed with ABC radio network for fall amounts to record volume of \$10.5 million, Charles T. Ayres, vice president in charge of ABC radio network sales, announced Friday. He stressed that this total is new business only and does not include renewals. Twelve new national advertisers this fall "supplement ABC radio network's present roster of bedrock radio accounts and bolster the already proven fact that radio is more solidly entrenched in the business of selling than it has ever been before," Mr. Ayres said.

WOI-TV Stays Commercial

WOI-TV Ames, Iowa, pioneer outlet operated by Iowa State College, at board meeting late Friday voted 6-1 to continue commercial, rather than non-commercial educational operation. Two of nine directors abstained from voting. Vote of confidence was given Richard B. Hull, general manager, in resolution which said station could not have achieved present status without commercial revenue. Negotiations for regular network affiliation will be undertaken immediately. Station serves Des Moines.

EXCLUSIVE

DETROIT'S YEAR ROUND SPORTS STATION

WJBK

FIRST AGAIN FOR
FALL and WINTER



Key Station—Entire Schedule

Only on WJBK

RED WING HOCKEY

Entire Schedule

Only on WJBK

University of Detroit FOOTBALL



**Cash In On the Station That Captures the Huge Sports Audience
In The Nation's Hottest Sports Town!**

Your sales story really scores when you pitch it to the loyal listeners of WJBK, the station that's a "must" for sports fans. Another plus that makes WJBK your best radio buy.

WJBK *Detroit*



Represented
Nationally by

THE KATZ AGENCY

Tops in MUSIC, NEWS and SPORTS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7697

at deadline

Radio-TV Committee Named For Pyle Memorial Ceremony

LATE Ernie Pyle will be honored by Sigma Delta Chi, professional journalism fraternity, with plaque to be placed in new School of Journalism building at Indiana U., Oct. 15. Gen. Omar Bradley will speak.

J. Leonard Reinsch, managing director, WSB-AM-TV Atlanta, will head radio-television committee which was among several groups named in connection with the memorial. Other members are: Edward R. Murrow, CBS New York; Frank M. Russell, vice president, NBC Washington, and William Ray, director of news and special events, NBC Chicago.

Rudman Turns in Two Vhf CPs; Other FCC Actions

OIL operator M. B. Rudman turned in two construction permits Friday, vhf Ch. 12 KBSM (TV) Bismarck, N. D., and vhf Ch. 10 KNDX (TV) Minot, N. D., advising FCC he plans to concentrate on vhf Ch. 8 KRHT (TV) Billings, Mont., which he owns in partnership with oilman Albert Hayutin. Mr. Rudman told FCC his expanded business prevented multiple operation in TV, plus economic unsoundness of two stations at Bismarck. Post-thaw dropouts now total 15 (early story on page 64).

New TV Application at San Diego

NEW TV bid for uhf Ch. 21 at San Diego, Calif., filed with FCC Friday by Elliott L. Cushman, publisher *San Diego Shopping News*. No other bids pend.

WWDC Gives Up Application

WWDC Washington gave up application for uhf Ch. 20 there Friday, leaving still pending bids of WEAM Arlington, Va., and WGMS Washington. WWDC is substantial minority stockholder in uhf Ch. 67 WFMZ-TV Allentown, Pa., and Manager Ben Strouse holds stock in Chesapeake Services Inc., vhf Ch. 10 applicant at Norfolk. WCAV Norfolk has dropped its Ch. 10 bid but WGH Newport News, WNOR, WSAP and Beachview Bcstg. Corp. still pend.

Initial Decision to Deny Chester Petition

INITIAL decision to deny, for lack of prosecution, application of Cecil W. Roberts for 250 w fulltime on 1450 kc at Chester, Ill., was issued Friday by FCC Examiner Thomas H. Donohue.

Sales Will Determine Radio Success—Meyers

RADIO will depend in future on goods it can move from shelves rather than on ratings for sponsor's program and will return to the era of localized personalities, Howard B. Meyers, O. L. Taylor Co., Chicago, station representative firm, says in talk prepared for delivery today (Monday) before Arkansas Broadcasters Assn. He was to speak on "Radio . . . Phase Three." William V. Hutt, KLRA Little Rock, Ark., is presiding over ABA sessions which started yesterday (Sunday).

BLAST COVERAGE

SEWER EXPLOSIONS which ripped up a mile and a half of streets on Cleveland's west side Thursday night, killing one, injuring 58 and taking estimated \$5,000,000 toll in property damage were given all-out coverage by all Cleveland radio and TV outlets.

Among first stations to report coverage to B•T were WEWS (TV), WTAM-WNBK (TV) and WGAR, all of which carried news reports and emergency messages from time of blasts at 5:20 p.m. through the night. Picture account was fed to NBC-TV's *Today* program Friday morning by WNBK, with News Director Ed Wallace narrating. WEWS detailed ten newsmen to the story, televising still and motion pictures and complete casualty lists. WGAR sent mobile unit to scene and broadcast special program at 7:15 p.m., featuring interviews with explosion victims.

Kearney National Sales Mgr. ABC Film Syndication

APPOINTMENT of Don L. Kearney, assistant sales manager of ABC-TV, as national sales manager of ABC Film Syndication Division, effective Sept. 21, is being announced today (Monday) by George T. Shupert, vice president in charge of division.

Mr. Kearney joined ABC in July 1951 as manager of TV Spot Sales. He previously had served with The Katz Agency, station representative, and with Mutual, where he was sales manager for co-operative programs. Before World War II, Mr. Kearney was sports reporter and commentator on several New York stations.

Lower Succeeds Kany

ELMER W. LOWER, former assistant director of office of public affairs, U. S. High Commissioner for Germany, named director of news for CBS-TV in Washington, succeeding Howard Kany, now manager of CBS-TV news and CBS-TV Newsfilm Dept. in New York [B•T, Aug. 10]. Mr. Lower previously was *Life* correspondent in Los Angeles, Paris and Far East, and also has served on staffs of AP and UP.

UPCOMING

Sept. 14-15: NARTB Dist. 17 meeting, Benjamin Franklin Hotel, Seattle.

Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.

Sept. 16-17: NARTB Dist. 15 meeting, Mark Hopkins Hotel, San Francisco.

Sept. 17: NBC Radio Affiliates meeting, Chicago.

Sept. 17: Uhf grantees meeting on subscription TV, WIP studios, Philadelphia.

Sept. 17-18: NARTB Dist. 16 meeting, Statler Hotel, Los Angeles.

PEOPLE

EDWARD SCHULZ, former associate professor of management and industrial relations, New York U. schools of business, to director of personnel, RCA Labs Div. Mr. Schulz in recent years has been consultant to RCA Labs on organization and management problems.

GEORGE CROTHERS, CBS Radio director of religious broadcasts, has been appointed director of religious broadcasts for CBS-TV. He joined CBS Radio in July 1945 as member of department of public affairs and later produced such public service features as *You and the World*, *Church of the Air* and *Invitation to Learning*. He will continue to supervise last two programs on CBS Radio.

JACK WHITE, William Esty Co., N. Y., to Biow Co., N. Y., as timebuyer.

PAUL G. O'FRIEL, for past several years FBI special agent in Pittsburgh, Honolulu, Washington, Detroit and New York, to DuMont Television Network as assistant director of labor relations.

LEE H. HAMMETT, account executive at Western Adv. Agency, Chicago, elected president, succeeding G. B. Gunlogson, who becomes board chairman. Agency specializes in agricultural accounts, some substantial radio users.

FRANK HUSSEY, previously salesman with O. L. Taylor Co., Chicago, station representative firm, joins Headley-Reed Co., same city, in similar capacity.

DUANE L. WATTS, general manager of KHAS Hastings, Neb., to KHOL (TV) Kearney, Neb., as station manager.

ALVIN M. KING, midwest representative of Lang Worth Feature Programs, named commercial manager of KSTM-TV St. Louis.

GE Shipments

GE reported Friday following 100-w TV transmitter shipments during past week: KTVE (TV) Longview, Tex., uhf Ch. 32; KCOK-TV Tulare, Calif., uhf Ch. 27; WMAC-TV Massillon, Ohio, uhf Ch. 23. Also shipped last week, GE reported, was 1 kw uhf Ch. 61 transmitter to WJMR-TV New Orleans. Orders for future shipments have been received from following, according to GE: WPRO-TV Providence, vhf Ch. 12, 20 kw transmitter, delivery late 1953; WHBF-TV Rock Island, Ill., vhf Ch. 4, 35 kw amplifiers, delivery late this month; KNAL (TV) Victoria, Tex., uhf Ch. 19, delivery March 1954.

Lamb Mentioned in Inquiry

NAME of Edward Lamb, radio-TV broadcaster, was brought into Senate committee hearing on Communist infiltration in U.N. Friday in Washington. Sen. Joseph R. McCarthy (R-Wis.) asked ex-Communist John Lautner, who was testifying on Reds in U.N., whether he knew Mr. Lamb, under consideration for treasurer of Democratic National Committee. Mr. Lautner, now employed by Justice Dept., said Mr. Lamb was "held in very high esteem" by Communist Party leaders, but that he did not know whether he was a party member. Mr. Lamb, in statement, said: "I do not recall knowing a man by the name of Lautner. Last week I announced that I would not be able to accept the responsibilities of treasurer of the Democratic Party. Finally, I am proud of my anti-Communist record over the years."

Algy writes to:

Mr. Phil Archer
Gardner Advertising Co.
St. Louis, Mo.



Dere Phil:

Jist thought I'd let you know about our big new show down here. We got our Old Farm Hour goin' again and we're bringin' in reel big stars each week. We get peeples like Lulu Belle and Scotty, Cowboy Copas, Sunshine Sue and a whole lot of othur folks as stars.

With a big show like this 'un goin' out ovur WCHS with 5,000 on 580, we got Uncle Si, our head man at the show, all stocked up with Bromo Quinine 'cause he's got to keep in reel good condition fer such a big show and not get any sniffles. He's gotta keep good fer WCHS, th' station thet has more W. Va. listeners then any othur.

Yrs.



Algy

WCHS

580

5000

KC

CHARLESTON

WATTS

The Tierney Co.

CBS RADIO • THE BRANHAM CO.

West Virginia's Leading Advertising Medium

index

BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting
Publications, Inc.

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Sol Taishoff, *Editor and Publisher*

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Duane McKenna, *Art and Layout*.

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, Plaza 5-8355.

EDITORIAL: Rufus Crater, *New York Editor*; Bruce Robertson, *Senior Associate Editor*; Florence Small, *Agency Editor*; Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager*; Eleanor R. Manning, *Sales Service Manager*; Kenneth Cowan, *Eastern Sales Manager*; Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115.

Warren W. Middleton, *Midwest Sales Manager*.
John Osbon, *News Editor*.

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.

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

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

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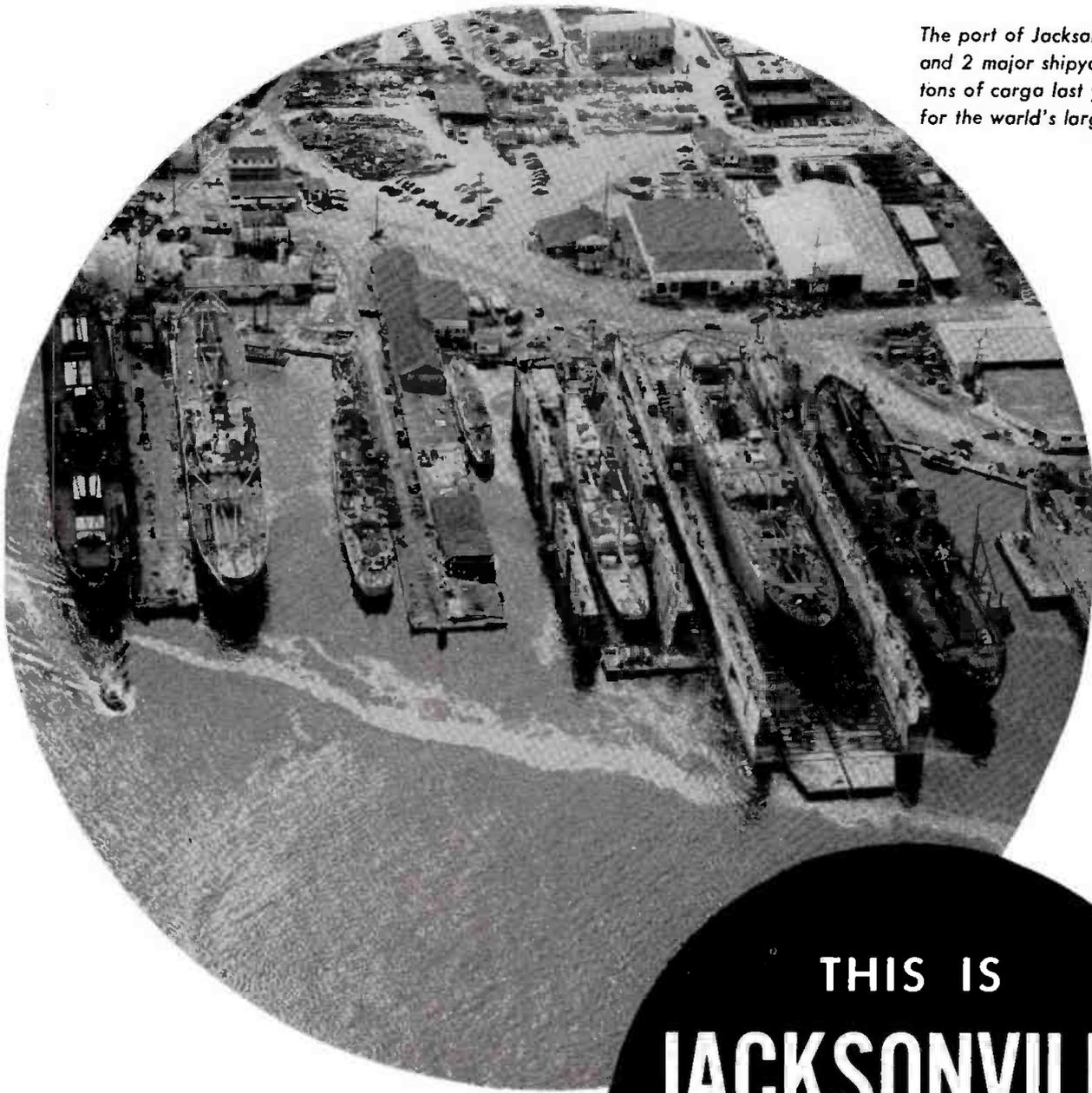
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.

BROADCASTING • TELECASTING

The port of Jacksonville, with 81 piers and 2 major shipyards handled 5 million tons of cargo last year—with facilities for the world's largest freighters.



THIS IS
JACKSONVILLE
FLORIDA...
*payroll center of
the southeast*

... WMBR is Jacksonville's
most-listened-to
radio station
... and WMBR-TV is
Jacksonville's only
television station!

WMBR
AM • FM • TV

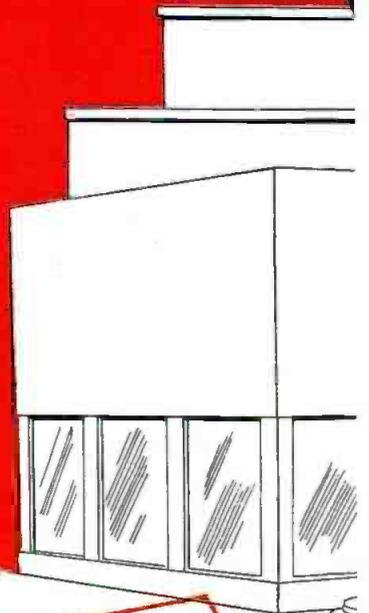
Source: Pulse, April, 1953

Represented by CBS Radio
and TV Spot Sales

Continuing **BIG** in **RADIO** **NOW STANDOUT SHOW**

A SUCCESSFUL LEADER IN RADIO STEPS OUT FRONT IN TV.

KLZ-TV with CBS Television programming and bright, smartly produced local shows will find a solid, responsive audience when it goes on the air November 1st. Westerners who have welcomed the friendliness and showmanship of KLZ into their homes for 32 years will expect...and get...the same high standard of creative programming...the same fine variety of entertainment as a vehicle for advertising commercials...when they turn to...and stay on...Channel 7, KLZ-TV.



FINEST TELEVISION FACILITIES IN THE DENVER AREA...

- 34,000 square feet of floor space.
- 2 large studios, with easy access for cars and trucks, plus outdoor studio area 100' x 100'.
- Studio and field cameras.
- Mobile TV remote unit.
- The latest in film and projection facilities.
- Complete rear screen projection equipment.
- And a staff composed of KLZ people in active training for more than five years, integrated with finest professional television experience available.

**Local advertising, promotion, publicity and merchandising
to exploit top programs.**



ALADDIN RADIO AND TELEVISION, INC.

MANSHIP in TV

KLZ
RADIO-TELEVISION



ON THE AIR NOVEMBER 1st

**MAXIMUM POWER APPROVED...
316,000 WATTS**

*Top coverage from antenna
2380 ft. above mile-high Denver.*

KLZ-TV

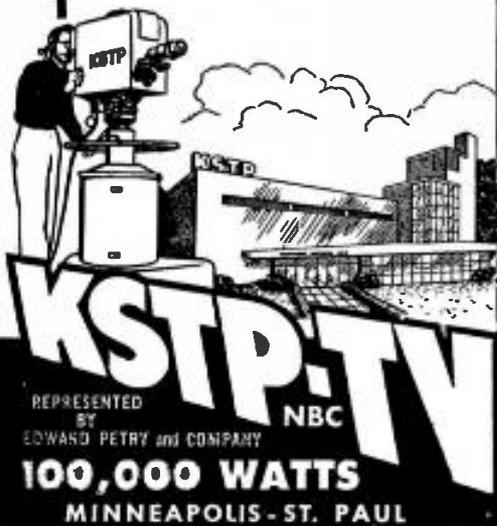
CHANNEL 7 DENVER

REPRESENTED BY THE KATZ AGENCY



IN THE
Upper Midwest...

THE GREATEST
NAMES, THE
BIGGEST STARS
THE SMARTEST
ADVERTISERS
ARE ON
KSTP-TV
AND THAT'S
WHERE YOU
SHOULD BE



IN REVIEW

LABOR '53

Network: CBS-TV
Film made by American Federation of Labor
Producer: Ted Ayers
Director: Tom Jones
Narrator: Barry Barrents

ORGANIZED labor gave itself what it no doubt believed was a potent shot in the arm over the Labor Day weekend when the AFL presented *Labor '53* over CBS-TV on Sept. 6. Considering the flexibility of the medium which the AFL chose to further spread the labor story, it was a pretty amateurish stab at professional programming. One time shots such as this are ideally suited to TV. Because all effort can be concentrated on a single production there is no excusing it when the program emerges a ragged, disconnected jumble of ideas still in the rehearsal stage.

In content, *Labor '53* hit the high spots of labor activity at home and abroad during the past year. George Meany, president of AFL, and his top men in the fields of social security, education, and housing appeared on the program. Their comments and opinions on labor in general and the AFL in particular were supplemented by film clips of labor in action in America as well as shots of the recent East German riots which can be directly traced to the unrest of the laboring class under Communist domination there.

But the content of the show is not of primary concern in these columns. It is the manner in which television was used to present the facts that is of interest here. In *Labor '53* the potential of TV was not fully exploited. The program, for all the use it made of TV as a visual medium, may as well have been heard on radio. At that, it would have been open for adverse criticism because of its inferior sound track. The script rambled from one labor question to another, from America to East Germany and back again with little or no continuity between segments. The quality of the film clips for the most part was poor. Lighting and staging were reminiscent of old newsreel shots before any techniques were developed for filming current events. Mr. Meany and his associates, labor wizards though they may be, are not the most stimulating orators in the world. Their point could have been more convincingly made if a few competent announcers or newsmen had been called in to handle the assignment.

The imaginative touch was nowhere to be found in *Labor '53*. It was the sort of program that merits inclusion in a "How-To" brochure falling, of course, in the "How-Not-To" chapter.

THIS IS SHOW BUSINESS

Network: CBS-TV
Time: Tues., 9:00-9:30 p.m. EDT
Producer: Irving Mansfield
Director: Byron Paul
Moderator: Clifton Fadiman
Permanent Panelists: Sam Levenson and George S. Kaufman
Alternate Sponsors: Schick Inc. and Carter Products

THERE must be a reason why *This Is Show Business* began its fifth season on television last Tuesday evening on CBS-TV. Perhaps it can be traced to the imponderable satisfaction a video audience gets from simply watching a few celebrities grin widely in the direction of the camera, do not much of anything and say

even less. If this is all the series plans to rely upon in coming weeks it would have been a wise decision to junk the whole idea and start all over again.

This Is Show Business is a panel show, an ideal framework for any program that has nothing to offer in the first place. Clifton Fadiman, as moderator, quips with his two regular panel members, Sam Levenson and George S. Kaufman, and a guest panelist who last Tuesday was Gloria Swanson. Different performers are featured on the show every week. Each is introduced by Mr. Fadiman, goes through his routine and to justify his appearance on the show drums up a little problem that the panelists must help him solve. Occasionally Messrs. Levenson and Kaufman come up with a literate remark but not often enough to save the entire program.

Production-wise, *This Is Show Business* lacked coordination. It might help if the director would get his cast together before the telecast for a complete run-through. Since the performers must work as a group it's a mistake to put too much faith in their individual talents no matter how competent they may be. The Tuesday program seemed to be directed in segments—not as a complete production.

The show's most apparent drawback, however, is lack of material. Mr. Fadiman admitted as much on the first show of the new season when he said that in the past his panel had pretty well exhausted the question-answer supply relevant to the entertainment world. So this season, he declared, regular participants and guest performers would just talk about anything—any old thing that happened to pop up. Last Tuesday, conversation ran the gamut from baby pictures and should they be outlawed to money and is it possible to spend it like water and save at the same time.

This sort of inane chatter would have troubled getting by *Juvenile Jury* scriptwriters.

* * *

BOOKS

PRINCIPLES AND PRACTICES OF TELECASTING OPERATIONS, by Harold E. Ennes, Harold W. Sams Inc., 2215 E. 46th St., Indianapolis, Ind. 600 pp. \$7.95.

THE author has condensed into this one large reference book an easy-to-understand story of telecasting operations. The engineer, production man, technician, student and even the person just interested in the audio-visual art will find a systemic explanation of all the technical aspects and equipment used in telecasting.

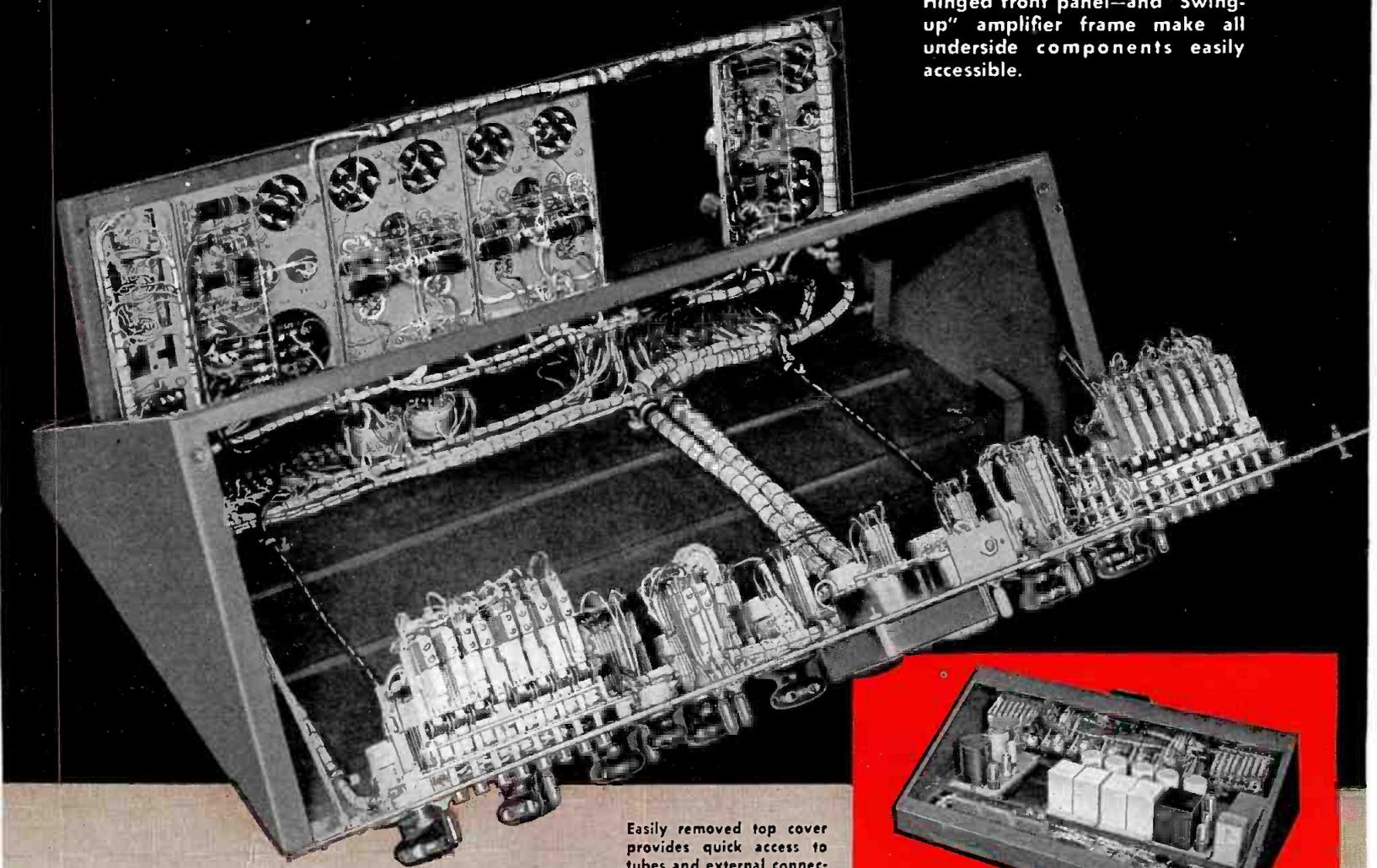
The simple, lucid language and illustration enhance the value of the book. Special emphasis has been laid to make the technician more production-conscious and to acquaint the producer and director with the potentialities and limitations of the technical equipment at his command.

* * *

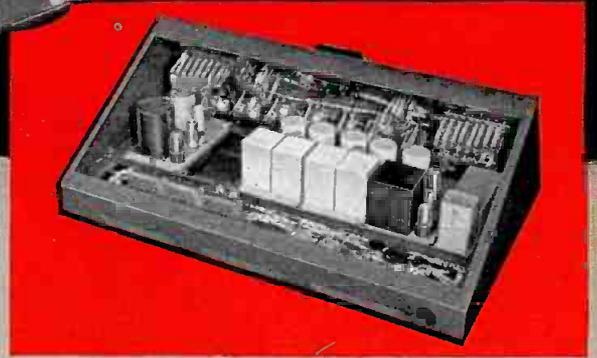
BROADCASTING RELIGION BY THE EPISCOPAL CHURCH, The National Council, 281 Fourth Ave., New York 10. 34 pp. 50 cents.

THE material is a supplement to *Broadcasting Religion*, a manual published by the Broadcasting and Film Commission of the National Council of the Churches of Christ in the U. S. A., 220 Fifth Ave., New York 1. It contains information both about religious radio and TV as well as hints for "clerical radio and television aspirants."

Hinged front panel—and "Swing-up" amplifier frame make all underside components easily accessible.



Easily removed top cover provides quick access to tubes and external connections. The BC-2B will fit snug against the studio window.



NEW DESIGN *console*

Color coded for "error-proof" control



Cam-operated, leaf-type interlocking push-button switch

The new console BC-2B provides all the essential audio facilities needed by most

AM, FM, and TV stations—plus many extra operating advantages not previously available in a standard console. It speeds up switching operations substantially over previous

designs. It provides for complete control of all studio operations. *The BC-2B gives your station "deluxe" features at a "standard" price.*

Read the list of exclusive "extra" features the new BC-2B offers you. Then ask your RCA Broadcast Sales Representative for complete details. His service is as near as your phone.

11 extra features!

- "Color-coded" controls quickly identify and tie related functions together.
- New, leaf-type cam-operated interlocking, push-button switches.
- New hinged front panel for easy access to switches, gain controls, and contacts.
- Amplifiers mounted on "swing-up" frame; chassis easy to remove.
- New 30° sloping top panel for maximum studio visibility—styling compatible with modern AM and TV practice.
- New compact amplifiers use low-noise, long-life, miniature tubes.
- Improved, faster-operating speaker relays eliminate key clicks and audio feedback.
- Lamp dimmer for VU meter (ideal for TV service).
- 8 high-level mixing channels, separate gain controls for network and remote.
- Turntable mixers with "built-in" cueing switches.
- No clearance required at rear—can be installed up against walls and control room windows. Uses less desk space, too.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN N.J.

it's here . . . **NOW!**

TV in CHARLESTON, W. VA.

with **WKNA-TV**

*selling
the rich
multi-million
dollar
Charleston
market!*



The television gateway is now open to tap this rich, well-populated industrial market that spends over \$620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

the personality station



Joe L. Smith, Jr., Incorporated
Represented nationally by WEED TELEVISION

OPEN MIKE

Expert Appraisal

EDITOR:

Congratulations on your feature "Do Power Boosts Mean Bigger TV Coverage?" [B•T, Aug. 31].

You have done a real service for the industry by explaining a matter about which there is much confusion. I would question one or two minor points and over-simplifications, but the net effect of the article is excellent.

*Robert L. Hammett
Consulting Radio Engineer
San Francisco*

News School

EDITOR:

The article you ran in the Aug. 17 issue of B•T by Professor Donald E. Brown, on the WTVJ (TV) news department, made very pleasant reading. Prof. Brown's report was very complete and, naturally, we are pleased that he selected WTVJ as his training ground.

You might be interested to know that since the article appeared we have received requests from several other universities to have representation from their radio-TV departments visit WTVJ for orientation courses.

Obviously, WTVJ cannot possibly accommodate all these requests. However, we do plan to enroll worthwhile applicants on a first-come, first-serve basis. At the present time Professor Roy A. McGillivray of the U. of Tampa is in training at WTVJ and will remain for the next five weeks. His university will offer five television courses starting in the fall, and Prof. McGillivray is at WTVJ to supplement his theory with practical experience.

This is one field where television stations can perform an outstanding public service . . . where commercial stations can educate educators . . . and we are happy to make our facilities available for such purposes.

*Lee Ruwitch
Vice President &
General Manager
WTVJ (TV) Miami*

Prenatal Precociousness

EDITOR:

I read the OUR RESPECTS page of the Aug. 31 issue. Matter of fact I re-read the [attached] paragraph.

Mr. Long was a genius eight years before he was born. . . .

*Lucien E. Dumont
Program Director
WHEB Portsmouth, N. H.*

[EDITOR'S NOTE: Owing to a printer's error, Col. Joseph Harvey Long, president of WSAZ-AM-TV Huntington, W. Va., was reported to have taken charge of the mechanical departments of the Wheeling Register in 1855. The date should have been 1885.]

Editorial Comment

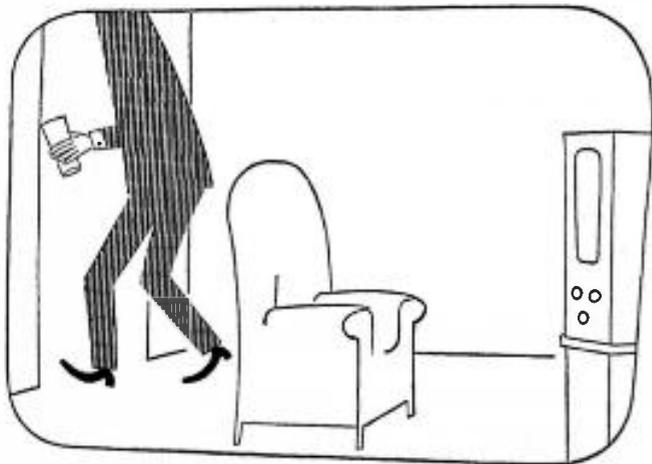
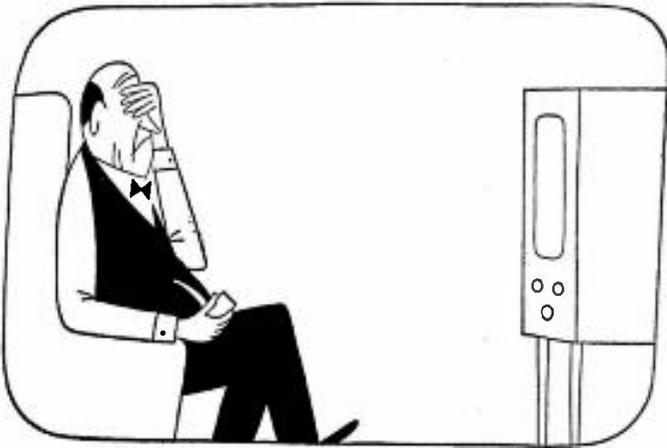
EDITOR:

It was with considerable interest that we read your interesting editorial on page 138 of your Aug. 17 issue.

I am a partner at E. F. Hutton & Co. . . . I think I most likely wrote the story referred to in which you took exception to the statement that one reason for our optimism regarding movie securities is the declining novelty of TV . . .

E. F. Hutton & Co. has been in the forefront in advising our clients to buy television issues for their financial welfare . . . because

"Here comes the commercial!"



*These three commercials started out equal
... except for one thing... Creative ingenuity.*

YOUNG & RUBICAM, INC.

Advertising • New York Chicago Detroit San Francisco
Hollywood Montreal Toronto Mexico City London

No. 1 Radio Buy

in New Haven

Merchandising

more guaranteed in-store food display than any other New Haven station.

Programs

live wire local plus NBC affiliation = proven audience.

Saturation

run of station • day and night • 20 spots a week • 1-13-26 week package • \$45—\$48—\$60 per week.

— three steps cover — New Haven's ultra-rich market on

WNHC

radio • ASK KATZ

wan'da buy an-
island?



PROBABLY YOU DON'T!
and we really don't have an island for sale

But we do have
**the RICH,
GROWING and
ISOLATED**

**Wabash Valley Market
area - 70 to 175
miles from the
nearest major
trading center.**

To be Sold—MUST BE REACHED FROM WITHIN!

WTHI your **BEST BUY**
in Terre Haute
REPRESENTED BY—DOLLING CO.

OPEN MIKE

we agree with you that the expansion in television is only beginning . . .

On the other hand, moving picture stocks have been going down since 1946, and with reason. But, like everything else, the movie business will ebb and flow, and seven years is a long time to ebb. There are signs now, measurable in the box office, that it has turned the corner and begun to flow.

I think it is foolish to be pessimistic on movies because of TV. The two can not only live together but will probably be married through subscription television and eventually the production of practically all shows on movie film, though of better quality than what's being done now . . .

With all this, it is still true to say that in areas like New York City which had the first television some of the novelty has worn off. That does not mean that people won't continue the habit of looking at their TV sets. But they're going to pick and choose and, if they see a good movie advertised, they're going to turn off their TV and go out and look at it . . .

G. M. Loeb
E. F. Hutton & Co.
New York

Traveling Features

EDITOR:

. . . I think the improvement in BROADCASTING • TELECASTING's format and editorial policy has been tremendous. Two of the features in your last issue I routed through the staff to make sure everyone would see them.

Roland V. Tooke
General Manager
WPTZ (TV) Philadelphia

Service Stripes

EDITOR:

We think we have an "old hands" record at WHBF Rock Island, Ill. Eleven staff members have a total of 165 years service with WHBF, one completing 20 years, two 18, one 16, three 15, one 14, two 12 and one 10 years of service.

Nine other employees, with the station from 5 to 10 years, total 60 years on the job, and 11 other employees, with WHBF from three to five years, total 36 years service.

Making a grand total of 31 staff members, 261 years at work for WHBF. The rest of the 44 staff members are just "youngsters" on the job.

Fern Hawks
WHBF Rock Island

Conversion In Reading

EDITOR:

. . . One interesting phase of our promotion which perhaps should be enlarged upon is the unusual campaign in which we have been engaged to spur conversion to Channel 33. In the early summer, we called a meeting of the TV dealers and servicemen in our area. We agreed to provide saturation promotional coverage in radio, television, and newspaper advertising for all dealers who would guarantee to put at least one salesman on the street ringing doorbells to demonstrate and encourage conversions. We discovered that throughout the normal doldrum summer period this campaign proved most effective, not only from our point of view, but also from the point of view of the dealers and service people.

The salesmen employed by the various deal-



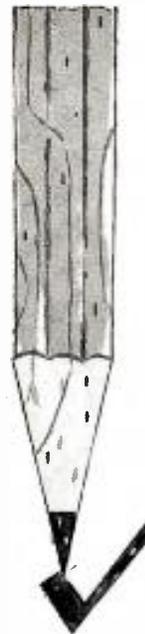
Local Food Accounts
sponsor more programs
on KITE than any other
station in the market—
Radio or TV!

KITE



San Antonio's
Leading
Independent

Nat'l Rep. John E. Pearson Co.



*Check
First*

**CLEVELAND'S
CHIEF STATION**

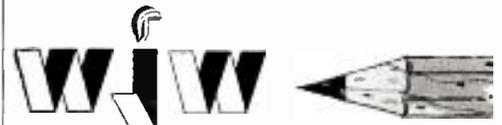
5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED

BY

H - R REPRESENTATIVES



CLEVELAND'S Chief STATION



WHBF

When you buy
radio time (or TV)
in the **QUAD-CITIES**
remember
WHBF is now CBS!

**This powerful combination offers you
better Quad-City coverage at lower cost**

Now more than ever WHBF Radio is a necessary **MUST** on the list of many aggressive advertisers who want to sell profitably to the 242,000 people of the Quad-Cities (plus the additional thousands in the trading area adjacent to this important Midwest market).

CONSIDER THESE MARKET FACTS

Among the 165 Standard Metropolitan County areas in Sales Management's 1953 Survey of Buying Power—the Quad-Cities rank:

- 84th in **POPULATION**
- 74th in **RETAIL SALES**
- 80th in **FOOD SALES**
- 70th in **DRUG SALES**
- 64th in **AUTOMOTIVE SALES**
- 30th in **EFFECTIVE BUYING INCOME**
per **CAPITA**
- 41st in **EFFECTIVE BUYING INCOME**
per **FAMILY**

A consistently good market that will share with you its spendable income through the medium of WHBF, the Quad-Cities favorite station, and CBS, the nation's favorite network.

Leslie C. Johnson, V. P. and Gen. Mgr.—Telco Bldg.,
Rock Island, Ill.—AVERY-KNODEL, Representatives.



242,000 PEOPLE

-NBC IS AMERICA

1. NETWORK COVERAGE

2. HOMES DELIVERED

3. TOP PROGRAMS

4. ADVERTISER ACCEPTANCE

5. BIGGER AUDIENCE LEAD

6. COST PER 1,000

7. HOURLY RATINGS

8. PROGRAM TYPES

9. NIGHTLY ADVANTAGE

10. MERCHANDISING SERVICE

#11. NEW BUSINESS

12

5 NO. 1 NETWORK —

➔ 11

NBC-TV signs \$90,000,000 worth of business in 8 months

The simplest proof of a television network's effectiveness lies in its acceptance by advertisers.

In the eight months of 1953, advertisers have signed for \$90,000,000 worth of NBC Television time. In the last three months alone, NBC time bookings have reached \$31,000,000. Much of it is new business, but \$24,000,000 of it is renewed business, which points a particular moral:

NBC's advertisers get results.

The tremendous advertising investment made by American business in NBC Television is dramatic testimony that

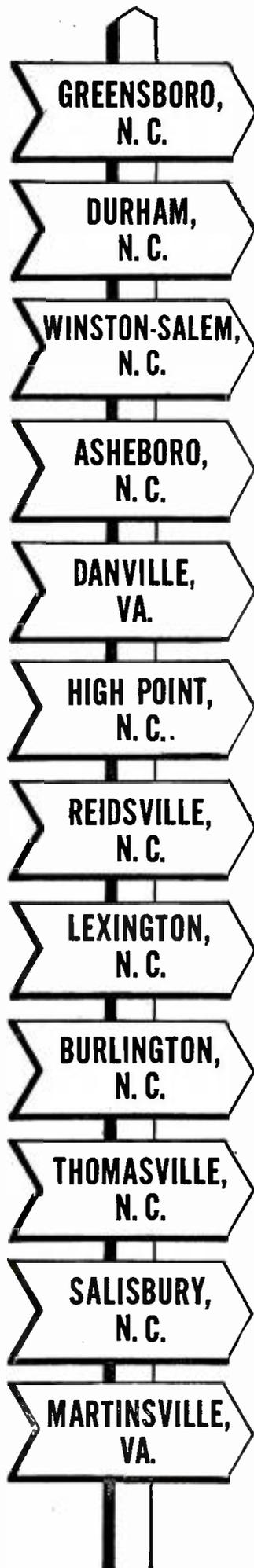
NBC is America's No. 1 Network.

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America



direct route to sales success!

If you believe in signs, we have some mighty interesting ones down here in the mid-South's rich mid-section.

They're dollar signs... and they represent a buying potential of \$1,500,000,000 — waiting to be spent on what you have to sell. This income is comfortably spread across an important area whose prosperity stems from a sound balance of industry and agriculture.

ONE television station — WFMY-TV — opens the way to this money. For four years, watching WFMY-TV has been a steady habit with the people who have this fine purchasing power in their pockets. And so, logically, they buy what they see advertised over the pioneer station of the Piedmont.

All signs point to your success when you travel into mid-South homes with the mid-South's favorite TV station. No time like now to start your profitable journey!

wfmy-tv

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

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

ers cooperating fill out written report forms covering each call made and return these forms to us for analysis. They leave a copy of our program schedule when they make their demonstration. Particular emphasis is placed on the local programs which cannot be received on any other station. "Clear as a bell reception of Channel 33" has been the theme of this promotion. It is interesting to note that of all the sales reports, the campaign has averaged approximately one conversion for every two calls made. . . .

*Thomas E. Martin, Exec. V. P.
WEEU-TV Reading, Pa.*

Free Loading

EDITOR:

A great big hurrah and an additional amen for Michael Ruge Jr. whose letter appeared in OPEN MIKE Aug. 18. . .

I've never been able to analyze the situation as to why so darn many people like to ride free when it comes to promoting something. They fall over themselves to get radio to help promote the matter. Naturally they want all such promotion free. Then when there's cash to spend, to say thank you etc., these same people go dump their cash in the lap of the newspaper. . .

We've set up a policy: If you spend money elsewhere, spend it with us too. If you spend no money elsewhere, we'll promote it till we're black in the face as public service, free.

*Melvin Belew
Promotion Manager
KMAE McKinney, Tex.*

Addition

EDITOR:

May I clarify a point of information in the cut-line accompanying the photograph of ground breaking ceremonies for expansion of KGMB radio and television center in the Aug. 17 issue of your excellent publication?

On going into television last December KGMB was fortunate in having a modern, spacious radio building that was temporarily able to accommodate television facilities as well. Our operation has grown rapidly and the time had come to add a new larger TV studio as well as additional office space. The \$100,000 figure mentioned in the cut-line refers to the addition only.

I hasten to add that the missimpression was not B•T's error.

*Wayne Kearl, Asst. Gen. Mgr.
KGMB-AM-TV Honolulu*

Lessons on Logs

EDITOR:

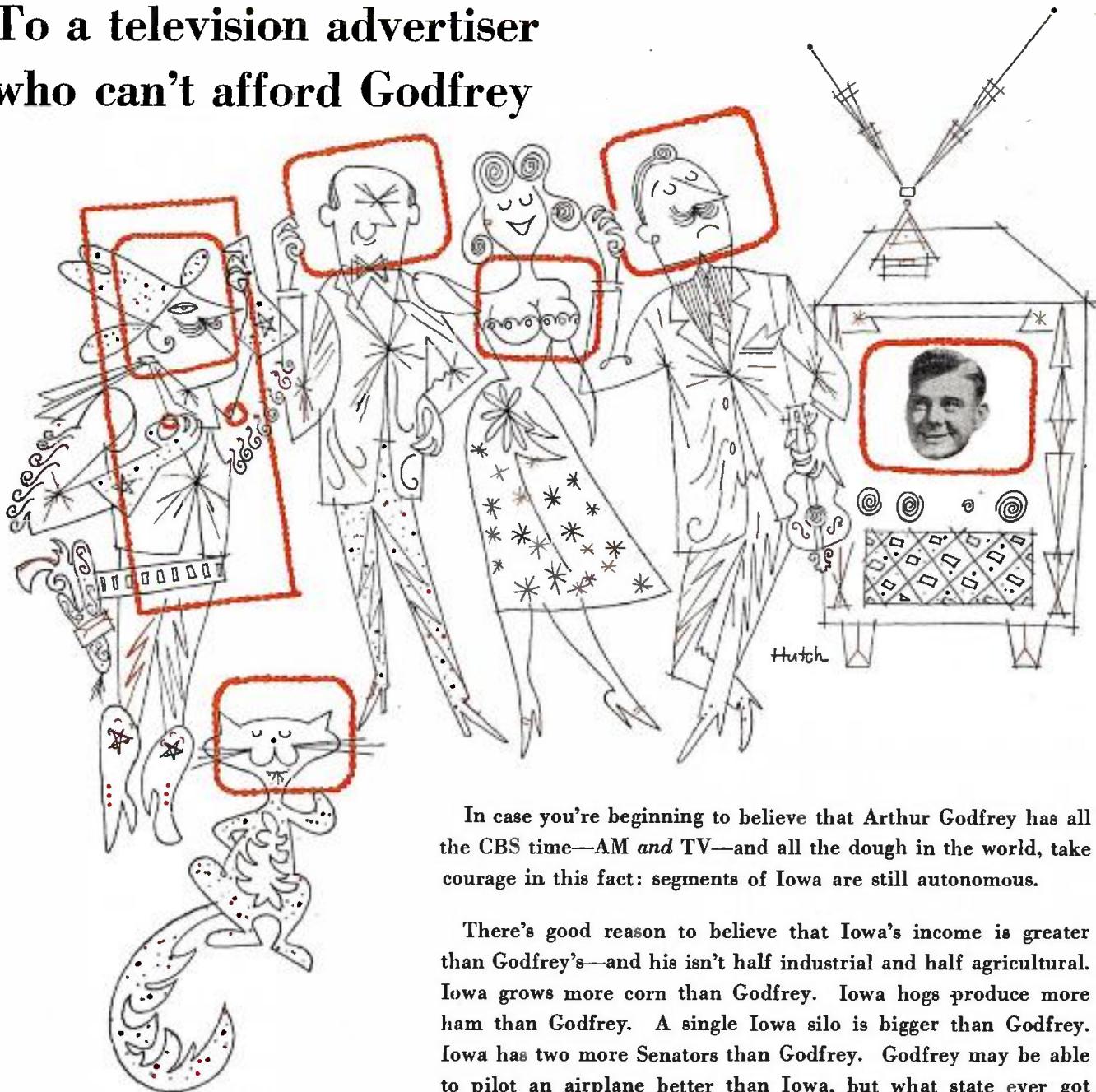
With an almost predictable regularity the controversy over newspaper space comes up. I'd like to present my views, for consideration.

The employees, the rent, the taxes, etc., which receive remuneration from a newspaper, come from the income of a newspaper. For the most part that income is from space sold and paid for, not from editorial comment or genuine public interest items of a non-profit nature.

A radio station operates much in the same manner, with the exception that sales are in the nature of time instead of space. The best yard stick for complaining broadcasters who resent paying for program logs, is to take stock of their own operation. Will the broadcaster give free of charge to the newspaper an amount of time equal in dollar value to the space which they ask for free?

*C. Petersen
Hollywood, Calif.*

To a television advertiser who can't afford Godfrey



In case you're beginning to believe that Arthur Godfrey has all the CBS time—AM and TV—and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There's good reason to believe that Iowa's income is greater than Godfrey's—and his isn't half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may be able to pilot an airplane better than Iowa, but what state ever got anywhere piloting an airplane? Furthermore, Iowa chickens lay a lot more eggs than Godfrey.

Starting the end of this month, folks in Eastern Iowa will be able to watch Godfrey on WMT-TV, which begins operations September 27th. They'll also be watching a lot of non-Godfrey time, which brings us to the point: Please check with the Katz Agency for up-to-date market and coverage data, and availabilities, spot and otherwise.

WMT-TV
CHANNEL 2

and now...

a major coast-to-coast organization
devoted exclusively to the production and
distribution of films for television.



TPA is not a subsidiary or division of a corporation whose major interests lie in other fields. There is nothing to keep it from pursuing and concentrating on its basic objectives: the best films for television advertisers . . . the most efficient distribution of independently produced TV film programs.

who is TPA?

Behind TPA are three men whose backgrounds and experience are assurance of the high place TPA will occupy in TV films:

Edward Small, Chairman of the Board, is an outstanding independent producer whose motion pictures have grossed well over \$100,000,000. He is the showmanship arm of the company. Mr. Small has a tremendous (and well earned) reputation for



ns of a merica, inc.

being able to recognize the commercial potential of a script or pilot film. He will use this rare talent to make sure that TPA properties are good programs, of high mass appeal.

Milton Gordon, President, is the financial arm of the group. He is a recognized authority in the financing of motion picture and TV films. Mr. Gordon is a guarantee of the financial soundness of TPA operations.

Michael (Mickey) Sillerman, Executive Vice-President, is the sales arm of TPA. In both radio, and more recently in the field of film distribution, he has built an unmatched sales record on the sound premise that a sale is not complete until it does a job for the advertiser.

TPA properties

TPA has already acquired a group of successful film programs, announcement of which will shortly be released. These and other TPA properties will be recognized by their ability to deliver mass audiences to advertisers at realistic costs . . . by the complete follow-through sales-aids which are part of every TPA package . . . by the list of advertisers in many different fields across the country who are profitably sponsoring them.

Look for the man from TPA who will be calling on you soon with these TPA properties.

television **p**rograms of **a**merica, inc.

729 Seventh Avenue, New York 19, New York
1041 N. Formosa Avenue, Hollywood 46, California



No pharaohs—no Nile—but people in Egypt do have the best TV entertainment in the world over WHEN in Syracuse.



Egypt, N. Y., is one of over 250 communities that WHEN brings to the Syracuse shopping area. Here's a market comprised of 2¼ million people in 26 counties—a rich, stable, still growing market—a guaranteed market whether measured by millivolts or response—a market tailored for the products you sell. The pick of programs that 3 networks offer insure the largest TV audience in all upstate New York. They're your prospects. Reach them over Channel 8.

SEE YOUR NEAREST
KATZ AGENCY

Everybody
WATCHES

CBS
ABC
DUMONT
A
MEREDITH
STATION



our respects

to CHARLES BALTHROPE



WHEN Charles William Balthrope thinks back to the time he put his one-kilowatt daytime KITE San Antonio on the air back in 1947, he reminisces, "I'll never forget how wonderful people are—because they let me owe them so much and so long."

They had their dough on the right man.

Mr. Balthrope is not a man to drop out of the public eye, if for no other reason than that he drives a fire truck to work every day. This bit of frivolity (he is the owner of a 1926 Pritsch Pumper fire engine) does more than give KITE "the best advertising it has ever used." It puts him in solid with the wife and kids. "Everybody likes to ride on a fire engine—even my family."

'Call Me Chuck'

The KITE president-general manager is known in San Antonio and in the business by the not improbable nickname of "Chuck." And thereby hangs a tale. He had a mouthful of name even for a southerner before leaving his native Biloxi, Miss., but when he was attending the U. of Missouri Journalism School, his classmates, with traditional collegiate fondness for monosyllables, shortened it to Chuck. When he made the mistake of objecting, the nickname became ever more firmly affixed.

Today, at 42, Chuck Balthrope looks back on 17 years of radio in San Antonio. He began with the Hearst newspapers in New York, later moving to the Hearst-owned *Detroit Times* as display salesman. In 1936 he went to KTSA San Antonio as time salesman when Hearst bought it, becoming sales manager and then assistant manager under Taylor-Howe-Snowden ownership. In 1941 he took over management of KABC, then 250 w, for the Texas State Network. After an Army career with *Yank*, the Army weekly, in the Pacific, he returned to KABC as manager while it went to 50 kw.

Too Much Nerve

He started KITE in 1947 with "a little money, too much nerve and just enough good experienced people to carve a real niche for KITE in the San Antonio market."

Mr. Balthrope keeps KITE musical programming on the popular side. No lonesome cowhands whine into the KITE mike, nor does classical music assail the KITE listener's ear. Its news department leans heavily to the local side, with three journalism school graduates heading an effort which uses miniature recorders, "beep" telephone devices and reporting

teams to make up at least 50% of more than a hundred newscasts a week. KITE also uses two news services. And although 50% of the San Antonio independent's revenue comes from programs, it accepts none but KITE-produced ones.

Powerhouse Advertising

Mr. Balthrope believes in power-house promotion and advertising. Cab signs, express trucks, sky-writing, bus cards, street benches, newspapers, direct mail (including gadgets-of-the-month) and trade magazines all carry KITE ads regularly. The KITE ad in the 1953 BROADCASTING YEARBOOK carries this provocative line: "Why shouldn't she love us? After all . . . we spend more time with your wife than you do!"

He gives much credit for his success to an able staff. From KITE's start, with Mr. Balthrope 100% owner, staffers received a 10% share of station profit. Last January KITE became a corporation and 10% of the stock was sold to senior employees.

Mr. Balthrope has good things to say about TV. "I think TV is wonderful, but so are magazines, newspapers, and all the rest. TV can do many things better than radio, but radio also can beat TV on some programming, just as we can do some things better than newspapers. We think music is one thing. Fast local news reporting is another. And of course there is undiscovered good radio programming that hasn't even been tried: New techniques, new methods and new forms. Radio has never had to do much original thinking until TV. It will now, for its own survival."

'We Like Our Side'

He plans to give KITE "even more quality" for listeners and advertisers and add new services built around an independent local station. "We like our side of the street, and we are going to stay right here."

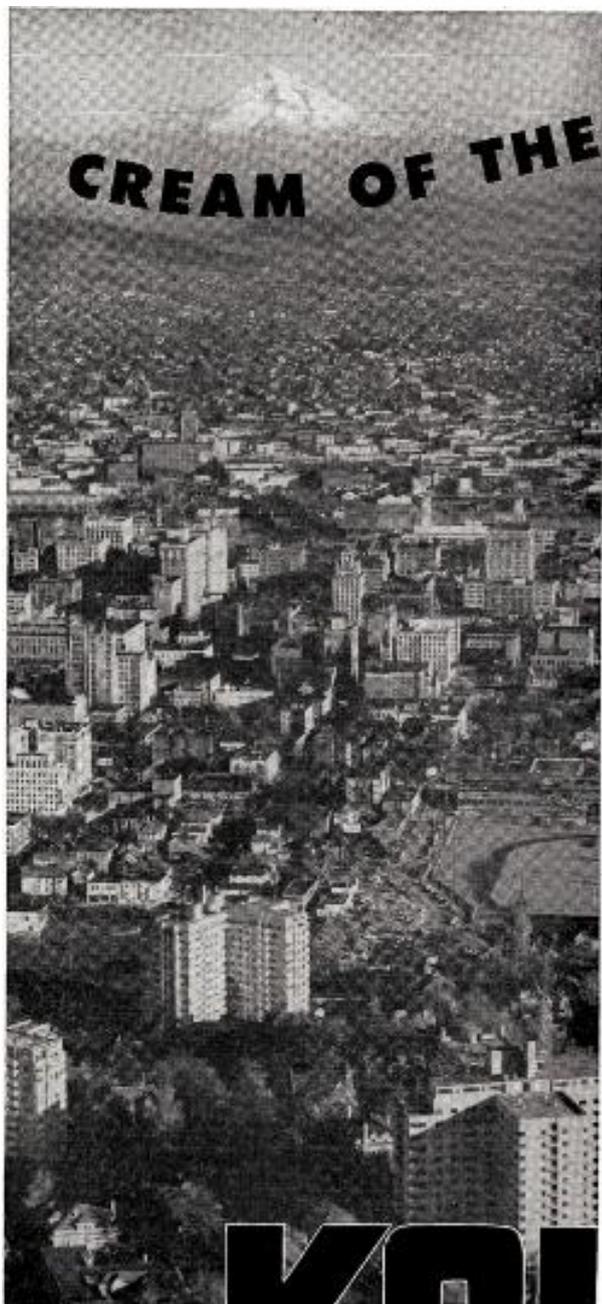
Mr. Balthrope occasionally hooks a bass at his employes' nearby fishing camp or putters in his woodworking shop at home. His wife, Mary, also attended the U. of Missouri Journalism School. Their children are Bill and Roberta.

Although he recently appointed a station manager for KITE to help fulfill his ambition "to be able to work when I want to and take off when I want to," Mr. Balthrope adds:

"I thought I'd get that when I got to be boss. But I think I had more leisure time when I was a buck private in the sales department."

**OCTOBER
15TH**

VHF in
**Portland
Oregon**



CREAM OF THE

NEW TV MARKETS

- 1,228,000* people in effective signal area
- \$1,484,528,000* in retail sales
- 125,000 TV sets** — growing fast
- 56,000 watts now — 100,000 soon

KOIN-TV—the first with the finest

It's a rich, prosperous market this Northwest region—a market ripe and ready for television's impact. Beginning October 15th you will be able to take advantage of the increased coverage, the assured picture quality of time-tested *VHF* telecasting. KOIN-TV will begin serving this great market.

KOIN's reputation means dollars to you

For 28 years KOIN has offered the people of this region the tops in national, local, and public service programs. It is known for quality programs. This good-will and public acceptance will reflect itself in increased audience. In equipment, staff, experience and talent KOIN-TV will occupy a dominate position in assuring immediate audience acceptance and popularity in the Pacific Northwest.

Write, phone or wire for complete information and availabilities.

CBS TELEVISION

*CBS TELEVISION RESEARCH
** As of August 1, 1953

CHANNEL 6

KOIN-TV

C. HOWARD LANE,
Managing Director,
Mount Hood Radio &
Television Broadcasting
Corporation,
Portland, Oregon

AVERY-KNODEL, INC., NATIONAL REPRESENTATIVES

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, ATLANTA, DALLAS

WAFM-TV
TELEVISION ALABAMA
CBS NETWORK
BIRMINGHAM 3, ALABAMA

MAY 20, 1953



MR WILLIAM H. ZILLGER
VICE PRESIDENT
STANDARD ELECTRONICS CORP.
285 EMMET STREET
NEWARK 5, N. J.

DEAR BILL:

MAY I TAKE THIS MEANS OF EXPRESSING MY APPRECIATION AND SINCERE THANKS FOR THE SPLENDID COOPERATION I RECEIVED FROM YOU AND YOUR ENTIRE STAFF DURING THE RECENT INSTALLATION OF OUR FIRST 20KW STANDARD ELECTRONICS AMPLIFIER.

IN MY 21 YEARS' EXPERIENCE, I HAVE NEVER INSTALLED A TRANSMITTER SO EASILY. I HAVE ONLY ONE SUGGESTION: INSTEAD OF YOUR SLOGAN, "ADD-A-UNIT", IT SHOULD READ, "ADD-A-UNIT & PLUG-IN"; HONESTLY, THAT WAS ABOUT ALL WE HAD TO DO HERE AT WAFM-TV TO ADD YOUR AMPLIFIER TO OUR OLD-TYPE TRANSMITTER.

PLEASE CONVEY MY THANKS TO ALL OF THE PEOPLE, THERE AT THE PLANT, WHO MADE IT POSSIBLE TO BEAT THE DEADLINE FOR US.

SINCERELY,

James L. Evans
JAMES L. EVANS
CHIEF ENGINEER

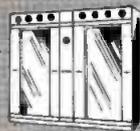
JLE:MB



FIRST
with
HIGH POWER

★ There is a single factor—almost indefinable—which makes one company outstanding in its field. While it may manifest itself differently for every form of human endeavor, the end result is invariably the same: **QUALITY OF ACHIEVEMENT.**

★ In our business, that factor is most nearly defined by the word "Service", or as referred to in this letter, "Co-operation" . . . in planning . . . in delivery . . . in performance . . . in maintenance. ★ At Standard Electronics, "Cooperation" is the guiding hand, continually shaping the results of our thinking into products for you which deserve the confidence they inspire.



cabinetry by **DREYFUSS**

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INCORPORATED

newark 5, new jersey

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

in Oklahoma City
the television picture
is looking brighter...

K T V Q
TELEVISION

CHANNEL **25** OKLAHOMA CITY

on the air soon!

This will mean LIVE CLEARANCE for your programs in the Oklahoma City market, the 53rd market of America, the 49th in sales!

Watch Oklahoma City . . . Watch KTVQ Television

SELECTED **ABC** **CBS** **DUMONT** PROGRAMS

To Reserve Time on KTVQ-Television, Write, Wire or Call—

JOHN ESAU, President
or

H-R TELEVISION, INC.

NEW YORK 17, N. Y.
Chrysler Bldg.
MUrray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr
RAndolph 6-6431

SAN FRANCISCO, CAL.
110 Sutter St.
EXbrook 2-3407

HOLLYWOOD, CAL.
Equitable Bldg.
GRanite 1480



Lydia Hatton

on all accounts

DAUGHTER of a Great Lakes sea captain, Lydia Rydholm Hatton was disappointed in her original ambition to grow up and become a sailor. Now completely reconciled, she holds down a man-sized job as radio-TV timebuyer for Foote, Cone & Belding Inc., Los Angeles.

Born in Cleveland 28 years ago, summer and vacation jobs in the stationery department of Higbee Co. department store furthered her growing interest in merchandising. While attending Ohio Wesleyan in Delaware in 1943, her brother-in-law suggested his alma mater, New York U. She graduated there in 1948 with a major in advertising and retailing.

She joined Alfred J. Silberstein-Bert Goldsmith Inc., N. Y., and worked for six months in the media department of the fashion agency. Taking a year to make her cross-country trek, she landed in Los Angeles in the summer of 1949 with a first hand knowledge of the cities she now uses in scheduling spot campaigns.

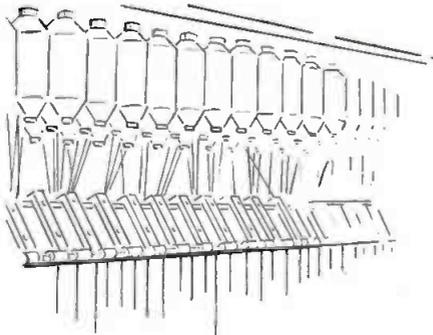
Miss Hatton's introduction to FCB was through the typing department, which led to general work in media. In 1951, Claire Koren, then FCB radio-TV timebuyer, asked that she be made her assistant.

When Miss Koren left in October of that year to join another agency, Miss Hatton inherited the position and got off to a flying start with a 300-station radio campaign in 100 markets for Purex on behalf of Trend detergent and liquid bleach. Now fully in the swing of things, she has weeks of handling 90-market campaigns and slower ones in which she schedules only 65 markets.

The agency, one of Southern California's largest users of radio-TV spots, services Sun-kist Growers Inc. (fresh fruit and products); Purex Corp. (Trend, News, liquid and dry bleach); Westgate Calif. Tuna Packing Co. (Breast-O'-Chicken tuna); Hoffman Radio Corp.; Security First National Bank; Bullocks (department stores); Hughes Aircraft Co.; Calavo Growers of Calif., and Bohemian Distributing Co. (Acme and Bulldog beer and ale).

Strongly believing you cannot look at a product with a pre-determined idea for advertising it, Miss Hatton advocates evaluating the availabilities in the market desired and using that which will best achieve the expected results, whether it be radio, TV, newspapers, etc.

The very feminine Miss Hatton's major hobby is raising kerry blue terriers. Interrupted by a four-months bout last spring with spinal meningitis, during which time her pets went into new homes, Miss Hatton now has only one pet—"Mac," the almost-human bulldog used in Bohemian's TV spots.



Spinning prosperously in this textile center of the South are 1¼ million spindles—more than in any other county in the world. Gaston County's 130 textile mills pay an annual wage of more than 65 million dollars.

spinning satellite in the Charlotte market

GASTONIA, N.C. — as close to Charlotte as Long Beach to Los Angeles



Penetration of Charlotte's
BIG 2 in Gaston County
WBT 76% WBTV 99%

More than 200 manufacturing plants evidence the industrial strength of Gastonia, a scant 18 miles west of Charlotte. Gastonia is one of half a hundred industrial communities circling in the orbit of the Charlotte market—encompassing more than 1½ million people within a 50 mile radius of Charlotte. For coverage to match the Charlotte market, draw on Charlotte's big 2, WBT and WBTV.



JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE'S **BIG 2** ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET

WHAT MAKES A MARKET?

1. Production
2. Payrolls
3. People (who benefit from both)

They're all plentiful in the 114 counties reached by the clear, strong signal of WSAZ-TV...the *one* television station that serves the industrial heart of America.

No smart advertiser needs to have this spelled out. Where there's abundant industry and big payrolls—there's strong demand for the product you sell.

No other TV station...in fact, no other *single* medium...commands this high-income market! We thought you'd want to be reminded. After all, you *are* interested in profits!

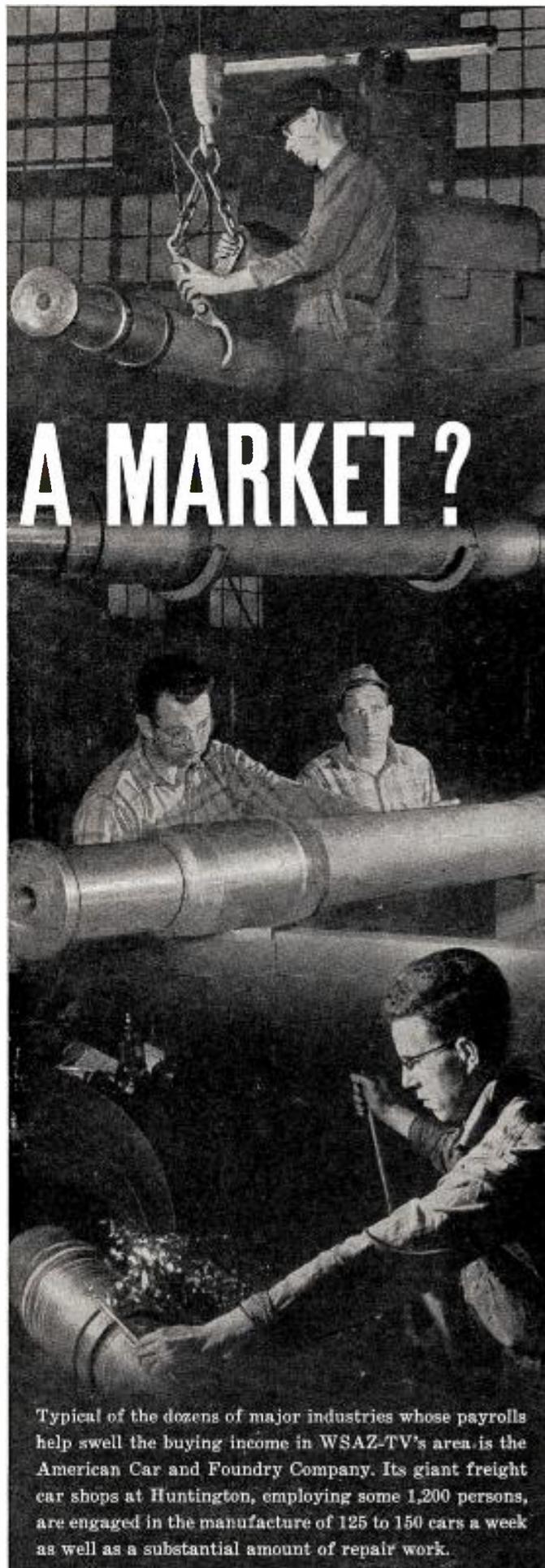


Huntington—Charleston, West Virginia

Channel 3—84,000 watts ERP—NBC-CBS-DuMont-ABC

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency



Typical of the dozens of major industries whose payrolls help swell the buying income in WSAZ-TV's area is the American Car and Foundry Company. Its giant freight car shops at Huntington, employing some 1,200 persons, are engaged in the manufacture of 125 to 150 cars a week as well as a substantial amount of repair work.

COLOR OKAY IN EARLY '54 SEEN BY TOP FCC STAFFER

Lack of strong opposition to NTSC's compatible color TV system leads to belief the FCC may approve it early next year, although it would be longer than that before color reaches the American home.

A TOP staff member of the FCC told B•T last week he believed the FCC would adopt compatible color TV "the first of next year."

The informant cannot be identified, but he is in as good a position as any to predict with certainty how long it will take the Commission and its staff to work out the preliminaries to a formal decision.

His estimate was based on the assumption that public demonstrations but not oral hearings would be held. If oral hearings are forced by significant opposition to the compatible system that has been proposed by the National Television System Committee, the date of decision might be delayed. Last week, however, opposition in evidence was not significant.

On Friday, the FCC staff met with representatives of 11 petitioners to urge that a single, cooperative color TV demonstration be arranged, for Oct. 1 if possible. Indications were that the Commission would not be adverse to having the all-industry demonstration in New York. A further meeting was scheduled tentatively this week.

Represented at the meeting were RETMA, RCA-NBC, GE, Motorola, Westinghouse, DuMont, Paramount Television Productions, Chromatic Television Labs., CBS, Sylvania and Philco.

Last Tuesday marked the closing date for comments on the technical specifications proposed by the NTSC [B•T, July 6, *et seq.*]. Only three out-and-out oppositions were filed, and they were aimed more at the economics of color TV than at the technical standards.

Other Comments Possible

Conceivably other opposing comments may come in before the deadline for counter-comments, Sept. 23.

At week's end it appeared the FCC would have a cut-and-dried case to decide. Barring the unexpected, the "first of the year" prediction by the FCC staff member seemed not only sound but possibly conservative. It was a good bet that the "color by Christmas" slogan might pan out to be nearly right.

But "color by Christmas" or soon afterward will mean only that color has been approved by the FCC. It will take longer—much longer in the view of some observers—to get color TV into the American home.

Whether mass-marketed color equipment is achieved then or earlier, it certainly will not be possible immediately after the color system officially is approved. It will take time to bring receiver costs down to mass market levels. Costs

of both receiving and transmitting compatible color were what bothered all those who filed opposing comments with the FCC last week.

The "go slow" light was flashed by American Television Inc., Chicago, as expected [B•T, Aug. 24, 17], and by Paramount Television Productions Inc. and Chromatic Television Labs., unexpected.



"FIVE-FOOT-SHELF" of National Television System Committee color documents filed with FCC Tuesday by Dr. W. R. G. Baker, General Electric Co., chairman of NTSC, in office of FCC Chairman Rosel Hyde. (r).

CBS, which called for adoption of the standards formulated by the all-industry NTSC, nevertheless noted the seriousness of receiver and studio camera costs and operations.

Others filing last week were the NTSC itself and Westinghouse Radio Stations Inc. The latter expressed unqualified approval of the NTSC specifications. In the previous week, favorable comments for the NTSC proposal were submitted by Admiral Corp. and Hazeltine Electronics Corp.

Petitions favoring the NTSC standards were filed by the following prior to the FCC's call for comments: RCA-NBC, Philco, GE, Motorola and Sylvania, as well as NTSC and CBS. Of the major manufacturers, only DuMont has failed to express formally its position to FCC.

American Television Inc., a Chicago tube and TV receiver manufacturer and distributor, called on the FCC to invite economists to participate in the hearing "to advise as to whether or not the country is ready for the \$1,000 television set."

This was in reference to industry estimates

that the first color TV receivers would cost in the neighborhood of \$800 to \$1,000.

ATI, through its president, U. A. Sanabria, said it feared color TV will disrupt the black-and-white market and force a depression in the TV industry, which might be the harbinger of a general depression.

He asked that the FCC confine color TV to one area for three years so that it can be proved out economically, aid in combatting "monopoly," and help train servicemen.

Both Paramount Television Productions (subsidiary of Paramount Pictures which owns KTLA [TV] Los Angeles) and Chromatic Television Labs. (half-owned by Paramount Pictures) asked the FCC not to approve the NTSC standards until the industry provides a detailed cost breakdown on color receivers.

Criterion should be a 17-in. table model, with a selling price of \$500, said Paul Raibourn, president of Paramount Television Productions and chairman of Chromatic Television Labs.

Mr. Raibourn said he finds "little basis for the conclusion that reasonable assurance exists that receivers under the proposed system will be 'cheap enough in price to be available to the great mass of the American purchasing public.'" This is a reference to the FCC's 1950 criteria which listed receiver simplicity and price among the factors to be met.

Should Withhold Adoption

He further added that the Commission should withhold adoption of the NTSC color standards until the industry gives assurance that a reasonable supply of 17-in. table models selling at \$500 will be available.

In the Chromatic Television Labs. comments, signed by President Richard Hodgson, the price estimates for color TV receivers (\$800-\$1,000) were labeled "inordinately" high.

Favoring the adoption of the NTSC signal standards, CBS said the specifications submitted by the industry committee satisfied all the FCC criteria except two: Receiver simplicity and price and ease and cost of studio equipment.

Basically, the problem with receivers is the tri-color tube, CBS said. Alluding to the RCA three-gun color tube, CBS said it had been much improved, but there still were questions of stability and maintenance of alignment. Another question, CBS said, was whether it can be increased in size reasonably soon and at reasonable cost. The network recalled how seriously the question of picture size was taken by the opponents of its field sequential system during the 1949-50 FCC color hearing. Most references to initial color TV receivers have been based on a 14-in. picture (in a 16-in. envelope).

CBS said the current price of the RCA tri-color tube to manufacturers is \$175. The gun assembly price is \$34, CBS pointed out, comparing it to the \$1 charge for a conventional black-and-white kinescope gun assembly.

The problems of three-tube studio cameras received the bulk of CBS attention. CBS referred to studio color cameras as "cumbersome"



RADIO NEWSREEL

GEORGE FRECHETTE (r), managing dir., Wisconsin Network, arranges for 13 weeks of *Touchdown Tips*, syndicated series, with **William F. Reilly**, midwestern mgr., RCA Thesaurus. Quarter hour will be sponsored on 35 stations in Wisconsin-Illinois by Janesville Zone Chevrolet Dealers Assn.



CONTRACT for Notre Dame football games on **WMAS-AM-FM** Springfield, Mass., is finalized by **Louis DelPadre**, pres., DelPadre Assoc., local Bendix TV distributor. **Paul Rogers**, station acct. exec., looks on.



TIME on **KWBB** Wichita, Kan., is discussed by (l to r) **Earl Chew**, mgr., Zoglmann Motor Co.; **Leonard Zoglmann**, owner; **Dale Kern**, sls. mgr., KWBB, and **Guy Sinnett**, new car sls. mgr. for Zoglmann.

20TH anniversary of Hallicrafters Co. was also occasion for purchase of 15-minute news show on **WENR** Chicago. **William Haligan** (l), firm president, talks with Chicago newscaster **Ulmer Turner** about the show, *Ulmer Turner's Listening Post*.



and "bulky," said it was dubious whether they could be used for remotes without extensive advance preparation and "almost semi-permanent housing."

A complete camera chain for color TV would cost \$95,000 for the first and \$65,000 for the second and subsequent orders, CBS said.

Because of the color camera's low light sensitivity, a four-fold increase in studio lighting would be required, CBS said. This also would require air-conditioning equipment, it declared.

The color camera also would require extra maintenance and servicing, CBS said, and more personnel in operations.

As an indication of the increased costs of the three-tube color camera, CBS used these figures: Three image orthicons cost \$3,600. A special trio of image orthicons costs \$5,700.

The CBS-TV network's annual outlay for image orthicons runs to \$350,000, CBS said; for color the annual costs would amount to \$4.2 million—an increase of \$3.85 million, it added.

A three-tube color camera also means higher overall tube costs, CBS indicated. Present tube costs for a single-tube monochrome camera runs \$2 per hour; the three-tube color camera would cost \$25 an hour to operate, CBS estimated.

Therefore, CBS believes the cost of a color studio operation with three-tube color cameras would be two to three times as high as for black-and-white. In addition, it estimated that

operating costs also would be "considerably" increased over that of monochrome operation.

Because of the delicacy and complexity of color equipment, CBS stated that it believed station technicians would need three months of intensive training before being able to originate color programs.

Notwithstanding the dark picture painted, CBS urged the FCC to adopt the NTSC standards. It asked the Commission to be liberal in its application of the criteria, said that a negative decision by the FCC would mean no color at all and a lapse in the industry's activities in developing a color system.

If the NTSC standards are approved, CBS said, it will give the industry an incentive to continue research to simplify and cut the costs of apparatus not yet, in its opinion, ready for mass production and sale.

As for the officially approved field sequential color system, which CBS sponsored and which the FCC authorized in 1950, CBS said it was now a "nullity" and should be withdrawn.

The CBS comment, signed by **Richard S. Salant**, vice president of the parent organization, also said CBS-Columbia, the manufacturing subsidiary, had shown a color TV receiver to distributors June 15. It also said that production of color sets, following FCC approval, was scheduled to start in the spring of 1954.

CBS said it was equipping all its owned and operated stations with color gear so they will be able to transmit color programs. CBS-TV

GE'S BAKER EXPECTS COLOR SETS IN SHORT SUPPLY FOR 2-3 YEARS

COLOR television, facing a limited supply of sets for the next two or three years will become available in all parts of the nation about the same time, in the opinion of **Dr. W. R. G. Baker**, vice president of General Electric Co. and chairman of National Television System Committee. "Color for the millions is three or four years away," he predicted.

Last Tuesday **Dr. Baker** presented NTSC's official report to FCC Chairman **Rosel Hyde**. The 3,823-page document represents an investment of more than a million man hours of work by industry engineers plus nearly \$10 million investment over a 2½ year period. FCC decision on the new color standards is awaited (see preceding FCC story).

A plus market for color sets will exist when they come out next year, he predicted, with 14-inch consoles selling around \$750-\$1,000. The basic color problem centers around tube economics, he said, with an output of 50,000 to 75,000 color tubes anticipated next year.

Two basic problems face the industry, he said (1) single vs. three-gun tube; (2) whole plate vs. grid.

"Grid looks like the less expensive method, especially when screen size is taken into account," he said. "The industry is settling toward a three-gun rather than single-gun tube since the single-gun requires a much more complicated chassis including another oscillator and another radiation source."

Questioned on tube potentialities, he said 1955 output may run four of five times that of 1954, with 1½-million possible by 1956. "These are horseback estimates," he added.

Dr. Baker said the manufacturing industry must be given credit for ingenuity and aggressiveness in bringing down prices as a result of production technique and know-how, recalling that early monochrome TV sets ran \$450-\$600 for a 10-inch tube. "Nothing starts at a low

price," he observed.

He saw no special transmitter or amplifier problems in color, with the network affiliate needing "certainly not over \$50,000" to provide networked color. Origination of color by a station will involve many changes, he explained, including new camera chain and other equipment.

As to receiver operation, he said there will be no tuning problem since one knob will switch back and forth from color to monochrome with only minor trimming needed. He saw little chance for converters. "The women will decide that," he predicted, "when they realize two cabinets are needed instead of one."

Dr. Baker lauded AT&T for its cooperation in color development and said microwave links offer no new problem whereas coaxial cables will require some heterodyning.

Size of color tubes may jump from the present 14-inch diagonal to the popular 21-inch size, he suggested, instead of going up gradually as was the case with early black-and-white receivers.

Praising the industry for its cooperative effort in NTSC, he said the two NTSC reports in themselves justified the existence of Radio-Electronics-TV Mfrs. Assn. He called the second report "a sincere effort to do a job for the American public and the industry itself."

NTSC asked the FCC last July 23 to adopt its "technical signal specifications." Individual petitions have been filed by RCA [B•T, June 29], GE, Philco, Motorola, Admiral, Hazeltine, Sylvania and others. Asked about the RCA system, **Dr. Baker** said, "RCA filed a petition saying they accepted the NTSC standards."

RETMA gave a luncheon Tuesday to **Dr. Baker**, FCC Chairman **Hyde** and members of the Washington press corps. **Glen McDaniel** RETMA president, and **James D. Secrest**, executive vice president, were hosts.

AUTO CLIENTS PREPARE TO JUMP GUN WITH ADVANCE FALL RADIO-TV PUSHES

Pontiac, Plymouth, Lincoln-Mercury, Hudson, Dodge and Packard plan souped-up promotional drives on radio and television to get ahead of the auto industry's high production level and its fear of a softening market as a consequence.

AUTOMOTIVE manufacturers are set to jump the gun in radio and television with at least five of the advertisers planning to start campaigns for their new models in late September and early October—one to three months ahead of their customary scheduling.

At least two of the reasons for the abnormally early jockeying for coveted time spots are the high production level of the industry and the manufacturer's fear of a softening market for the increased output of new cars.

The six auto sponsors found by a special B•T survey to be plotting accelerated promotional drives are: Pontiac Dealers of America, Plymouth Division of Chrysler, Lincoln-Mercury, Hudson Motors, Dodge and Packard.

Pontiac Dealers, through MacManus, John & Adams, New York, after much negotiation involving, mainly, time periods, signed last week with NBC-TV for the Friday night, 8:30-9 p.m. slot, effective Oct. 2. Pontiac will underwrite Dave Garroway in a new evening show. The NBC star will continue to do his NBC-TV morning program, *Today*, five times weekly, and will remain on *Dial Dave Garroway* for Armour & Co.'s Dial soap.

Plymouth Division, through N. W. Ayer & Son, New York, will use 300 radio markets and about 150 television stations for its spot campaign during the week of Oct. 12. Minute and chainbreak announcements will be used.

Lincoln-Mercury Radio

Lincoln-Mercury, Detroit, starts its gigantic four-week radio campaign on more than 600 stations, using one-minute and chainbreaks effective Sept. 21 [B•T, Sept. 7]. Kenyon & Eckhardt, New York, is the agency.

Hudson Motor Co., through Brooke, Smith, French & Dorrance, Detroit, is placing a spot campaign late in September on more than 300 radio stations. Contracts vary from two to four weeks.

Packard, which launched a spot campaign early in September, has expanded that schedule from one week to four weeks, with a possible fifth week to be added in 30 radio markets. In addition, Packard has just signed with ABC radio for sponsorship of the "Week-end News Package," composed of five-minute programs run throughout the weekend on the full ABC radio network. Maxon Inc., New York, is the agency.

Dodge Division of Chrysler Corp. plans extensive radio-TV spot coverage over a four-week period this fall in connection with the announcement of its 1954 automobile. Total broadcast expenditures were not known, but it was understood to run in the six-figure category.

Outlay will depend largely on the amount of money available at the factory, factory-cooperative and cooperative levels, and the nature of local station availabilities. Goal is to extend the campaign in all Dodge dealer markets throughout the country. The campaign will comprise a "teaser" spot schedule five to seven days before the new car announcement and a followup schedule of spots from seven to 30 days after the announcement. The date was Oct. 23 last year.

Possibility of a separate network spot program also was held out last week as Dodge's

agency, Grant Advertising Inc., Detroit, reportedly approved a radio-TV budget. Dodge also is in the market for both a network radio and television show for the fall-winter-spring season, it was reported.

A seventh advertiser, Ford Dealers, through J. Walter Thompson Co., New York, continues to place its short-term radio-television campaigns, currently going into the Central West. The dealers, however, are not expected to start their campaign for the new 1954 cars until sometime in January, following the traditional pattern of the company's advertising.

Packard's buy on ABC radio is a total of two hours of news periods, covering a total of 24 five-minute news periods each Saturday and Sunday.

Arthur Van Horn, ABC newscaster, will handle the majority of the weekend news periods with Lee Walters from Chicago and Burleigh Smith, Frank Bingman and Bill Spargrave, all from Hollywood, handling the regional supplementary newscasts.



CIO head Walter P. Reuther (r) and news analyst John W. Vandercook talk over CIO's sponsorship of Mr. Vandercook, whose commentator program is heard nightly on ABC radio. The show marks CIO's first network show activity. CIO also plans a TV show to begin early next year. Henry J. Kaufman & Assoc., Washington, is the agency.

MacMillan Expands 'Music'

EXPANSION of sponsorship by the MacMillan Co., New York, of the *Music Magazine* program on WQXR New York to 12 other stations of Good Music Broadcasters from coast to coast was announced last week. The contract, which was handled by Atherton & Currier Inc., New York, becomes effective today (Monday). In addition to WQXR, the half-hour music commentary show will be presented on KEAR San Francisco, KBIB New Haven, WEAW Chicago, WDRC-FM Hartford, WGMS Washington, WSNJ Bridgeton, N. J., WFLN Philadelphia, WITH-FM Baltimore, KIXL Dallas, WEW St. Louis, WXHR Cambridge, Mass., and KFAC Los Angeles.

will "shortly" begin experimental network color casts, the CBS document related, and next month will hold special demonstrations and clinics for affiliates and advertisers.

When color is authorized, CBS-TV will begin regular commercial color broadcasts, CBS statement said.

The 16-volume, 52 lb. NTSC filing comprised the final report of the industry-sponsored council in two volumes, plus reports and minutes of 11 panels. They were submitted by Dr. W. R. G. Baker, chairman of NTSC and GE Electronics Div. vice president and general manager.

Tracing the history of NTSC from 1940, the final report urged the adoption of the recommended standards as the best efforts of more than 200 industry engineers.

Among the highlights of the NTSC report:

- NTSC was not concerned with "patents or any other proprietary considerations."

- Original NTSC standards would not work

Color 'Window'

TWO scientists made a special rush trip from Richmond, Va., to Washington last Tuesday in order to file comments on the proposed NTSC color standards. Unfortunately, their car broke down and the comments did not arrive until the day after—missing the Sept. 8 deadline. However, the FCC ruled that their late filing could be accepted.

The comments? "Preliminary Statement on How to Make the Field Sequential Color System All-Electronic and Compatible."

Filed by M. Soghian and S. L. Cooke Jr., with Research Instruments Co., Richmond, Va., the document suggests the addition of an electronically controlled color "window" in front of present black and white kinescopes.

with some early TV receivers. Revised standards overcame this obstacle.

- Some receivers may cause interference to amateurs in the 3.5 to 30 mc bands. This can be overcome by proper shielding at the factory.

- A few black-and-white receivers may experience a buzzing when receiving strong color signals. This can only be overcome by using an attenuator on the antenna lead-in.

- The conclusions of Panel 15 (receiver compatibility) read as follows: "The NTSC standards comprise a compatible color signal capable of giving practically unaltered performance, as compared to monochrome transmission, on all existing monochrome receivers."

- Knox McIlwain, Hazeltine executive, was appointed chairman of a special committee to work with the FCC in integrating the NTSC proposals into the FCC rules and standards.

- Panel 17 (broadcast system) found that the proposed NTSC color signal specifications will result in a signal which can be "satisfactorily broadcast by present television broadcast transmitters, with only minor changes, and can be transmitted from city to city by means of existing and suitably equalized intercity microwave circuits of the Bell system."

- The proposed color signals can even be transmitted intercity over early coaxial cable, Panel 17 said, "though perceptibly degraded."

- "Considerable progress has been made in the recording of color-TV programs by direct photography and in the transmission of resulting color prints over closed circuits," Panel 11-A (color transmissions), chaired by Dr. Alfred N. Goldsmith, consultant, reported.

Dissatisfaction Causes Agency Switches, Study Finds

SECNY survey of 101 New York agencies indicates 72.2% of clients quit their agencies because of dissatisfaction, while only 17.7% are wooed away by other agencies.

DISSATISFACTION of an advertiser with his agency, rather than a pitch from another agency, causes most switches in agencies, according to a survey of 101 companies representing a cross-section of New York advertisers made by the Sales Executives Club of New York. Study found that 72.2% of agency changes resulted from client dissatisfaction, but only 17.7% from competitive agency presentations.

Eight major reasons for changing agencies were uncovered by the survey, in this order: Lack of creative thinking, copy failed to produce desired results, inexperience in advertiser's product line, personality difficulties, inadequate merchandising know-how, insufficient research services, lack of facilities to handle increased volume and complexities of an enlarged account, lack of attention for a small account in a big agency.

More Switches

Advertisers are changing agencies at an accelerated pace, the study showed, reporting that 34.3% of the surveyed firms had changed agencies in the past three years, while only 32.6% had switched agencies in the previous seven years. In the first half of this year 11.1% had found it necessary to make a change in agency, while nearly a third (31.7%) seem to be looking speculatively at their current agencies.

Asked what factors are most important in selecting an agency, the surveyed companies listed these seven points: Experience and quality of the agency's top personnel, ability of the agency personnel to work harmoniously with the company's sales and advertising departments, their capacity to originate and carry out new ideas, their ability to appraise the results of their work fearlessly and honestly, the stability of the agency's past and present accounts, the proper size of the agency to give the account the right type of attention.

The full details of the survey's findings are published in the Sept. 8 issue of the club magazine, *New York Sales Executive Weekly*.

Wander Signs With WOR-TV

WANDER CO. on Sept. 12 becomes the fifth company to participate in the "Double Exposure" plan of WOR-TV New York, James M. Gaines, General Telerradio vice president in charge of WOR-AM-TV, said last week. Plan, in essence, offers sponsors of successful film TV shows on other New York stations the opportunity to repeat them on WOR-TV without charge for station facilities but with running time shortened one minute to give WOR-TV that much extra time for sale of adjacent spot announcements [B•T, June 1, May 18].

In announcing that Wander's *Captain Midnight* series which has been on WABC-TV, will be repeated on WOR-TV, Mr. Gaines reported that the "Double Exposure" plan has delivered bonus audiences of from 27% to 163% for the four programs currently using it.

Luckies—They Satisfy

CHESTERFIELD cigarettes might be getting their tune's worth in the best advertising spot of all—the radio-TV show sponsored by Liggett & Myers' competitor, American Tobacco Co. (Lucky Strikes). The show is *Hit Parade*. The tune is the theme song used on Chesterfield's *Dragnet* on TV. The theme song conceivably could break into the *Hit Parade*'s "Lucky Seven," which according to Bill Hunt of *Inside Advertising* would leave American Tobacco Co. "faced with the problem of playing their competitor's tune."

American Tobacco Considers Show on NBC o & o Stations

AMERICAN Tobacco Co., New York, through BBDO, New York, is considering buying a half-hour radio show five times a week on NBC's five owned-and-operated radio stations. Time clearances were being worked out last week and it was thought that the deal should be consummated within two weeks.

This purchase, though unusual, may not mean an extension of radio budget for American Tobacco, because the firm, it was understood, is considering not renewing the *Horace Heidt Show* on CBS Radio, Thursday, 10-10:30 p.m., although a definite decision does not have to be made until November.

Firm definitely will keep its sponsorship of the *Jack Benny Show* on CBS Radio.

BENTON & BOWLES NAMES STEELE

L. T. STEELE, a vice president of Benton & Bowles, New York, has been named executive head of all television and radio activities of the agency [Closed Circuit, Aug. 24], William R. Baker Jr., chairman of the board, announced last week.

Also, Tom McDermott, in charge of tele-



Mr. McDermott

Mr. Steele

vision and radio production and programming, was elected a vice president. Mr. Steele has been with the agency for 16 years and Mr. McDermott, 11 years.

NEW BUSINESS

Norman M. Morris Corp., American distributor of Omega watches, has scheduled spot radio campaign on WQXR New York and KFAC Los Angeles, starting Sept. 13 and continuing through Christmas shopping season. It also is sponsoring *Liberace Show* on WNAC-TV

Boston, starting Sept. 19. Agency: Lewin, Williams & Saylor, N. Y.

Melville Shoe Corp., N. Y. (Thom McAn shoes), will sponsor *Victory at Sea* filmed series over WNBT (TV) New York starting Sept. 22, and over WBZ-TV Boston, starting Sept. 25. Agency: Anderson & Cairns, N. Y.

Helene Pessl Inc., N. Y. (Little Lady and Little Lady Deb Toiletries) will sponsor half-hour *Little Lady Story Time*, children's program starring Irene Wicker, over WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco. Agency is Keystone Adv., N. Y.

Colonial Dames Inc., Hollywood (cosmetics), started saturation spot announcement campaign, averaging 10 spots daily, on KLAC Los Angeles, KGO San Francisco, KXOA Sacramento, KRSC Seattle and KUGN Eugene, Ore., on continuing 13-weeks basis from Aug. 31. Agency: Geoffrey Wade Adv., Hollywood.

Royal Typewriter Co. is sponsoring 26-spot announcement drive over World Wide Broadcasting System's WRUL Boston, international station, in what is said to be company's first international broadcasting campaign. Spot announcements started Sept. 3.

Murine Co., Chicago, to sponsor 26 broadcasts of six different CBS programs over 13-week period. Programs are *Johnny Mercer Show*, *Galen Drake*, *Larry Leseur & the News*, *Cedric Adams*, *Beulah* and *Junior Miss*. Contract placed through BBDO, Chicago, started Sept. 2 and runs through Nov. 25.

Animal Foundation Inc. (Hunt Club dog food), Sherburne, N. Y., signs for return to sponsorship of 10-10:15 a.m. segment of Galen Drake's half-hour Saturday morning series over CBS Radio, effective Sept. 12. Agency: Moser & Cotins, Utica, N. Y.

Philco Corp., Phila., will sponsor half-hour radio series, *Philco Radio Playhouse*, effective Sept. 30, (Wed., 9-9:30 p.m.) on 300 ABC radio stations. Weekly program will include adaptations of best presentations which first appeared on *Philco Television Playhouse* on NBC-TV. Joseph Cotton, movie star, will act as producer and narrator. A 52-week contract was placed through Philco's agency, Hutchins Adv., N. Y.

Colgate-Palmolive-Peet, Jersey City, renews its radio version of *Mr. and Mrs. North* for fall on CBS Radio, Tues., 8:30-9 p.m. Sherman & Marquette, N. Y., is agency.

Ralston-Purina Co., St. Louis, renewing sponsorship of *Space Patrol* over ABC radio, Sat., 10:30-11 a.m. EST, starting Oct. 4. Agency is Gardner Adv., St. Louis.

Stratolounger Div. of Stratford Furniture Corp. appoints Olian & Bronner Inc., Chicago. Initial national campaign will involve a tieup with Lucille Ball and Desi Arnaz, stars of CBS-TV's *I Love Lucy*.

Beltone Hearing Aid Co., Chicago, Sept. 20 starts weekly commentary with Paul Harvey on 110 ABC radio network stations, Sun., 5:15-30 p.m. CDT. Agency: Olian & Bronner, same city.

General Foods Corp. renews its 8-9 p.m. Thursday night block on NBC Radio for 52 weeks, effective Oct. 1. General Foods Cereals sponsors *Roy Rogers Show*, 8-8:25 p.m., Log Cabin Syrup has *Log Cabin News* at 8:25-8:30, and General Foods Cereals and Postum has *Father Knows Best*, 8:30-9 p.m.

General Foods Cereals and Postum has *Father Knows Best*, 8:30-9 p.m.

AGENCY APPOINTMENTS

Investors Planning Corp., N. Y., names Doremus & Co., N. Y., to handle its broadcast advertising. Full spot radio campaign in metropolitan area is being planned.

Sunset Oil Co., L. A. (Golden Eagle gasolines, petroleum products), names Barnes Chase Co., that city. Radio spot campaign is planned in Calif., Ore. and Wash. **Charles V. Davis** is account supervisor.

Deko Chemical Co., Hawthorne, Calif. (Dish-A-Way liquid detergent), appoints Jimmy Fritz & Assoc., Hollywood. Radio-TV spot announcement campaign starts this month on KHJ, KLAC-TV and KECA-TV, all Los Angeles, for 52 weeks. Additional stations will be scheduled. **Paul Kennedy Sr.** is account executive.

Charles Antell Inc., Baltimore (Formula 9 hair preparation) names J. M. Mathes Inc., N. Y., to handle its shampoos and soaps, effective Oct. 1. Radio spots will continue.

Washington Carpet Co., L. A., and **Columbia College**, L. A. division, appoint Phil D. McHugh Co., that city. Radio-TV will be used.

Gallenkamp Stores Co., L. A. (retail shoe chain), names Yambert-Prochnow Inc., Beverly Hills. Saturation spot announcement campaign is planned in Central and Southern California radio markets, starting this month. **Ralph Shedd** is account executive.

Advanced Products Corp. (Jet Glow multi-purpose hard wax), names Yambert-Prochnow Inc., both Beverly Hills. Participations spots are scheduled on 14 TV and seven radio stations in seven national markets, starting this month. **Vaughn Shedd** is account executive.

SHORTS

Mace Advertising Agency Inc., Peoria, Ill., moves to larger quarters at 408 Fulton St. Telephone remains 6-0771.

Caples Co., L. A., moves Phoenix office to 407 Heard Bldg.

S. W. Caldwell Ltd., Toronto, moves to Caldwell Bldg., 447 Jarvis St., Toronto, to place advertising agency, program production, film distribution and equipment sales under one roof. Operations till now have been at three separate locations. New phone is Kingsdale 2103.

A. L. Adkins Co. and **Wyckoff & Downard Inc.**, both S. F., have merged to become **Wyckoff & Adkins Inc.**

Benton & Bowles Inc. closed Toronto office at end of August, is handling Canadian accounts from New York head office.

A. S. Black & Co., Houston, Tex., and **West-Marquis Inc.**, L. A., elected to membership in American Assn. of Adv. Agencies.

Compton Adv., N. Y., is to move into new quarters occupying four floors of new building currently under construction at 261 Madison Ave., effective in December.

Creamer & Co., Hollywood agency, has been dissolved effective Sept. 30 in order to close estate of the late **Charles R. Creamer**.

MPTV NAMES COLE TO WEST COAST SLS.

APPOINTMENT of John J. Cole as manager of West Coast sales for Motion Pictures for Television Inc., TV film production firm, was announced last week by E. H. Ezzes, vice president and general sales manager. Mr. Cole, who will make his headquarters in Los Angeles, has served MPTV for the last 18 months as midwest manager in Chicago. He previously was an account executive with DuMont's WDTV (TV) Pittsburgh, and also has worked for KCMO Kansas City.

Unger Concludes Two Film Distribution Pacts

OLIVER UNGER, president of Comet Television Films, last week in Hollywood concluded two theatrical film package distribution deals, comprising total of 19 motion pictures his firm will release to TV.

Proposed "Hal Roach Comedy Package," negotiated with Hal Roach Studios, will feature a name personality introducing and discussing the film to be shown on each 90-minute program. Included among the seven Roach-produced and M-G-M-released features are "Bonnie Scotland," "Devil's Brother" (both Laurel and Hardy films) and "General Spanky" (Our Gang). Included in the four Roach-produced and UA-released short features in color is "Fabulous Joe" (Marie Wilson).

Other Features

Unger also obtained distribution rights to eight recent feature films produced by Harry Popkin, including "Champagne for Caesar" (Ronald Colman), "D.O.A." (Edmund O'Brien) "Impact" (Brian Donlevy) and "The Second Woman" (Robert Young).

Atlas Names Rodgers, Kennedy

APPOINTMENTS of Pete Rodgers, director of sales for Atlas Television Corp., as vice president of the firm, and of Charles A. Kennedy as western sales manager were announced last week by Dr. Henry Brown, Atlas president. Mr. Rodgers, who joined the company in 1951, will direct midwestern sales, in addition to other responsibilities. Mr. Kennedy joins Atlas from his post as president of Telaways Radio Productions, Los Angeles.

Brenner to NBC Film Div. As Sales Head in East

ROBERT BRENNER, former radio-TV director of Lewin, Williams & Saylor, has joined NBC Film Div. as a sales representative in the Eastern regional office. He was with Friedenberg radio representatives for a year before joining LW&S in 1949, and before wartime service in the Air Force he was program director of WFTC Kinston, N. C., and commercial and assistant station manager of KTWS Emporia, Kan.

Myerberg Buys Building In East Side New York

PREDICTION that New York's Lower East Side will become a center for film production was voiced last week by Michael Myerberg of Michael Myerberg Productions Inc., in announcing that his firm had purchased a seven-story, 50,000-square foot building in the area to be used to produce TV films and feature motion pictures.

Mr. Myerberg said properties on the Lower East Side are "excellent" for film production and can be bought at a fraction of the cost of similar properties in other areas. The building for Myerberg productions at 216 Second St. was purchased at an estimated \$115,000 from Huntington Hall Inc. through O'Gara and Co., New York realty firm.

Myerberg Productions currently is producing "Hansel and Gretel," a full-length color film scheduled for Christmas release, at its new location.

Film Sales

KLAS-TV Las Vegas has contracted for telecasting rights to 246 films from library of **Louis Weiss & Co.**, Los Angeles. Deal includes 89 20-minute slapstick comedies, 26 10-minute comedies, 26 shorts in *People and Places*, 15 animated cartoons, eight 20-minute westerns, three 15-episode serials, 26 features and 52 full-length westerns. **KWFT-TV** Wichita Falls, Tex., and **KRTV (TV)** Little Rock, Ark., have leased one year two-run rights to 52 western features from the distribution firm. **WHYN-TV** Holyoke, Mass., has also acquired telecasting rights to 52 western features from Weiss.

KLAC-TV Hollywood has acquired telecasting rights to *Ethel Barrymore Theatre of the Air*, produced by **Interstate Television Corp.**, and *Times Square Playhouse*, produced by **Ziv TV Programs Inc.**, and first released as *The Unexpected*. **Herbert Marshall** introduces the programs in the latter series. Both are half-hour packages.

Production

Robert Lawrence Productions Inc., New York, is producing series of 15 Sweet Caporal Cigarettes TV film commercials for **Cockfield, Brown & Co. of Canada**, to be seen on stations in Montreal, Ottawa and Toronto.

Paul F. Heard Inc., Hollywood, will produce an as yet untitled series of 13 quarter-hour TV films featuring **Dr. Norman Vincent Peale**, N. Y. clergyman and author. The quarter-hour series, dramatizing Dr. Peal's work in religion and psychology, *What's Your Trouble*, was produced last year by Mr. Heard in conjunction with Dr. Peale.

Regency Productions, New York, preparing TV film series depicting life in Paris with French film star **Claude Dauphin** doing English narration.

Distribution

WOAI-TV San Antonio has acquired rights to 52 first-run Western features from **Louis Weiss & Co.**, Los Angeles distributor. The rights, which include 16 film starring **Bob Steele** and eight starring **Johnny Mack Brown**, were negotiated by **Ed Hyman**, station film buyer, and **Adrian Weiss**, representing the distribution firm.

KONA (TV) Honolulu has acquired three-run

rights to 52 Western feature films from Louis Weiss & Co., Los Angeles. Deal was concluded by Jack Keating, station general manager, and Adrian Weiss, of the distribution firm.

Atomic Energy Commission has requested permission to use a chapter of *Close-Up*, TV news feature distributed by Guild Films Co., in connection with public education for the prevention of radioactive poisoning at Oak Ridge and other atomic plants. Filmed at Oak Ridge, the print deals particularly with detection and deactivation of "hot" clothes and the safeguarding of minor cuts and injuries in a radioactive area.

Two one-minute films and a 20-second film on tuberculosis prevention have been distributed to New York television stations by the Metropolitan TV Film Council, an organization representing 25 tuberculosis and health associations in and around New York. The spot films were prepared for the council by Leo Trachtenberg.

Random Shots

Production on "a half-dozen properties" is in preparation by Bing Crosby Enterprises, according to Basil Grillo, executive producer, despite fact no filming is immediately scheduled at Hal Roach Studios, Culver City.

Contradicting reports that BCE had suspended production indefinitely until return from earlier product made further filming feasible, Mr. Grillo stated such series, notably *Crown Theatre*, were bringing in a "nice return" from various markets.

Vitapix Corp., N. Y. and Washington, opens West Coast offices at 8949 Sunset Blvd., Los Angeles. Telephone is Crestview 1-7191 and Bradshaw 2-1764.

Leo Burnett Co., Chicago, names Phil Davis Musical Enterprises Inc. to arrange, score and produce a special musical spot series for Cereal Institute.

California Studios, Hollywood, owned by Gross-Krasne Inc., has completed an additional \$40,000 sound stage, bringing the total number to seven. Now in production at the studios are CBS-TV *Big Town* (Gross-Krasne), *Superman* (Superman Inc.), *Cisco Kid*, *Favorite Story* and *I Led Three Lives* (Ziv TV Programs Inc.). Gross-Krasne plans to start filming the video version of recently acquired "Lone Wolf" stories.

Association Films Inc., N. Y., is offering to television stations 20-minute film, "Buttons Through the Years," which presents the history of buttons from early times to the present.

Film People

Buck Houghton, associate producer to Bernard Tabakin on *China Smith*, PSI-TV film series, joins Meridian Pictures Inc., Hollywood, as story editor on CBS-TV *Schlitz Playhouse of Stars*.

Milt Watt, assistant publicity director, Republic Productions Inc., North Hollywood, promoted to publicity director. He succeeds Mickey Gross, who assumes management of Western star Rex Allen.

Joseph M. Callan, formerly vice president, Kling Studios, Chicago, becomes president, Einson-Freeman, Chicago, lithographer and window display manufacturer.

NARTB MEETS OPEN TODAY WITH DIST. 17, SEATTLE

NARTB's annual series of district meetings is scheduled through Nov. 5. Convening this week are Dist. 17 at Seattle, Dist. 15 at San Francisco and Dist. 16 at Los Angeles. The series will feature radio and TV workshop sessions.

ANNUAL series of NARTB district meetings will open today (Monday) in Seattle, setting off a nationwide schedule that will wind up Nov. 4-5 in Boston.

Richard M. Brown, KPOJ Portland, Ore., will open the series this morning at the Benjamin Franklin Hotel, Seattle, in his role as director of NARTB Dist. 17 (Wash., Ore., Alaska). Two other meetings are scheduled this week—Wednesday-Thursday at the Mark Hopkins Hotel, San Francisco (Dist. 15, No. Calif., Hawaii, Nev.), and Thursday-Friday at the Statler, Los Angeles (Dist. 16, Ariz., So. Calif., Nev.).

William D. Pabst, KFRC San Francisco, is Dist. 15 director with Albert D. Johnson, KOY Phoenix, serving as Dist. 16 director.

Second week's itinerary will include Dist. 14 (Mountain states) at Sun Valley, Idaho, Sept. 20-22; Dist. 10 (Iowa, Mo., Neb.) at Cedar Rapids, Iowa, Sept. 23-24, and Dist. 11 (Minn., N. D., S. D.) at Minneapolis.

Workshops Featured

Two workshop sessions will be featured in the 1953 series of meetings. On the afternoon of the opening day delegates will gather behind locked doors in a hair-letting-down discussion of key radio problems. A television clinic will be held the morning of the second day, featuring problems of small-market TV in discussions led by a station operator. The schedule has been juggled for this week's Los Angeles meeting, moved forward a day because of Yom Kippur observance.

The closed workshops on the first day will be of the earthy type, going into problems picked by station members on the basis of an NARTB questionnaire. Topics will include methods of paying salesmen, principles of profitable radio station operation, sales practices, adequate staff and station needs, music copyrights, lottery laws, developing and controlling personalities, double-billing, cost control-budgets, collections and news.

NARTB President Harold E. Fellows, who will make his annual report to district meeting delegates on the opening morning, will take part in the workshops as will Robert K. Richards, administrative vice president, and Richard P. Doherty, labor relations vice president.

Mr. Richards will address the opening morning sessions in the first half of the meeting schedule on principles of profitable radio station operation, following with a review of the industry's government relations activities. Ralph W. Hardy, government relations vice president, will perform this role in the second half of the schedule.

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., a former member of the NARTB Television Board, will conduct the TV clinics at this week's meetings. Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, will take the second week, and James H. Moore, WSLN-TV Roanoke, Va., will handle the third week.

Bob McAndrews, of KBIG Los Angeles, will address the opening luncheon today on problems of radio stations competing in TV markets. President Fellows will speak tomorrow at a joint luncheon with the Seattle Advertis-

More Date Changes

TWO more changes in NARTB district meetings were made last week. The Dist. 14 meeting at Sun Valley, Idaho, begins a day earlier than previously scheduled, and runs through Sept. 22. The Dist. 7 meeting at Cincinnati also had a day added—Oct. 1-3 instead of Oct. 2-3.

ing Club. His topic will be: "They're Not Identical Twins."

Mr. Doherty's portion of the first morning will cover economic developments in radio during the last year followed by a review of radio employment trends.

The Los Angeles agenda opens Thursday with Mr. Johnson presiding. Mr. Fellows and Mr. Richards will follow, and the round table will be held in the afternoon. Mr. Doherty will not reach Los Angeles until Friday and he will be main speaker at the morning session. The second-morning TV seminar is moved into the afternoon of the second day.

A feature of this year's meetings will be an analysis of radio news and its relation to station operation. The NARTB Research Dept., of which Richard M. Allerton is manager, has completed tabulation of station questionnaires.

The results of the survey will appear in four sections. First will be directed to management and second to news directors. Third section will cover comments submitted by station managers and news directors. The fourth section will include conclusions. Mr. Richards will review preliminary conclusions at the district meetings.

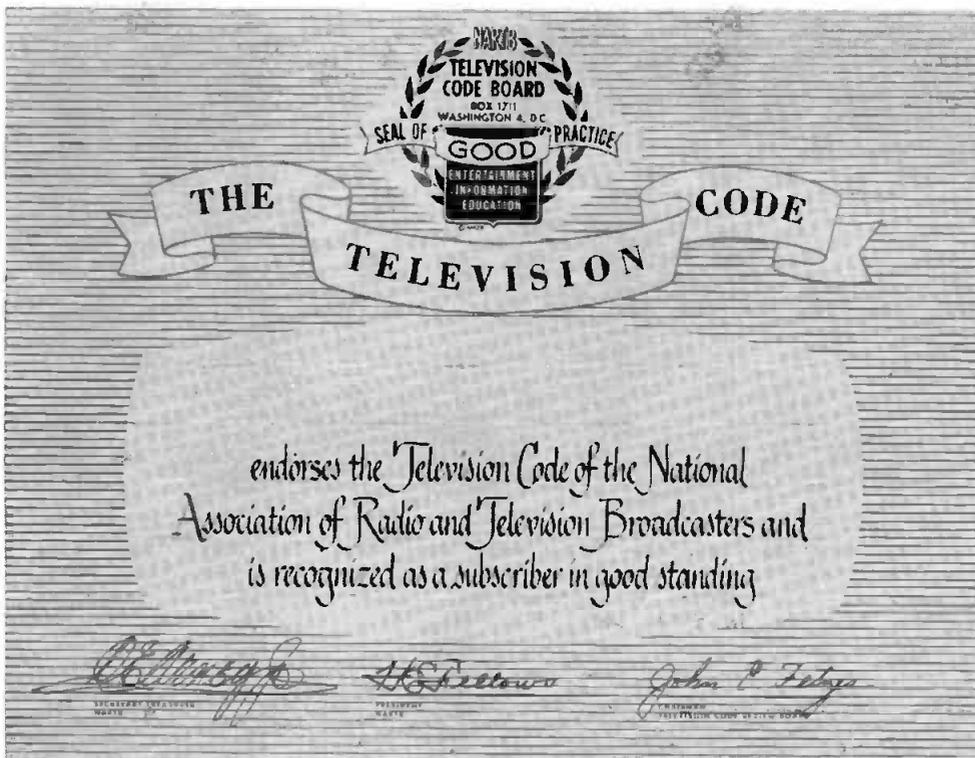
Delegates attending the closed round table sessions the first day will receive kits of association material designed to aid them in station operations. The kits will include the following: Formula for estimation of media expenditures in an area; formula for self-appraisal of a manager's competency, radio sales aids, wage-hour review, hints for staffing small TV stations, lottery laws analysis, promotion piece on blueprint for successful community relations, and summary of results in news survey.

Mr. Fellows is scheduled to give an address, "Reflections on Looking Into a Hotel Mirror," in San Francisco.

As usual a number of NARTB associate members will make the annual "flea circus" pilgrimage around the district meeting circuit.

Selling Pitch at SCBA Meet

SALESMEN'S rally comprised the monthly luncheon meeting of the Southern California Broadcasters Assn., held Thursday at Hollywood Roosevelt Hotel and attended by the sales staffs of 58-member stations. Fall promotion plans were revealed, as was the SCBA 1953 Radio Presentation. Managing director Norman Nelson takes the presentation to New York and other key cities this month.



TELEVISION stations subscribing to the NARTB Television Code have been given "diplomas" for station display. The revised code seal appears at the top, with call letters entered in the center space.

N. Y. AWRT PLANS FALL SESSIONS

THEME of the fall convention scheduled by the New York State chapter of American Women in Radio & Television Sept. 25-27 at Buffalo's Hotel Statler will be "What's Ahead for Me in Radio and Television?" according to Sally Work, women's programs director, WBN Buffalo.

Arrangements will be handled by Jan Gardner Pinter, H. J. Weil Adv., and Mrs. Lawrence Shank, WEBR Buffalo. A reception on the evening of Sept. 25 at the home of Mrs. Helen Neville, WGR Buffalo commentator, will open the meetings.

A Sept. 26 panel will feature: Ann Rogers, WHAM-AM-TV Rochester; Mrs. Neville; Barbara Hall, Rural Radio Network, Ithaca; Mary Louise Brady, WEBR; Dorothy Kaszubiak, WBN-TV Buffalo; Jane Barton, Dept. of Commerce, Albany; Mrs. Pinter; Marion Roberts, WBN-TV, and moderator-speaker, W. Robert Rich, WBN program director.

Luncheon speakers Sept. 26 will be Ann Howard Bailey, BBDO, and Pauline Frederick, NBC news commentator. That afternoon the AWRT members will take a scenic tour. A second tour will be made Sept. 27.

Industry Group Seeks Census Funds Restoration

A GROUP of some 50 market researchers representing advertising, publishing and manufacturing laid preliminary plans Thursday for the formation of a Coordinating Council on Economic Information [B•T, Sept. 7].

The council's aim is to persuade Congress to vote funds to restore the quinquennial business census which was to have been taken this year but was killed by a Congress cut of the \$11.6 million in funds to pay for it.

New group came into being at a luncheon meeting in New York, called jointly by Otis T. Wingo, research director, Research Co. of America, Dr. Vergil Reed, vice president and director of research, J. Walter Thompson Co., and Prof. Neil H. Borden of Harvard Graduate Business School, who is national president of American Marketing Assn.

Radio-TV Aid to Ad Council Lauded by Ex-Chmn. Morgens

In his report for 1952-53, Mr. Morgens quotes Nielsen figures showing sponsored network radio programs responsible for three billion home impressions for 18 top-priority campaigns and 39 others held by the Council.

RADIO-TV support of The Advertising Council's projects during 1952-53 was lauded last week in the organization's eleventh annual report, signed by that year's board chairman, Howard J. Morgens, vice president in charge of advertising for Procter & Gamble.

The report quoted A. C. Nielsen Co. figures showing that sponsored network radio programs alone were responsible for three billion home impressions in behalf of 18 top-priority campaigns and 39 others sponsored by the Council during the year. Sponsored network TV programs similarly devoted to 17 major and 10 other Council drives were credited with two billion home impressions.

These figures do not include the effect of local stations' support of Council projects.

The report pointed out that "radio stations' coverage given the Register-and-Vote campaign, spearheaded by the NARTB, surpassed any public service drive in the history of the industry."

In television it was noted that TV's "public service support jumped more than 100% over the previous year," that "coverage was stepped up phenomenally by advertisers, advertising agencies, networks and stations," and that "filmed TV programs began to help—with promise of even greater expansion of regularly scheduled TV support."

Chairman of the Council for 1953-54 is Philip L. Graham, publisher of *The Washington Post* (WTOP-AM-TV Washington, WMBR-AM-TV Jacksonville, Fla.).

Adams to Address ANA

SHERMAN ADAMS, assistant to President Eisenhower, will address the Sept. 23 luncheon of the Assn. of National Advertisers at the Drake Hotel, Chicago, final session of the 44th annual ANA meeting [B•T, Sept. 7]. Other speakers not previously announced are C. H. Percy, president, Bell & Howell, who will discuss the growing importance of films as a communications tool for American industry, and John McLaughlin, advertising and sales promotion manager, Kraft Foods, who will report on Kraft's successful merchandising, advertising and product development techniques. Mr. Percy and Mr. McLaughlin will both speak during the Tuesday afternoon session on "Profit-Producing Advertising Strategies."

NARTB PROMOTES ELDER, RILEY

OSCAR ELDER, manager of publicity for NARTB, has been named assistant to the vice president in charge of government relations, Ralph W. Hardy, NARTB President Harold E. Fellows announced last week.

Fran Riley, NARTB editor of publications, takes over Mr. Elder's duties in publicity. She becomes manager of information, a new position encompassing both publications and publicity responsibilities of NARTB, Mr. Fellows said.

Joining NARTB as assistant manager of information is Sally Ball Kean, who formerly served with WOL Washington, WGAY Silver Spring, Md., and more recently on the public relations staff of the D. C. Chapter of the American Red Cross.

Elder, Riley Backgrounds

Mr. Elder has been with NARTB since October 1950 and is a former sports publicist and newspaperman on Washington, D. C., and Florida dailies.

Miss Riley, who has served with NARTB since July 1952, formerly was promotion and publicity director for an independent packager

of radio and TV programs, and before that did public relations work in New York City and Indiana and was women's director for WBIW Bedford, Ind.

Mrs. Kean, a native of Des Moines and a resident of Washington, D. C., for the past



Mr. Elder

Miss Riley

eight years, is a graduate of William Woods College, Fulton, Mo., and of the U. of Missouri School of Journalism. She is the widow of the late Lt. Cmdr. N. R. Kean, USN.

W. VA. STATIONS HOLD FALL MEET

Paul Schlesinger of Tatham-Laird says there is the practical approach which must be considered in the relationship between radio and TV stations and agencies.

THE ideal and the practical approach to radio and television between stations and agencies was described for members of the West Virginia Broadcasters Assn. at its fall meeting Sept. 5-6 at the Greenbrier in White Sulphur Springs.

Paul Schlesinger, radio-TV manager, Tatham-Laird Agency, Chicago, dismissed the ideal approach—by which sales results could be predetermined from unvarying values affecting station circulation and program popularity—as out of the question.

The practical approach, Mr. Schlesinger said, involved these elements: Public acceptance of a station and its personalities, public gratitude for the service it renders, ratings, costs and merchandising assistance.

Must Give Facts

Mr. Schlesinger said stations and representatives must give agencies facts about their particular markets that are not available elsewhere; must know the advertiser and his selling problems; must make a concrete proposal for merchandising help by the station and add needed improvements during the period of contract, and must advise the advertiser what his competition is doing in the market.

He predicted the future for radio lies in local news, sports and music, which "continue to thrive" in the face of TV competition.

The West Virginia broadcasters heard a talk on "Property Rights in Program Content" by Robert J. Burton, BMI vice president. He said broadcasters, advertisers, agencies, producers and others who have a stake in the ownership of program ideas, formats and titles have no protection under copyright law. Therefore, they must look to the laws affecting unfair competition and implied contracts, he said.

To protect a program idea, one must determine its ownership, facts about its use and its user and whether the idea is original enough to create a property right, said Mr. Burton.

Other speakers included Thomas F. Flanagan, managing director of Station Representatives Assn., who described the "Crusade for Spot Radio"; Don Whitehead of AP in Washington, D. C., who talked on coverage of the Korean War; Arthur C. Schofield, promotion director, Storer Broadcasting Co.; Robert K. Richards, NARTB administrative vice president, and George Clinton, WPAR Parkersburg, NARTB Dist. 3 director.

Officiating at the West Virginia meeting were Alice Shein, WBTH Williamson, WVBA president; Paul A. Myers, WWVA Wheeling, vice president, and John S. Phillips, WHTN Huntington, secretary-treasurer.

Other events on the two-day schedule included a ladies' reception, cocktail party, dinner dances on both days and the President's Cup golf tournament, with George Gray, WKNA Charleston, as chairman.

Winner of the President's Cup was Andy Hoffman, WWVA Wheeling, who was low gross scorer. Some 45 broadcasters and guests played in the tournament.



SIX of the 75 West Virginia Broadcasters Assn. members on hand for annual convention are seated around this table at the Greenbrier, White Sulphur Springs. The meeting was held Sept. 5-6. Counterclockwise from left are John H. Taylor and Leonard Zinck, WMOD Moundsville; C. T. Garten, WSAZ Huntington; Andrew Vickers, WMON Montgomery; Robert R. Thomas Jr., WOAY Oak Hill, and Harry G. Bright, Sesac field representative for the state.

FCBA Outing Oct. 17

ANNUAL outing of the Federal Communications Bar Assn. will be held Saturday, Oct. 17, at Twin Oaks, near Vienna, Va., the estate of Horace Lohnes, it was announced last week by FCBA President Fred Albertson. The outing is for FCBA members and their guests. This year, however, the FCC Commissioners and Commission personnel who normally would be invited by individual law firms and attorneys will be guests of FCBA itself.

Meyers to Address Arkansas Broadcasters

ARKANSAS Broadcasters Assn., which meets today (Monday) in Little Rock with an expected attendance of 90 persons, is scheduled to be addressed at its morning session by Howard Meyers, vice president-western sales manager of the O. L. Taylor Co., according to W. V. Hutt, KLRA Little Rock, ABA president.

Mr. Meyers will speak to an ABA sales clinic on "Radio—Phrase III" at the Hotel Marion sessions. He also will speak to Little Rock's Sales Executive Club.

Other speakers for the ABA meeting: Lucille Simmons, timebuyer, Lake-Spiro-Shurman Inc., Memphis, and Phillip G. Back, local agency executive. Kerman F. Tracy, KLRA chief engineer, and Kermit Richardson, KGHI Little Rock assistant manager, will head the engineering conference, at which speakers will be Ernest C. Thelemann, central supervisor, Conelrad, Kansas City; Arthur D. Evans, chief engineer, Texas Instruments Inc., Dallas, and S. H. Van Wambeck, chief engineer, Hammarlund Mfg. Co., New York.



Mr. Meyers

Recording Standard Changes Sent Out by NARTB's Walker

CHANGES in the NARTB Recording & Reproducing Standards, used throughout the world as the foundation for recording techniques and equipment, were sent out last week by A. Prose Walker, NARTB Engineering Dept. manager.

The new provisions were approved last June by the NARTB board after having been reviewed and approved April 28 by the NARTB Recording & Reproducing Standards Committee, which met during the industry convention in Los Angeles [B•T, May 4].

Principal changes and additions center around disc and magnetic tape specifications. The disc changes are expected to bring improved transcriptions and greater freedom of domestic and international exchange. Other standards deal with fine-groove transcriptions and records, and 45 rpm records used for broadcasting.

New magnetic tape language provides for tape moving at 15 inches per second a 50 microsecond pre-emphasis at high frequencies. This will permit wider exchange of tapes between machines of all manufacturers with no degradation in reproduction quality, it was stated. Other provisions cover signal-to-noise level, standard reference level and methods of winding tape on reels.

The new standards are included in a supplement to the NARTB (NAB) Engineering Handbook. Original standards were adopted in 1942 after long study. They are credited with bringing about uniformity in recording techniques and equipment.

Russell Heads TV Clinics

JAMES D. RUSSELL, KVOR-KKTV (TV) Colorado Springs, will direct television clinics at three NARTB district meetings to be held in October. These include District 5 at Atlanta Oct. 19-20; District 4 at Asheville, N. C., Oct. 21-22, and District 3 at Philadelphia, Oct. 23-24. In addition he will take part in the District 14 meeting at Sun Valley, Idaho, Sept. 22-23 as a member of the panel on small market TV operations.



The Italian Influence

The striking-looking lady above is clothed in an original by Giovannelli Sciarra of Rome. Be not amazed if you soon see similar styles in America. The creativeness of Italian designers is exerting a major influence in making American women the best dressed in the world.

You might be surprised in how many different ways the Italian Influence makes itself felt in present-day America. You can see it in our cars, our fabrics, our films, our menus, our industrial design. It is a pervasive and important force wherever we seek smarter, more modern ways to shape our products and surroundings.

Here in New York, WOV interprets the Italian Influence to the great and prosperous market which understands it most readily: the more-than-two-million Americans of Italian origin to whom WOV devotes its remarkable Italian-language program service. In our hands, the Italian Influence is an instrument of power wherewith to sell your goods.

Let us show you how we can put it to work for you, achieving sales in New York beyond your hope.

730 FIFTH AVE., NEW YORK 19 •

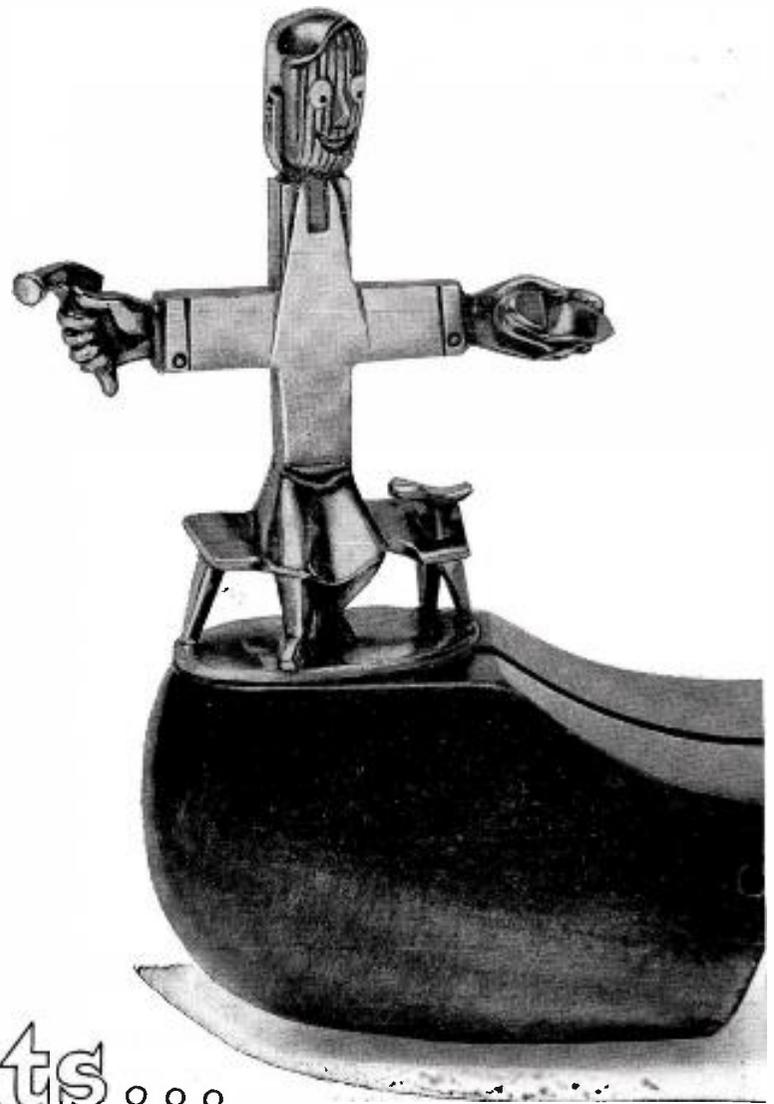
ROME STUDIOS: VIA di PORTA PINCIANA 4

Representatives:
John E. Pearson Co.

One of
America's
Important
Stations

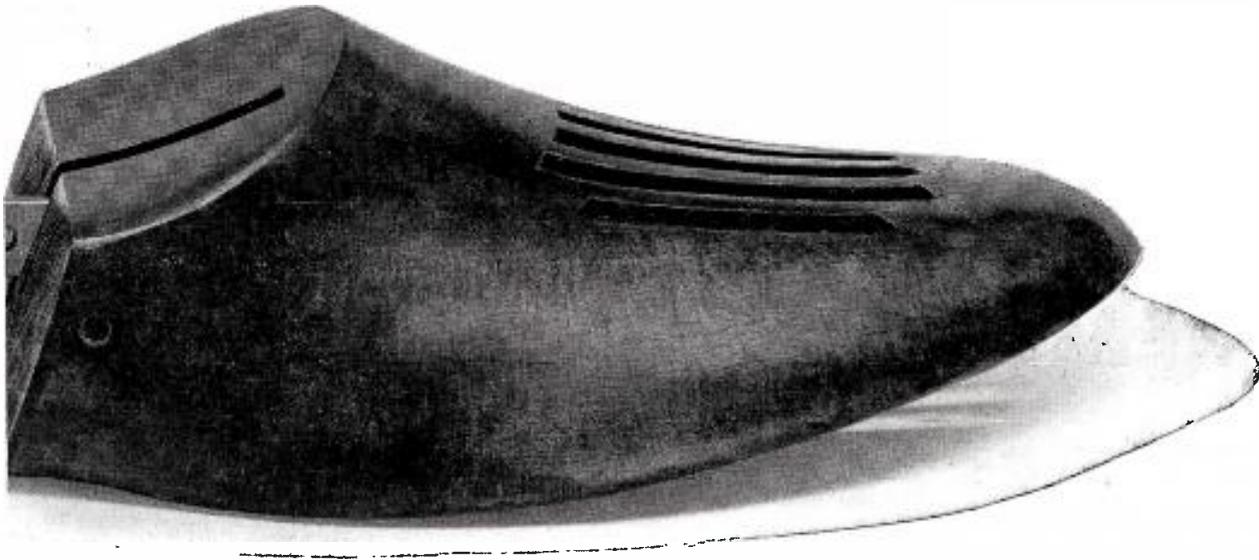
WOV
NEW YORK

5000 WATTS

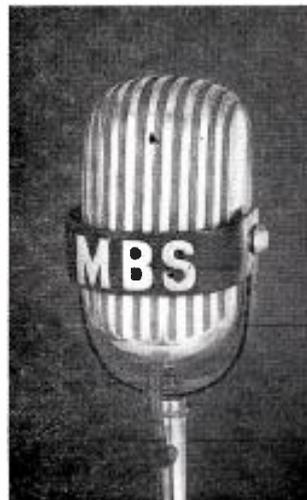


If the shoe fits...

for total-U.S. coverage
for better daytime selling
for TV-resistance after dark
for dominance of Non-TV America
for mass audience, day or night
for campaign results, '53 style
for sales economy, *your* style
for maximum flexibility
for immediate details



- . 560 stations in the world's largest network
- . a stronger-than-ever lineup of daytime programs
- . news, music, drama upgraded at peak evening hours
- . a 2-to-1 listener preference over any other network
- . new ways to win cumulative audience, all week long
- . consistent highs in homes-per-dollar performance
- . consistent lows in actual time-and-talent cost
- . network radio geared to *your* needs today
- . LOnacre 4-8000 in New York and
WHitehall 4-5060 in Chicago



Mutual Broadcasting System

...built to LAST

AFA Advances 5-Point 'Know Advertising' Campaign

A FIVE-POINT program designed to foster better public understanding of advertising and to improve standards of good taste and believability in advertising was recommended last week by the Advertising Federation of America to its 1,200 affiliated clubs throughout the country.

The first project advanced for the year was the renewal of the campaign for a "better understanding of advertising" which will be launched by AFA on or about Oct. 15. It was pointed out that for the first time, television

material will be included among advertisements and scripts prepared for the campaign.

Other recommendations of the AFA included plans for joint promotion of National Advertising Week on February 14-20, 1954, with the Advertising Assn. of the West; a national high school essay contest on advertising; a continuing campaign for advertising integrity which AFA launched last year, and a program of "continuing vigilance against harmful advertising legislation or restriction."

An AFA announcement last week said the organization is still seeking a symbol-with-slogan for "integrity in advertising" for which it offered a \$100-prize last year. AFA announced a new contest to end on May 15 with a cash prize of \$250 for a satisfactory emblem.

Production Unlimited

CHICAGO is the world's leading producer of electronics and communications equipment, according to the Chicago Assn. of Commerce and Industry. City's current output of radio-TV receivers, radar, phone and other equipment is running at an annual rate of \$750 million, the association reported.

Conelrad Manual Issued by NARTB

"CONELRAD SIMPLIFIED," a manual prepared by NARTB for its members in preparation for the first extensive nationwide tests of the Conelrad Plan Wednesday, is being distributed to broadcasters, Harold E. Fellows, NARTB president, said last week.

Stations which hold National Defense Emergency Authorization have been urged to participate in the tests by the FCC and the Federal Civil Defense Administration. Hours, designated between 1:30-4:40 a.m., have been staggered across the country according to time zone differentials, Mr. Fellows said. (See story, page 66).

"Conelrad Simplified" was prepared under direction of A. Prose Walker, NARTB manager of engineering. Mr. Walker formerly was eastern supervisor of Conelrad for the FCC.

Mr. Walker described the role of the broadcasts, "should our country ever be attacked," as "equal to that of the defense arm of the military," and said failure of a single station to comply with Conelrad rules could "seriously endanger our national defense." He expressed hope the NARTB manual "will remove ambiguities and promote better understanding of the plan."

SRA Warns Stations Of 3-Second Commercial

REG ROLLINSON, director of advertiser relations, Station Representatives Assn., warned stations in a statement last week that "an effort to short circuit the standardized 'radio short' was being made by Donahue & Coe, for its client, Southland Coffee Co. of Atlanta."

Agency currently is requesting rates for three-word announcements ten times per day on a 30-day schedule [B•T, Sept. 7].

"Of course," Mr. Rollinson said, "no station interested in good advertising practices will irritate its audience with this type of commercial. Furthermore, past experience has demonstrated that even the four-second commercial is ineffective. Witness the Rinso failure."

An executive at Donahue & Coe told B•T that of all the stations asked to take the unusual three-word commercial, "a little less than half" accepted the campaign.

Safety Council Meets Oct. 19

ANNUAL convention of the National Safety Council will be held in Chicago Oct. 19-23, it has been announced. More than 200 sessions have been scheduled for the convention—the National Safety Congress and Exposition. Radio-TV and other media cooperation on NSC projects are expected to be reviewed.

On Or About
NOVEMBER 1st
ROCHESTER
BECOMES A
TWO TELEVISION
STATION CITY
THROUGH:

CHANNEL 10 VHF
 CBS BASIC • ABC AFFILIATE
 OPERATED SHARE TIME BY
 WHEC-TV • WVET-TV
 FOR AVAILABILITIES, ADDRESS ERVIN F. LYKE
 CHANNEL 10, ROCHESTER 4, NEW YORK
ROCHESTER, N.Y.
 EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

To Television and Radio Station Owners and Managers:

**please pardon us
if we haven't called on you!**



Recently a big TV executive walked into our New York office and growled, "Every outfit in the business has called on me, and romanced me, except H-R. What's the matter, don't you think my station is good enough for you?"

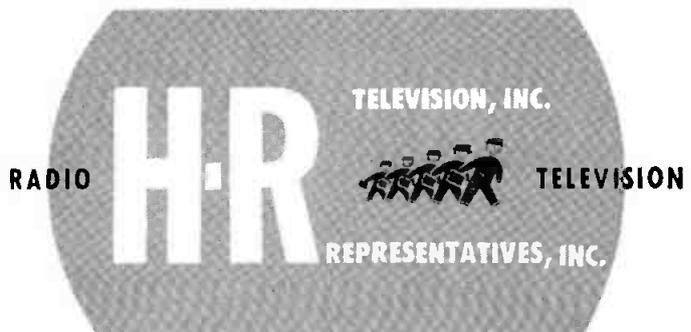
After we eased him into the leather upholstered chair and fed him a cigar, we explained our situation thusly:

Not only does H-R not have any desk-bound brass but also we don't have any traveling ambassadors. Every one of the mature, successful owner-partners has a regular list of agencies and clients on which to call . . . every day . . . every week. We are committed to the member stations of our family to give them this selling service and we're never going to let them down.

Then when we told the big TV exec about a fundamental policy on which H-R was founded — "We Always Send a Man to do a Man's Work," whether it be one of the owner-partners or one of our high calibre SALESmen, the TV mogul was mollified . . . and pleased.

P. S. He signed with us for representation.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President



405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606
35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480
James Alspaugh, Manager
155 Montgomery St. San Francisco 4, Calif.
Exbrook 2-3407

TRENDEX ENTERS RADIO RATING FIELD

The marketing research firm also announces a 'working agreement' with ARB on sales.

ENTRANCE of Trendex into the radio program rating field was announced Thursday by E. G. Hynes Jr., president, who said that in October his organization will begin the collection of information on sets-in-use and program ratings, by quarter-hours, 8 a.m. to 8 p.m., Monday through Friday, in 45 markets. Data, he said, will be collected by use of the telephone coincidental method of interviewing.

At the same time, Mr. Hynes and James W. Seiler, director of the American Research Bureau, Washington, which covers the TV pro-

gram rating field, announced jointly that salesmen for both organizations will sell each other's services—although there will be no "package" discount when both are bought. Both organizations also will bill separately.

Cities surveyed by Trendex will be divided into three groups, Mr. Hynes said, with four reports a year planned for each group. Schedule of field work and publication calls for field work to be done in October in New York, Washington, Chicago, Boston, Providence, Cleveland, Philadelphia, Cincinnati, Columbus, Detroit, Milwaukee, Baltimore, Dayton, Buffalo and Atlanta, with reports to be issued Dec. 1.

Field work is scheduled for November in Indianapolis, Richmond, Kansas City, St. Louis, Chattanooga, Nashville, Memphis, Akron, New

Orleans, Birmingham, Toledo, Oklahoma City, Miami, Jacksonville and Minneapolis-St. Paul, with reports out Jan. 1.

Group III will get its field work in November, with reports ready Feb. 1, covering Los Angeles, Fresno, Louisville, Des Moines, Dallas-Ft. Worth, Sacramento, San Antonio, Tulsa, Denver, San Francisco-Oakland, San Diego, Houston, Salt Lake City, Seattle and Portland, Ore.

While the ten cities surveyed for the Trendex reports on comparative popularity of network TV programs are included in those to be used for its radio reports, there is no connection between the two operations, Mr. Hynes said. The radio and TV surveys in those cities will be made at different times of the month, he said, and only questions of radio listening will be asked by interviewers collecting radio information.

The joint announcement regarding the "working agreement" between Trendex and ARB was designed to set at rest rumors that the two research organization had merged, Messrs. Hynes and Seiler said. Trendex will check radio ratings in 45 cities through the use of telephone coincidental method, while ARB reports on TV program popularity in 60 cities through the diary method.

THE SUN SHINES BRIGHT

KENTUCKIANA'S PERSONALITY STATION



JIMMIE OSBORNE

KING RECORD STAR AND KING OF THE KENTUCKIANA COUNTRY SONG CIRCUIT! WITH FIVE NATIONWIDE HITS, JIMMIE'S RATES ARE STILL KINFOLKS' PRICE.

ASK A JOHN BLAIR REPRESENTATIVE FOR THE STORY—

WKLO-LOUISVILLE
ABC-5,000 Watts
 Joe Eaton, General Manager

**JOHN
 BLAIR
 & COMPANY**

'Lux Theatre' Tops Nielsen AM

CBS Radio's *Lux Summer Theatre* earned top radio network rating in the National Nielsen Ratings for the week of Aug. 2-8. Leading programs were listed as follows:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
(Average for All Programs)		(1,477)
1	Lux Summer Theatre (CBS)	2,730
2	Yours Truly, Johnny Dollar (CBS)	2,641
3	Great Gildersleeve (NBC)	2,596
4	People Are Funny (CBS)	2,551
5	Best of Groucho (NBC)	2,462
6	Mr. and Mrs. North (CBS)	2,372
7	Father Knows Best (NBC)	2,327
8	Arthur Godfrey's Scouts (CBS)	2,283
9	Dr. Christian (CBS)	2,148
10	Meet Millie (CBS)	2,148
EVENING, MULTI-WEEKLY		
(Average for All Programs)		(985)
1	One Man's Family (NBC)	2,104
2	News of the World (NBC)	1,835
3	Lowell Thomas (CBS)	1,387
WEEKDAY		
(Average for All Programs)		(1,387)
1	Arthur Godfrey (Nabisco) (CBS)	2,327
2	Our Gal, Sunday (CBS)	2,193
3	Romance of Helen Trent (CBS)	2,193
4	Pepper Young's Family (NBC)	2,193
5	This Is Nora Drake (Seaman) (CBS)	2,148
6	Ma Perkins (CBS)	2,148
7	Right To Happiness (NBC)	2,104
8	This Is Nora Drake (Toni) (CBS)	2,059
9	Arthur Godfrey (Pillsbury) (CBS)	2,059
10	Guiding Light (CBS)	2,014
DAY, SUNDAY		
(Average for All Programs)		(582)
1	World Music Festivals (CBS)	1,387
2	Hour of Decision (ABC)	895
DAY, SATURDAY		
(Average for All Programs)		(1,164)
1	Stars Over Hollywood (CBS)	2,014
2	Theatre of Today (CBS)	1,969
3	Fun For All	1,566

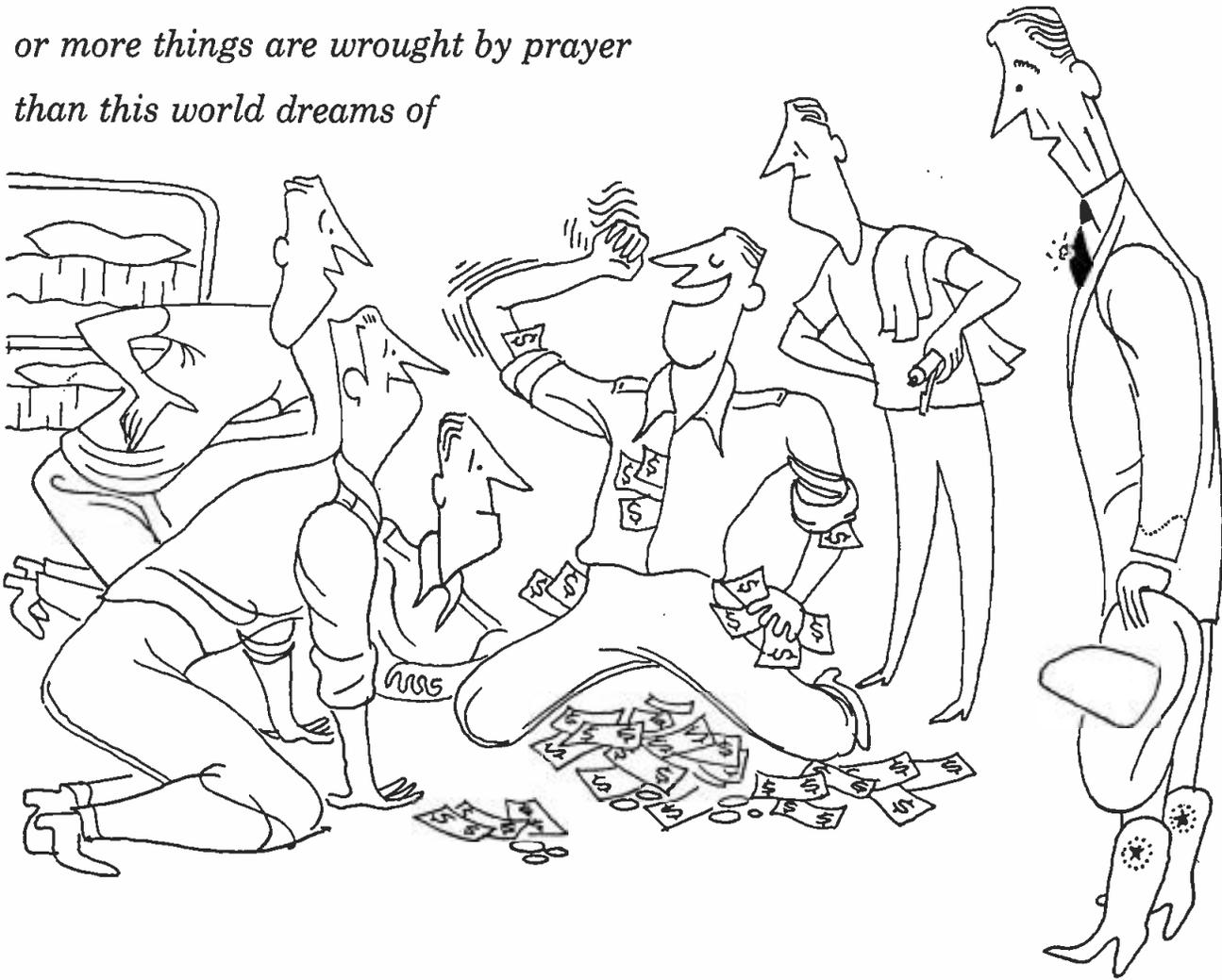
Copyright 1953 by A. C. Nielsen Company

'Scouts' Heads 'Hooperade'

CBS-TV's *Arthur Godfrey's Talent Scouts* took first place in five of the six cities in the "Hooperade of TV Stars" for August, but did not place in Los Angeles where NBC-TV's *Dragnet* was first, according to C. E. Hooper Inc. Programs which were ranked in second place in one or more of the six cities during August included *Racket Squad*, *What's My Line?*, *The Best of Groucho* and *Dragnet*.

SEVEN HEAVEN

*or more things are wrought by prayer
than this world dreams of*



Couple of old friends met in a barracks crap game at the Amarillo Air Force Base. One prospered mightily, the other couldn't put one pass on top of another; when the game ended, one was loaded, the other broke. "Tough," said the winner. "Yeah," his friend replied. "Been months since I make a move. How you do it?"

"Prayer!" was the enthusiastic answer. The loser took his friend's advice, attended chapel regularly, sat in a poker game the next pay day—and lost his bundle. They met later. "How you doing?" asked the advocate of prayer. "I'm nowhere. You gimme a bum steer."

"Works fine for me. What you playing?"

"Poker."

"Where you praying?"

"Post chapel."

"Oho! That's for dice. For poker you gotta go to church in town."

* * *

In this age of specialization it's good to know there are two ways to reach the folks who make Amarillo's annual per family retail sales the highest in the nation: KGNC AM and KGNC TV. And you don't have to pray for an audience.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company

KKTV

"Fancy Pants" and "IRONSIDES"
got married... on Cheyenne Mountain
much to the surprise of the television world. (Most people
didn't even know they were running around together.)



Social note: The above formal announcement makes "SUPER-MARKET" legitimate! (Since "SUPER-MARKET" came along so soon after Fancy Pants and Ironsides were married...there has been considerable lifting of eyebrows among television research men and time buyers.)



"super-market" is quite a husky lad...stands on his own two feet and is quite capable of keeping the neighborhood kids out of his own back yard.

Actually — Super-Market's back yard is just about the purtiest television package in the West. Starts "two-whoops-and-a-holler" south of Denver, covers Eastern Colorado like the dew, and runs a "fur-piece" on South of Pueblo. Sort of a Paul Bunyon set-up that jumps Super-Market's back yard up to 108th position in the nation.

KKTV channel 11

TV COLORADO, INC.

COLORADO SPRINGS, COLORADO

Represented by Geo. P. Hollingbery

servicing COLORADO SPRINGS, PUEBLO, SOUTHERN COLORADO

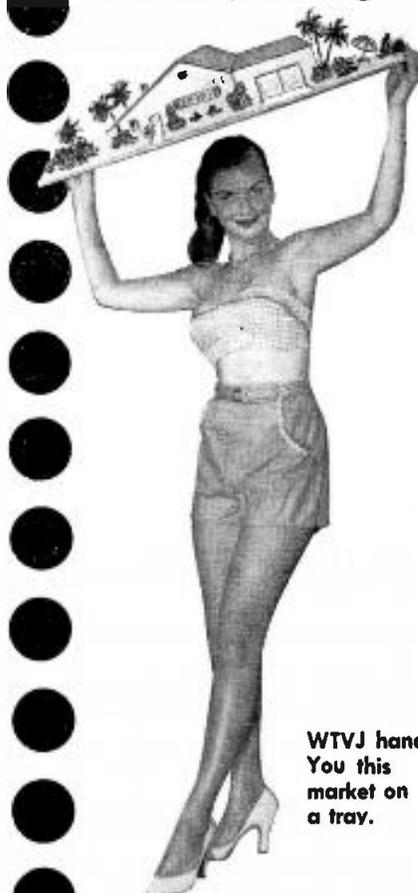
TELESTATUS®

Weekly TV Set Summary—Sept. 14, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area	City	Outlets on Air	Sets in Station Area
		vhf			vhf
ALABAMA					
Birmingham	WABT, WBRC-TV	161,000	Bangor	WABI-TV	34,000
Mobile	WALA-TV	32,360	Portland	WPMT	
Montgomery	WKAB-TV	36,900	MARYLAND		
	WCOV-TV	12,800	Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976
ARIZONA					
Mesa	KTYL-TV	71,500	MASSACHUSETTS		
Phoenix	KPHO-TV	71,500	Boston	WBZ-TV, WNAC-TV	1,078,445
Tucson	KOPO-TV	12,721	Springfield	WHYN-TV, WWLP	55,000
ARKANSAS					
Fort Smith	KFSA-TV		MEXICO		
Little Rock	KRTV	30,000	Matamoros (Brownsville, Tex.)	XELD-TV	31,200
CALIFORNIA					
Bakersfield	KAFY-TV	15,000	Tijuana (San Diego, Calif.)	XETV	211,920
Chico	KHSL-TV		MICHIGAN		
Fresno	KMJ-TV	40,458	Ann Arbor	WPAG-TV	9,200
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	Battle Creek	WBKZ-TV	55,924
San Diego	KFMB-TV	184,700	Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000
San Francisco	KGO-TV, KPIX, KRON-TV	710,000	Grand Rapids	WOOD-TV	256,874
San Luis Obispo	KVEC-TV		Kalamazoo	WKZO-TV	304,615
Santa Barbara	KEYT	371,332	Lansing	WJIM-TV	227,000
COLORADO					
Colorado Springs	KKTV	30,253	Saginaw	WKNX-TV	35,700
Denver	KBTU, KFEL-TV	158,350	MINNESOTA		
Pueblo	KCSJ-TV	30,000	Austin	KMMT	54,040
	KDZA-TV	35,000	Duluth	WFTV	31,500
CONNECTICUT					
Bridgeport	WICC-TV	12,149	Minneapolis	WCCO-TV, WTCN-TV	394,300
New Britain	WKNB-TV	74,050	St. Paul	KSTP-TV, WMIN-TV	394,300
New Haven	WNHC-TV	635,190	Rochester	KROC-TV	39,000
DELAWARE					
Wilmington	WDEL-TV	146,391	Jackson	WJTV	21,667
DISTRICT OF COLUMBIA					
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	MISSOURI		
FLORIDA					
Ft. Lauderdale	WFTL-TV		Kansas City	WDAF-TV, KMBC-TV, WHB-TV	305,253
Jacksonville	WMBR-TV	137,641	St. Louis	KCTV	45,145
Miami	WTVJ	188,000	Springfield	KSD-TV	526,000
Pensacola	WEAR-TV			WTVI (See Belleville, Ill.)	28,817
St. Petersburg	WSUN-TV		MONTANA		
GEORGIA					
Atlanta	WAGA-TV, WSB-TV, WLVA	330,000	Butte	KOPR-TV, KXLF-TV	
Macon	WETV	7,500	NEBRASKA		
Rome	WROM-TV	75,500	Lincoln	KFOR-TV, KOLN-TV	60,000
HAWAII					
Honolulu	KGMB-TV, KONA	25,000	Omaha	KMTV, WOW-TV	194,604
IDAHO					
Boise	KIDO-TV		NEVADA		
ILLINOIS					
Belleville	WTVI	100,000	Las Vegas	KLAS-TV	
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,575,000	NEW JERSEY		
Decatur	WTVP	13,000	Atlantic City	WPFG-TV	13,635
Peoria	WEEK-TV	86,005	Newark	WATV	3,520,000
Quincy	WGEM-TV		NEW MEXICO		
Rockford	WTVQ	42,000	Albuquerque	KOB-TV	30,394
Rock Island	WHBF-TV	215,000	Roswell	KSWB-TV	7,000
INDIANA					
Bloomington	WTTV	240,000	NEW YORK		
Indianapolis	WFBM-TV	382,000	Binghamton	WNBF-TV	149,909
Lafayette	WFAM-TV	20,350	Buffalo	WBEN-TV	533,306
Muncie	WLBC-TV	32,500		WBUF-TV	37,734
South Bend	WSBT-TV	67,972	Elmira	WTVL	9,400
IOWA					
Ames	WOI-TV	142,085	New York	WABC-TV, WABD, WCBN-TV, WNST, WOR-TV, WPIX	3,565,000
Davenport	WOC-TV	215,000		WHAM-TV	190,000
Sioux City	KVTV	56,896		WRGB	276,500
KANSAS					
Hutchinson	KTVH	45,440		WHEN, WSYR-TV	220,822
Wichita	KEDD			WKTV	123,000
KENTUCKY					
Louisville	WAVE-TV	288,998	NORTH CAROLINA		
	WHAS-TV	205,544	Asheville	WISE-TV	
LOUISIANA					
Baton Rouge	WAFB-TV	28,600	Charlotte	WBTV	340,546
Monroe	KFAZ-TV	9,800	Greensboro	WFMY-TV	177,427
New Orleans	WDSU-TV	200,400	Raleigh	WNAO-TV	16,400
MAINE					
MISSISSIPPI					
MISSOURI					
MONTANA					
NEBRASKA					
NEVADA					
NEW JERSEY					
NEW MEXICO					
NEW YORK					
NORTH CAROLINA					
NORTH DAKOTA					
OHIO					

FACTS and FIGURES



WTVJ hands You this market on a tray.

122,679 New Dwelling Units have been built in Greater Miami since 1945.

The great South Florida Market now includes 825,000 permanent year 'round residents.



New under construction — 1000 ft. antenna — 100,000 watts



JACKSON'S
(MISSISSIPPI)

1st VHF
TELEVISION STATION
WSLI-TV

- 214,000 watts ERP
- 700-foot tower
- Modern studios
- Experienced staff



MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

WSYR-TV

Syracuse, N. Y.

Channel 3
100 kw

The Only Low-Band
V.H.F. Station in
Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area	City	Outlets on Air	Sets in Station Area
		vhf			vhf
Youngstown	WFMJ-TV, WKBN-TV	71,928	Austin	KTBC-TV	43,709
Zanesville	WHIZ-TV	8,905	Dallas	KRLD-TV, WFAA-TV	295,000
	OKLAHOMA		El Paso	KROD-TV, KTSM-TV	27,991
Lawton	KSWO-TV	30,587	Ft. Worth	WBAP-TV	272,483
Okla. City	WKY-TV	221,408	Galveston	KGUL-TV	235,000
Tulsa	KOTV	145,600	Houston	KPRC-TV, KUHT	265,000
	OREGON		Lubbock	KCBD-TV, KDUB-TV	31,054
Medford	KBES-TV		San Angelo	KTXL-TV	6,000
Portland	KPTV	106,806	San Antonio	KEYL-TV, WOAI-TV	153,975
	PENNSYLVANIA		Texarkana	KCMC-TV	12,337
Altoona	WFBG-TV	346,462	Tyler	KETX	
Bethlehem	WLEV-TV	31,636	Wichita Falls	KFDX-TV, KWFT-TV	39,500
Easton	WGLV			UTAH	
Erie	WICU	197,000	Salt Lake City	KDYL-TV	127,200
Harrisburg	WHP-TV, WTPA	66,400		KSL-TV	131,200
Johnstown	WJAC-TV	675,020		VIRGINIA	
Lancaster	WGAL-TV	233,526	Lynchburg	WLVA-TV	73,154
New Castle	WKST-TV	44,948	Norfolk	WTAR-TV	195,290
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,267,186	Richmond	WTVR	174,182
Pittsburgh	WDTV	683,000	Roanoke	WSLS-TV	91,600
	RHODE ISLAND			WASHINGTON	
Providence	WJAR-TV	1,043,320	Bellingham	KVOS-TV	25,000
	SOUTH CAROLINA		Seattle	KING-TV	275,600
Charleston	WCSC-TV	25,000	Spokane	KHQ-TV, KXLY-TV	35,923
Columbia	WCOS-TV, WNOK-TV	24,825	Tacoma	KMO-TV, KTNT-TV	281,112
Greenville	WGVL	28,183	Yakima	KIMA-TV	2,500
	SOUTH DAKOTA			WEST VIRGINIA	
Sioux Falls	KELO-TV	35,360	Huntington	WSAZ-TV	227,132
	TENNESSEE			WISCONSIN	
Memphis	WMCT	218,200	Green Bay	WBAY-TV	64,096
Nashville	WSM-TV	122,657	Madison	WKOW-TV	
	TEXAS			WMTV	10,000
Abilene	KRBC-TV	6,154	Milwaukee	WTMJ-TV	447,432
Amarillo	KFDA-TV, KGNC-TV	29,951	Oshkosh	WOSH-TV	4,900

Total Stations on Air 233*
Total Cities with Stations on Air 164*
Total Sets in Use 26,936,687

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.

**C & W's VIDEOTOWN SURVEY CONFIRMS:
TV STABILIZED IN MULTI-STATION AREAS**

Sixth annual survey conducted in Videotown, actually New Brunswick, N. J., shows that television has a fixed part in the daily life.

TELEVISION has become a fixed part of the daily lives of the inhabitants of Videotown, Cunningham & Walsh reports in its sixth annual survey of this community, identified last year as New Brunswick, N. J., a self-contained community 40 miles from New York and with good reception from that city's TV stations.

"The 1953 survey substantiates the forecast made last year that TV has matured into a stabilized pattern in Videotown and other multiple-station areas," G. W. Tasker, C & W vice president in charge of research, said in announcing the results of this survey. "Set ownership continues to advance toward the 'every home' goal—62% ownership in 1952, 71% now."

Highlights of the findings of the 1953 study, limited to weekdays, include:

More than nine out of ten sets are used every evening, Monday through Friday, a slight increase over the 1952 figure of 86%. Average evening use is down slightly, with sets tuned in 4¼ hours, compared with 4½ hours a year ago.

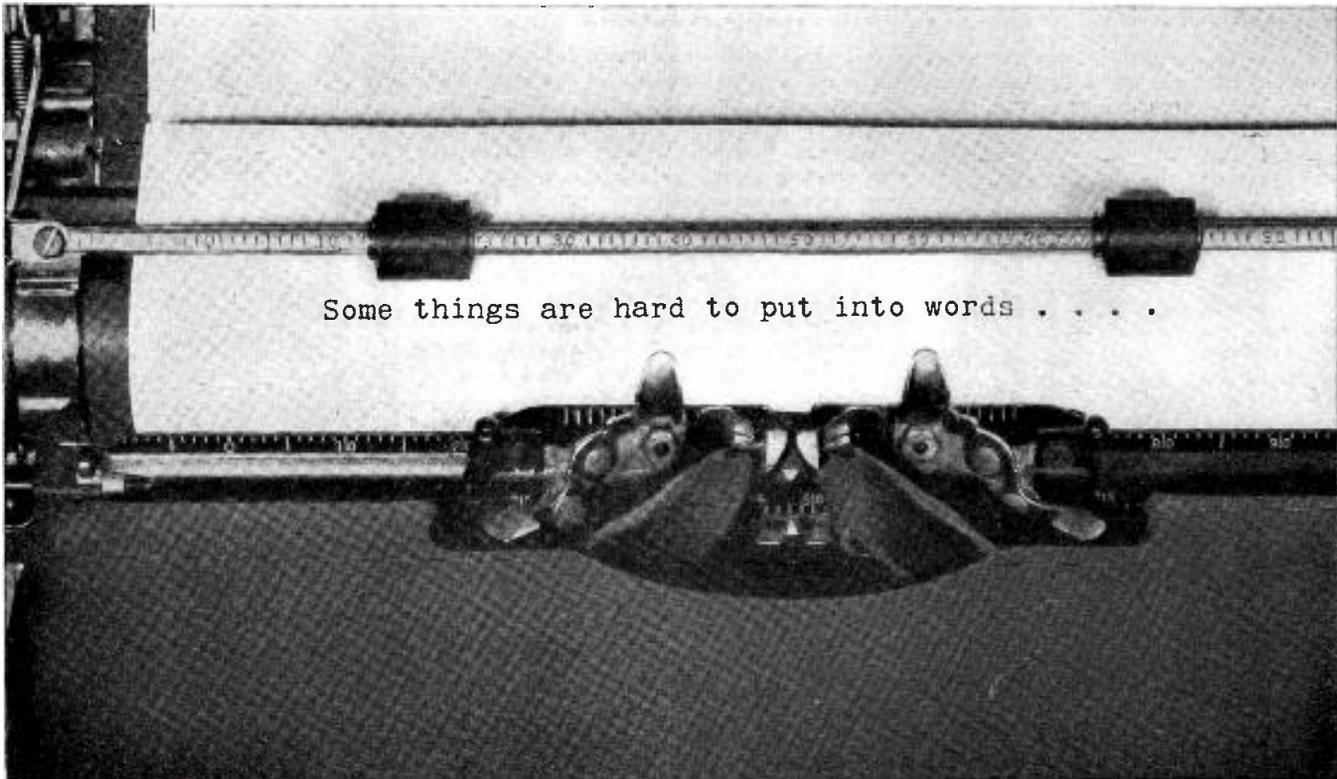
This year, 73% of the people in TV homes watch TV in the evening, up from 70% last year. For the five evenings, Monday through Friday, total viewing time for all members of the family has risen a half-hour, from 11¼

hours in 1952 to 12 hours this year. During the 4¼ hours the set is on during the average evening, individual members of the family come and go, with the average individual viewing time about 3¼ hours. Mother watches TV the most, followed by teen-agers, younger children and father, in that order. But, reports C & W, when dad does watch TV, the man of the house watches for a longer time than other members of the family.

Average evening time, when watching, is 3.64 hours for father, 3.56 hours for mother, 3.08 hours for teen-agers, 2.28 hours for younger children (more likely to be sent to bed earlier).

In contrast to the pretty well stabilized evening viewing situation, daytime viewing is still growing. Morning viewing in all TV homes rose from 1% in 1952 to 8% this year, with afternoon viewing apparently leveled off at 14%.

Morning radio listening increased again this year, as last. An average weekday morning finds 42% of women listening to radio—an increase of 27% over last year's morning listeners. Afternoon radio listening declined slightly and evening stayed about even with that of 1952.



Like, for instance, describing what it takes for really effective representation of outstanding television stations.

Foremost, such representation must be *exclusively* TV—with *all* the effort, *all* the interest devoted uncompromisingly to that medium. But quality television representation demands, too, a type of aggressive selling built upon long, sound experience in all advertising, and combined with deep insight of station operation.

Anyone who knows advertising, and also appreciates the gigantic impact of the television medium, realizes that TV is far too important to be merely one of two . . . or even three . . . masters served by a single representative.

Stations of the caliber that have selected Harrington, Righter & Parsons, Inc., demand quality representation devoted exclusively to television. Ask any one of them how wise this choice has proven to be.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee

No newspapers, no radio—television only.

WBS Western Business Reported on the Rise

UPSWING in the amount of new business and number of renewals by radio stations in the West for World Broadcasting System sales and program service was reported last week by James Weathers, western division sales manager of World Broadcasting System Inc.



Mr. Weathers

He listed among new subscribers stations located in Honolulu and Seattle and in San Francisco, San Fernando, Crescent City and Atlas, Calif. Renewals were said to include stations in Pasadena, Salinas and Eureka, Calif., and Grant's Pass, Ore.

Mr. Weathers, who recently was named World's western division sales manager, has been with the company since 1951. Before joining World, he was sales manager of WNEX Macon, Ga. A native of Alabama, Mr. Weathers began his radio career in 1938 and served various stations as announcer, news director, program director and sales manager.

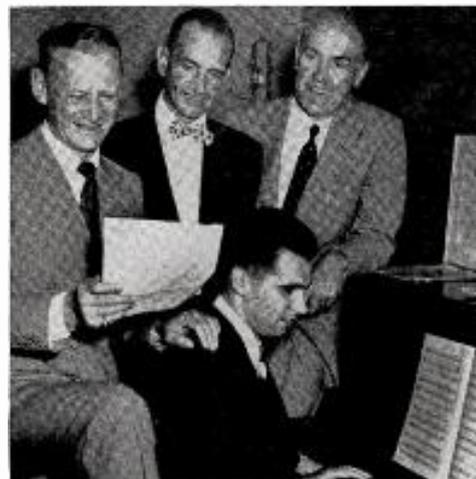
During World War II, he was in the U. S. Air Force, receiving the Legion of Merit for his part in establishing the Armed Forces Radio Service in the Panama Canal Zone.

Lovejoy, Watterston Die; Both Ascap Auditors

TWO ASCAP auditors, Thomas J. Lovejoy and Charles D. Watterston, died in the early days of September. Both are well known in broadcasting circles as they were engaged in visiting radio and TV stations throughout the country for periodic audits in connection with the percentage-of-gross payments made by stations to ASCAP for the right to use its music on the air.

Mr. Lovejoy, 52, who had been with ASCAP for more than 10 years, died Sept. 1 in St. Joseph's Hospital, Mankato, Minn., following a cerebral hemorrhage. Funeral was held Sept. 8 in Hartford. He leaves his wife and a son.

Mr. Watterston, 45, with ASCAP for about four years, died in Miami. Funeral was held Sept. 11 in Port Washington, N. Y. He is survived by a wife and two daughters.



WINNING lyrics in the KMO Tacoma, Wash., segment of the RCA Thesaurus' "So You Want to Write a Song" contest are looked over by (l to r) Orchestra Leader Sammy Kaye; Robert Sour, BMI assistant vice president; A. B. Sambrook, manager of Thesaurus, and (at the piano) Bugs Bower, who composed music for the contest. The Tacoma winner was Miss Maurine Dodd. The contest is a feature of Thesaurus' Sammy Kaye Show.

Designers Guild Formed

COSTUME Designers' Guild has been formed in Hollywood, composed of members drawn primarily from the motion picture industry, and intended as a professional rather than a labor organization, according to George F. Wasson Jr., the group's attorney.

Newly elected officers are Leah Rhodes (free lance), president; Howard Shoup (free lance), vice president; William Travilla (20th Century-Fox), treasurer, and Yvonne Wood (free lance), secretary.

'Do-It-Yourself' Demand

ASSERTING that more than 90% of the 500 stations carrying its 13-week series of five-minute "do-it-yourself" home improvement radio shows had sold the series locally, *Home Craftsman Magazine*, New York, has announced that a new 13-week series is now available on a one-station-per-city basis.

Spokesmen say the series is available without charge and that a sample package containing audition disc, merchandising tips, format for the entire series, and sample scripts will be supplied upon request. They said the only advertising on the series is "an offhand suggestion at the end of some shows" to "pick up a copy of *Home Craftsman*."

Cochran Joins RCA Thesaurus

WALLACE COCHRAN, formerly with Capitol Records and Transcriptions, has been named southeastern sales representative for RCA's Thesaurus, TV films and syndicated programs, succeeding Henry Gillespie, who has joined Screen Gems as southeastern sales manager.

'Farm and Home' Favorites

RCA VICTOR issued a record album of "Favorites of the National Farm and Home Hour" coincident with the 25th anniversary of the NBC agricultural program. The selections are those most often requested by listeners. The program celebrated its 25th anniversary with a special hour-long broadcast Sept. 12 [B•T, Aug. 17]. Guests included Brig. Gen. David Sarnoff, RCA-NBC board chairman and Frank Mullen, president of Vitapix Corp. and former NBC executive vice president, among others.

To continue paying high rental for a transcription library year after year is just a heck of a lot of money down the overhead drain. Take a tip from smart, cost-conscious station operators!

Buy the STANDARD OWN-YOUR-OWN Transcription Library. You'll save thousands of dollars. And the library is yours for keeps. You'll get . . . 5,000 all-time favorite musical selections by the most popular performers in radio . . . plus 600 useful program and commercial aids. Start cutting music costs immediately with STANDARD. Write for price information, today.



Stop paying through the nose!

BUY and OWN-YOUR-OWN LIBRARY from **STANDARD RADIO TRANSCRIPTION SERVICES, INC.**

360 N. Michigan Ave., Chicago 1, Illinois

SOUND EFFECTS, TOO!

The most complete, most useful service in the business. Write for catalog today.

WTAR

TV • AM • FM
NORFOLK
VIRGINIA

proudly announce their affiliation with

CBS

RADIO AND
TELEVISION
NETWORKS

effective September the nineteenth

This combination of Norfolk's
dominant stations . . . WTAR and
WTAR-TV . . . with the Nation's
most listened to networks assures our
advertisers greater sales results in
America's Miracle Market.

FCC APPROVES PLOUGH BUY OF WJJD; 13 STATION TRANSFERS GRANTED

Formal transfer of WJJD, sold by Marshall Field interests for \$900,000 to Plough Broadcasting Co., is set for today (Monday). Present station staff will be retained under direction of Harold R. Krelstein, president of WMPS Inc.

SALE OF WJJD Chicago by the Marshall Field interests for \$900,000 to Plough Broadcasting Co. was approved by FCC last week. Plough Broadcasting is a new subsidiary of Plough Inc., drug manufacturer and parent firm of WMPS Memphis [B•T, Aug. 10].

In other actions, the Commission also granted transfers involving KXOB Stockton, Calif.; KWBC Fort Worth, Tex.; WNNC Newton, N. C.; KRPL Moscow, Idaho; WTIK New Orleans; WCLI Corning, N. Y.; KNEM Nevada, Mo.; WPEO Peoria, Ill.; WTOB-AM-TV Winston-Salem, N. C.; WFGM Fitchburg, Mass.; KULA Honolulu; WISO Ponce, P. R., and WMLS Sylacauga, Ala.

WJJD, established in 1934, is a limited time station operating directional with 50 kw on 1160 kc, the Class I-A clear channel of KSL Salt Lake City. An independent outlet, WJJD during the past five years has averaged an annual net profit in excess of \$250,000 before federal taxes.

Transfer Today

Formal transfer of WJJD will occur today (Monday) in Chicago with Marshall Field Jr. and Carl J. Weitzel representing Field Enterprises Inc. Plough will be represented by Abe Plough, president of Plough Inc.; Harold R. Krelstein, president of WMPS Inc.; Harry B. Solmson, vice president, and Charles A.

Harrelson, secretary-treasurer, both of Plough Inc.

Mr. Krelstein promptly will assume active direction of WJJD and said last week he intends to retain the present WJJD staff.

KWBC Fort Worth was granted assignment of license from Worth Broadcasting Co. for \$150,000 to Associated Broadcasters Inc., partly owned by Joe W. Evans, southwest manager of Free & Peters, station representative.

KXOB Stockton was authorized to transfer ownership from Clem J. Randeau for \$207,000 to Joseph E. Gamble, operator of KCMJ Palm Springs, Calif., and brother of Theodore R. Gamble, theatre operator and principal in KOIN-AM-TV Portland, Ore., KJR-AM-TV Seattle and KLZ-AM-TV Denver.

Pacific Frontier Broadcasting Co., licensee of KULA Honolulu, was granted relinquishment of control by American Broadcasting Stations Inc., 56.67% owner, through sale of part of its stock to William B. Quarton, E. P. Franklin and Stanley G. Breyer for \$45,000. American Broadcasting, now 41.11% owner of KULA, is operator of WMT-AM-TV Cedar Rapids, Iowa, and permittee for vhf Ch. 4 at Honolulu.

Mr. Quarton, vice president and general manager of WMT-AM-TV, acquires 5% holding in KULA while Mr. Franklin, general manager and 10% owner of KJBS San Fran-

To Use Mexican Clears

ADDITIONAL high power standard stations in the U. S. territories—to operate on Mexican Class I-A clear channels—appeared eventually possible last week as the FCC announced a notice of proposed rule making to permit the use of 730, 800, 900, 1050, 1220 and 1570 kc by fulltime, 50 kw Class II stations in Alaska, Hawaii, Puerto Rico and the Virgin Islands. Under the 1941 "gentlemen's agreement" between the U. S. and Mexico continuing the effect of the original North American Regional Broadcasting Agreement, the U. S. agreed to assign only 1 kw daytime station on these channels within the continental U. S. The territories were not covered, an FCC spokesman explained last week. Mexico is not party to the 1950 NARBA which is awaiting ratification by the U. S. Senate.

cisco, acquires 7.5% interest. KJBS is one-third owner of KULA. Mr. Breyer, KJBS commercial manager, takes 2.5% share in KULA.

The other transfers:

WNNC Newton, N. C.—Granted assignment of license from Newton-Conover Bcstg. Co. for \$45,000, John C. Greene Jr. and R. H. Whitesides d/b as Southern Radiocasting Co.

KRPL Moscow, Idaho—Granted assignment of license from Interstate Radio Inc. to Roy Anderson tr/as Latah County Broadcasters for \$47,250.

WTIK New Orleans—Granted assignment of license from Royal Bcstg. Corp. for \$25,000 to Mid-Continent Bcstg. Co., headed by Robert H. Storz.

WCLI-AM-FM Corning, N. Y.—Granted assignment of license from Elmira-Corning Bcstg. Corp. to Radio Corning Inc., including G. M. Jenkins, G. P. Droelle Jr. and associates. Consideration \$35,000.

KNEM Nevada, Mo.—Granted assignment of license from Cecil W. Roberts for \$30,000 to John Blake, E. William George and Galen O. Gilbert d/b as Radio KNEM.

WPEO Peoria, Ill.—Granted transfer of control of WPEO Inc., licensee, from TV Radio Peoria Inc. for \$55,000 to Errett G. Zendt, Frederick C. Vicic, Richard A. Herm, W. Dale Livingston, David L. Livingston and John R. Livingston.

WTOB-AM-TV Winston-Salem, N. C.—Granted relinquishment of positive control of Winston-Salem Bcstg. Co., AM licensee and TV permittee, by James W. Coan, John G. Johnson, Robert V. Brawley and Archibald Craig, through calling of stock options held by present stockholders and others. The Coan group, formerly 100% owners, now holds total of 44%. Other 56% is now owned by Jonas S. Rice, Earl F. Slick, Thomas B. Rice and Albert L. Butler Jr. Winston-Salem Bcstg. also holds 50% of WCIG-TV Durham.

WFGM Fitchburg, Mass.—Granted relinquishment of positive control of licensee, Wachusett Bcstg. Corp., by Ansel E. Gridley through sale for \$15,200 of stock to Francis D. Edes and associates.

WISO Ponce, P. R.—Granted relinquishment of control of South Puerto Rico Bcstg. Corp. by Jose R. Freyre Montero and Luis E. Freyre Montero through issuance of new stock to Manuel Pirallo and associates. Consideration \$3,500.

WMLS Sylacauga, Ala.—Granted transfer of control of Marble City Bcstg. Co. from Edward J. Smith and Richard L. Scroggins to Curtis O. Liles for \$12,500.

Two Hearings Set

TWO more comparative TV hearings were ordered by FCC last week to commence in Washington Oct. 9. The cases involve uhf Ch. 42 for Topeka, Kan., and uhf Ch. 40 for Binghamton, N. Y. Topeka applicants are Alf M. Landon (WREN) and R. F. Schoonover. Binghamton contestants are Southern Tier Radio Services Inc. (WINR), Ottaway Stations Inc. and Binghamton Broadcasters Co. (WKOP). Comr. Robert T. Bartley dissented because of FCC's failure to adjust to the new priority list [B•T, Aug. 31, 24].



"He wants WBNS but keeps getting the B.B.C."

Car radios are important in Central Ohio. They add that big "extra audience" to WBNS, the station that already has more listeners than all local stations combined! WBNS carries *all* 20 top-rated programs—both day and night . . . a perfect vehicle for your selling messages.

CBS for CENTRAL OHIO



"Top Spot"

IN SPORTS



MILWAUKEE-Tops In The Nation-WEMP-Tops In Milwaukee

People everywhere are calling Milwaukee America's "hottest" sports town. And in Milwaukee, people call WEMP the "Sports Station."

The reason? It's simple. Milwaukee has known for years that if it's a major sport, it'll be on WEMP play-by-play with the inimitable Earl Gillespie, WEMP Sports Director, at the mike.

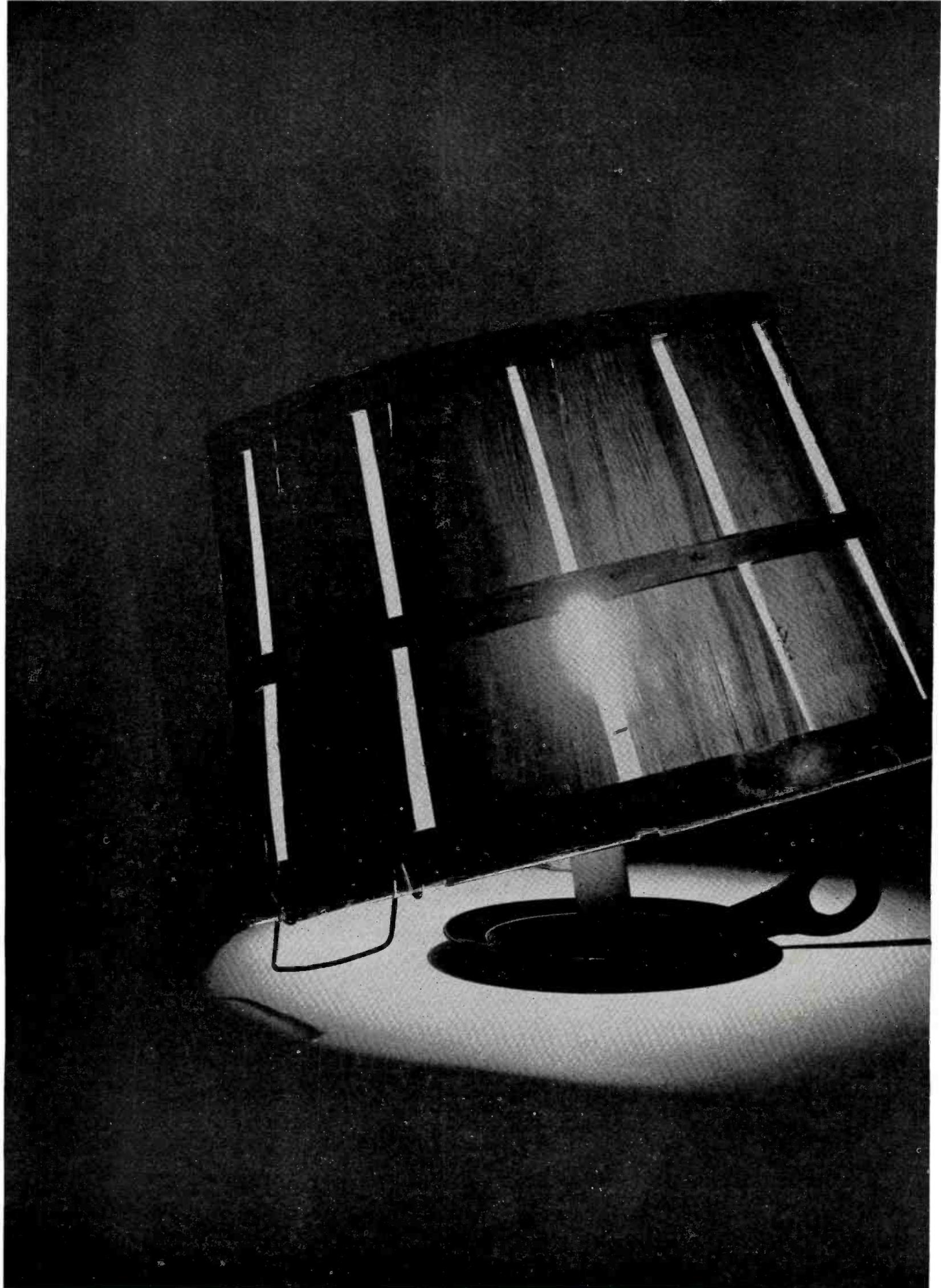
Advertisers, too, like Miller Brewing Co. and Allis-Chalmers, demand WEMP and the fresh vigorous Gillespie style. These sports broadcasts added to smart round-the-clock music, news and public interest programs make WEMP the top spot* for your Milwaukee radio dollar. Get details from Headley-Reed or contact WEMP today.

* On WEMP you can get up to twice the audience per dollar of any Milwaukee network station. (Based on latest available Milwaukee Pulse survey and SR & DS rates).

**COMPLETE COVERAGE—ALL
MAJOR MILWAUKEE AND
WISCONSIN SPORTS . . .**

WEMP

**AM-FM 24 HRS. • MUSIC • NEWS • SPORTS
1340 K. C. • MILWAUKEE**



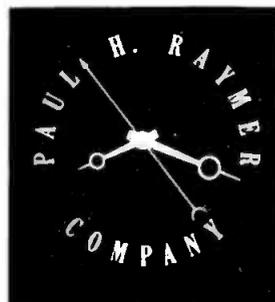
Is Your Light Under a Bushel?

Do your special features, those advantages you have over your competitors, get the attention they deserve with national advertisers . . . or is your light, like the proverbial candle, hidden from the view of your prospects?

Each station has these advantages . . . but first, they must be found . . . then aggressively promoted and sold.

Twenty-one years of experience has developed in the Raymer Company a program of individualized service which allots every one of our stations the necessary time and effort to uncover these special features. A high ratio of manpower per station represented permits Raymer men to present these competitive selling factors consistently and effectively to the buyers of national advertising.

If you have advantages which are not being developed properly, perhaps we may be able to bring them to light. Let us show you how Raymer "Personalized Representation" has been successful for our stations . . . and can be for you.



PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

FCC GRANTS DENVER CH. 4 TO KOA

Metropolitan TV Co. wins CP on condition NBC 'interest' is removed. Initial decisions are issued for Superior, Wis., and Erie, Pa.

FINAL decision to grant vhf Ch. 4 at Denver to KOA there was issued by FCC last week as Commission hearing examiners also issued initial decisions recommending grants for vhf Ch. 6 at Superior, Wis., and uhf Ch. 35 at Erie, Pa. FCC issued no non-hearing TV grants.

In the KOA case, the Commission approved the Ch. 4 grant to Metropolitan TV Co. upon condition of removal of the interest which NBC holds in the station because of the \$1.25 million loan NBC made to Hope Productions Inc., 50% owner. KOA already has tendered trans-

fer applications to accomplish this change.

The Commission majority's final ruling, which in effect upholds the hearing examiner's initial decision [B•T, June 22], dismissed the competitive application of KMYR Denver since KMYR no longer wished to prosecute its bid. After the initial ruling, KMYR agreed not to file exceptions and KOA offered to reimburse KMYR's expenses in the amount of \$125,000 [B•T, Aug. 3].

Comr. Frieda B. Hennock dissented in the final action, attacking not only the condition of allowing corporate alteration of KOA so as to

remove NBC's interest, but also the reimbursement of KMYR.

The Commission gave special consideration to the final KOA decision. FCC at one point stayed the effective date on which the initial ruling would have become final automatically in order to allow further study of the case [B•T, July 27].

Don Searle, executive vice president of KOA, announced late last week that KOA-TV should be on the air "by Christmas" using RCA equipment throughout. Network affiliation will be with NBC, he said, with Edward Petry & Co. as national representative.

Hearing Examiner Herbert Sharfman issued an initial decision to grant vhf Ch. 6 at Superior, Wis., to Ridson Inc. following dismissal of the competitive application of Lakehead Telecasters Inc., former operator of WREX Duluth, now deleted. Most of the Lakehead stockholders have acquired part ownership in Ridson, licensee of WDSM Superior. The proposed Ch. 6 Superior outlet would have effective radiated power of 100 kw with antenna height 791 ft. above average terrain.

At Erie, Pa., Examiner Annie Neal Huntting recommended a grant of uhf Ch. 35 to Great Lakes TV Co., which includes principals in WERC Erie. The ruling was made possible by the withdrawal of a competitive application by Civic TV Inc., whose stockholders include principals in WDOK Cleveland [B•T, Aug. 24].

Hennock Dissent

In her dissent in the KOA case, Comr. Hennock stated in part:

There are three objections to the grant that merit serious consideration.

1. In the first place, what Metropolitan seems to have done here is to submit two alternative proposals, one with the note outstanding and the other contemplating payment "if the FCC at any time indicates" that the existing arrangement results in control of Metropolitan by NBC. It is clear that acceptance and consideration by the Commission of such alternative proposals would be disruptive of orderly hearing procedure.

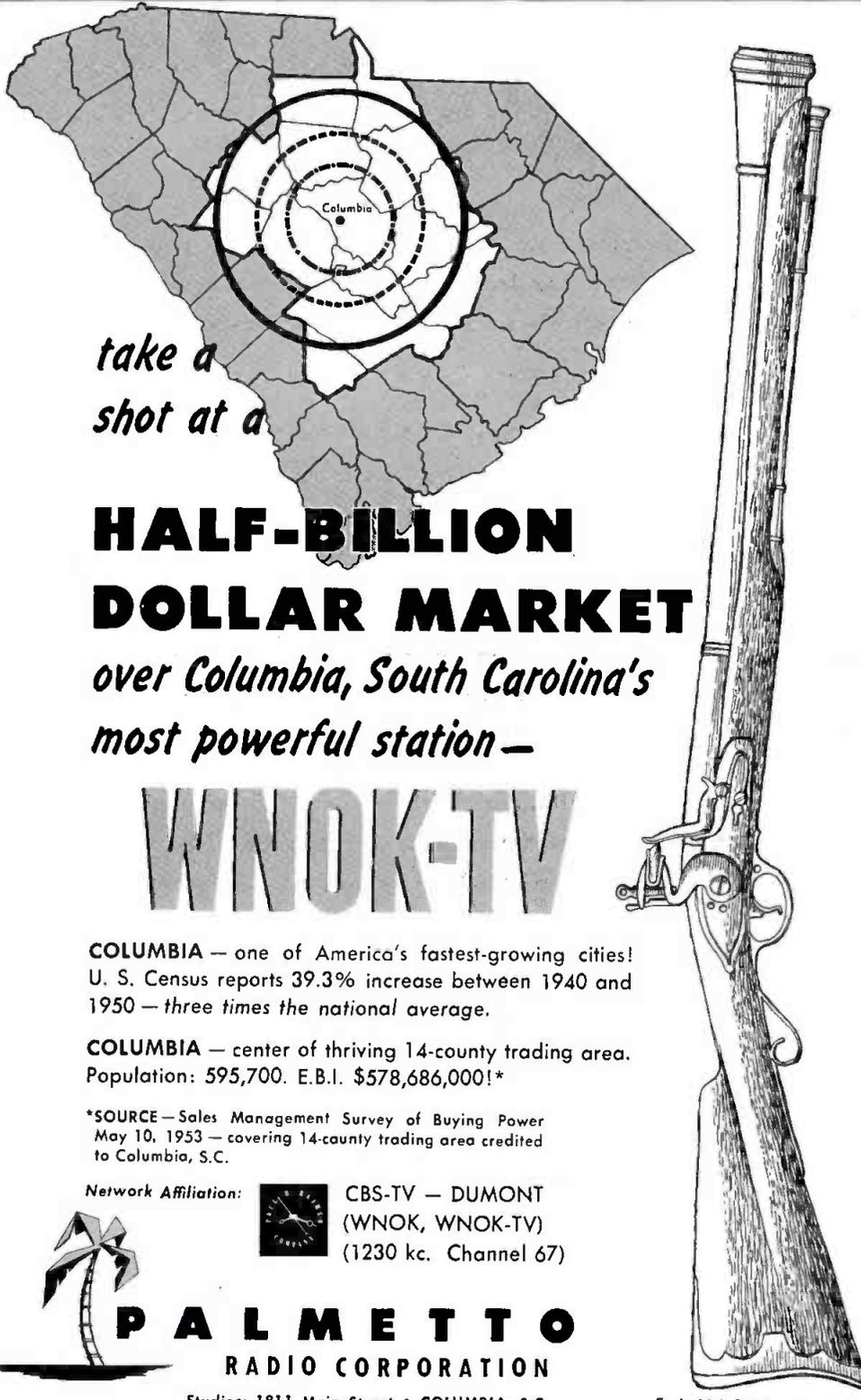
2. During the course of the hearing, stockholders of Metropolitan testified that if the Commission should rule that the arrangement set forth in the various agreements did involve control of Metropolitan by NBC, then they themselves—whose freedom from liability was explicitly and clearly provided for in the documents before the Commission—would personally pay off the \$1,250,000 and discharge Production's note. Metropolitan had to resort to this oral assurance by testimony at the hearing, and not to anything in its application or supporting documents, to establish that NBC might be removed from control. Thus Metropolitan's qualifications underwent a radical change during the course of the hearing; in effect, its application was then and there amended by that testimony, in complete defiance of our Rules and practice, and without even following the procedure required for such amendment.

3. Finally, this case involves what appears to be, in effect, a change of applicants. The identity of a corporation for licensing purposes before the Commission does not consist only of the corporate name. The Commission has always sought to identify a corporate licensee or applicant in terms of its controlling interest. In a very real sense, the relinquishment of control by NBC is a change in the applicant's identity. Thus it appears that this case involves a substitution of one applicant for another—a substitution actually required by the terms of the grant to be effected after the grant has been made.

In addition to these objections, the reimbursement contract between Metropolitan and KMYR raises serious questions.

The pending KOA transfer bids would result in dissolution of Hope Productions Inc., 50% owner, with KOA stock being taken over by Bob Hope, 85%, owner of the firm bearing his name, and his associates. The NBC note would be paid immediately. After reorganization, the Hope group would own 45% of KOA-AM-TV; the Denver group, headed by Mayor Quigg Newton, also 45%, and Mr. Searle, 10%. The Denver group also would elect four of seven directors.

"Reimbursement" agreements like the one before us here are unwholesome, especially when, as is the case here, they make payment of the "expenses" contingent on the Commission's granting a permit to the payor. The probability of being able to negotiate for "reimbursement of expense" tends to encourage the filing of frivolous or "strike" applications. The interest of the public, in having a grant awarded to the applicant best qualified to serve the public, is obviously not furthered by allowing either party to a hearing to pay any money to the other party in return for the latter's promise not to prosecute his application.



take a shot at a

HALF-BILLION DOLLAR MARKET

over Columbia, South Carolina's most powerful station —

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. \$578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation:  CBS-TV — DUMONT (WNOK, WNOK-TV) (1230 kc. Channel 67)

PALMETTO
RADIO CORPORATION

Studios: 1811 Main Street • COLUMBIA, S.C. Early 18th Century Blunderbuss

Sure Hits With Big Mo!

"Kids Kwiz"

Simple yet interesting, "Kids Kwiz" is a children's show that the kids really watch . . . and carefully. Prizes for right answers, fun and entertainment galore! Conducted very much like quiz programs for the older folks, "Kids Kwiz" is a natural for getting to the lollipop set.

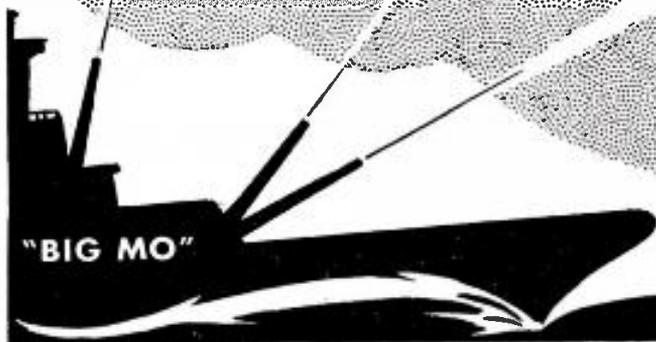
"Penny Wise Show"

A complete homemaking and cooking show Monday through Friday. Conducted by a well-known home economist, the "Penny Wise Show" combines the best attributes of the ordinary cooking show with interesting homemaking suggestions that keep the format flexible and the content varied. A participating show for advertisers concerned with the "in the home" market.

Sure-fire entertainment results in sure-fire sales! And, Big Mo has the hits . . . a variety of the best in entertainment for everyone! With ABC and CBS network shows and entertaining local programs, KSTM-TV can make your product a sure-fire hit in the St. Louis market, too!

"U-Bildit Show"

Interested not only in selling repair methods but in selling building products for the average homeowner as well? The "U-Bildit Show," conducted by an expert, is a do-it-yourself program on building items that can be simply and effectively constructed with ordinary tools in an ordinary workshop. This show will sell anything from tacks to tools.



H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

STORER'S CH. 10 BID AT MIAMI OPPOSED

MIAMI BEACH vhf Ch. 10 TV applicant WKAT petitioned FCC last week to dismiss the newly refiled competitive bid of Storer Broadcasting Co. on the ground that the Storer application violates the Commission's multiple ownership rule.

Storer's newest Miami Ch. 10 application said the firm would dispose of one of its five existing TV stations to meet the requirement of the rule [B•T, Sept. 7]. Other competitors for Ch. 10 at Miami include WFEC Miami, L. B. Wilson Co. (WCKY Cincinnati) and North Dade Video Inc., comprising 10 local businessmen headed by contractor Angus Graham.

When Storer purchased its fifth TV station, WBRC-TV Birmingham, it gave up its earlier Miami Ch. 10 application as well as a bid for vhf Ch. 9 at Wheeling, W. Va., the channel subsequently granted to WSTV-TV Steubenville, Ohio. Just before the WBRC-TV acquisition, FCC had ordered Storer to choose between its Miami and Wheeling bids because of the multiple ownership rule.

WKAT's petition contended it is apparent that the Commission considered dismissals of the Storer bids at Miami and Wheeling "as tantamount to dismissals with prejudice under Rule 1.363 since it undoubtedly would not have entertained the application for consent to transfer control of WBRC-TV, tendered simultaneously with the requests for dismissal, had it had reason to believe that Storer would thereafter file anew in Miami, Wheeling-Steubenville or elsewhere."

The WKAT pleading argued that "the con-

temptuous and cavalier way in which Storer seeks to distort the Commission's processes in the remote hope that it can withdraw from some lesser market for Miami is repugnant to the letter and spirit of Commission rules and policies. If this Miami application is accepted for filing, what assurance does the Commission have that Storer will not subsequently refile for the Wheeling-Steubenville area or some other market where his whim and caprice might lead him to believe an opportunity existed to strengthen and enlarge his already considerable radio and television empire?"

Storer's TV stations include WJBK-TV Detroit, WAGA-TV Atlanta, WSPD-TV Toledo, KEYL (TV) San Antonio and WBRC-TV Birmingham. The firm also owns companion radio operations in the same markets, as well as WGBS Miami and WWVA Wheeling.

Storer Says He'll Fight Bid to Deny Miami Hearing

GEORGE B. STORER, president, Storer Broadcasting Co., said Thursday in New York that he will resist wholeheartedly WKAT's attempt to deny a hearing for his bid for a TV station in Miami. "Our free enterprise system seeks to guarantee fair competition," he declared. "We are registering with the FCC our vigorous objection to WKAT's action. As evidence of our determination to bring to greater Miami and south Florida the best in TV service, we have offered formally to dispose of one of our successful TV stations in another city as a condition to serving Florida viewers. This desire is in line with our previous substantial capital and payroll investments in Miami and our current progress in relocating

our national headquarters there."

Pointing out that the offer to dispose of one of its five TV stations, if necessary, is based on the company's consistent record of compliance with "every FCC rule and regulation—written or implied," Mr. Storer said, "however, Storer stations have their roots planted deeply in the communities they serve; hence, we sincerely hope the ownership of our present five TV stations does not mitigate again our Miami application."

Mr. Storer said he took particular exception to that part of the WKAT petition which questions his company's concern for the public welfare of the communities served by its seven radio and five TV stations. He stated that only a few months ago the Storer TV stations in Birmingham (WBRC-TV) and San Antonio (KEYL) turned over thousands of dollars worth of equipment to educational interests to help them get started in TV. "These are not isolated cases," he declared.

Even if his best efforts in behalf of his Miami TV application should fail, Mr. Storer said he will not leave that city.

HEARING OCT. 8 ON FTC PROPOSALS

THE FEDERAL Trade Commission last week announced it would hold a hearing Oct. 8 on "Proposed Trade Practice Rules for the Radio and Television Industry," which would revise such rules promulgated by the FTC in 1939.

The hearing is set for 10 a.m. EST in Room 332 of the FTC building in Washington, with interested persons and groups invited to present views, information, suggestions or objections concerning the proposed rules.

FTC said the revision proceeding was instituted pursuant to industry applications and sessions of a general trade practice conference held in Washington June 21 and Sept. 26-28, 1951, and June 18, 1952.

The proposal sets forth 30 rules (listed as Group I) which would restrict or prohibit certain practices in the sale, manufacture or distribution in commerce of industry products—radios, TV sets, combinations and parts or accessories—that the FTC considers unfair or deceptive under Section 5 of the Federal Trade Commission Act, as amended.

Scharfeld Criticizes Commission Practices

CRITICAL analysis of recent FCC practices and procedures was submitted to the American Bar Assn. at its Boston meeting last month by Arthur W. Scharfeld, vice chairman of the Committee on Communications, Administrative Law Section.

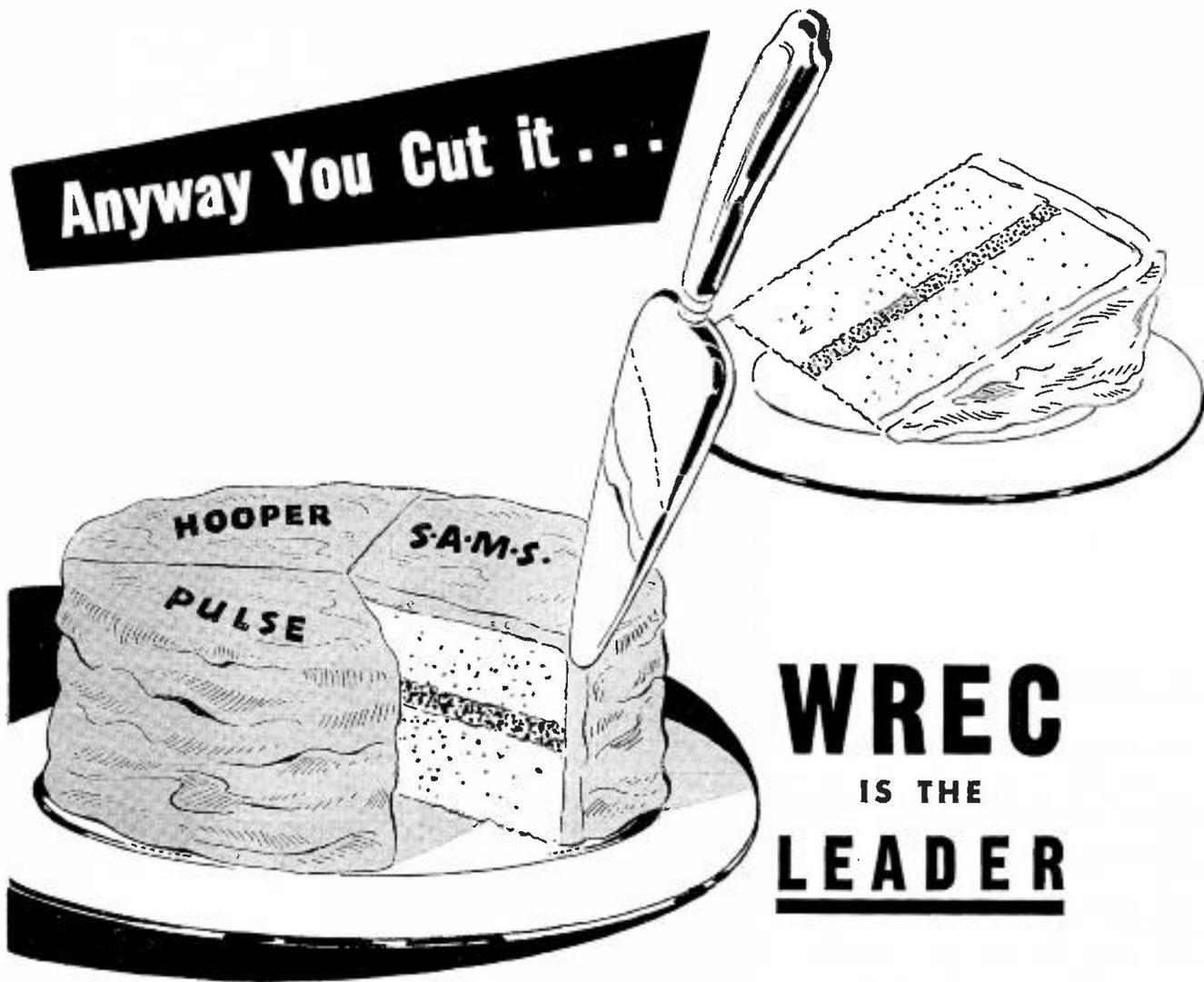
Mr. Scharfeld, a member of the Washington law firm of Scharfeld, Jones & Baron, raised questions regarding the Commission's procedures on (1) mergers and dropouts filed on Tuesdays permitting Wednesday Commission approval of merged applicant or remaining applicant, (2) maintaining sole applicant in hearing status when competitor withdraws application, (3) 30-day advertising proposal, (4) pre-hearing conferences which give examiners too much power, (5) extent to which written testimony is being substituted for oral testimony, (6) varying FCC interpretations of Sec. 309.(c) of the Communications Act (protest provision) and (7) increasing use of depositions.

Basis of Mr. Scharfeld's criticism is that the Commission in its urge to speed up TV processing is giving due process and public interest short shrift.

We're aiming for it . . . just as William Tell did. And, if history repeats itself, WSIX-TV will be telecasting in November, 1953, to the people in Nashville, Tennessee, and for many miles around! And with Power and Programming (CBS Television) for a BIG, CONCENTRATED AUDIENCE! See your Hollingbery man or Louis Draughton, WSIX-TV, for availabilities.

wsix.tv CBS channel 8
NASHVILLE, TENNESSEE

Anyway You Cut it . . .



WREC

IS THE

LEADER

Whether it's Hooper, Pulse or Standard Audit & Measurement Survey, in the Memphis Market they ALL give the *biggest* slice to WREC-600. Advertisers on WREC get the "better half" of *both* the rural and metropolitan listeners in this \$2 billion market with a single schedule. Consult your Katz man today about choice fall and winter availabilities. You'll be pleasantly surprised at the cost, 10% LESS, per thousand listeners, than in 1946!

WREC

600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

6TH UHF URGES PAY-SEE APPROVAL

A SIXTH uhf permittee Wednesday asked FCC to institute rule making proceedings toward adopting subscription TV on a commercial basis.

Permittee was WOCN (TV) Atlantic City on uhf Ch. 52 which was granted a CP last January. Licensee is Matta Enterprises, a partnership of William G. Matta and G. C. Matta, who each own one-third interest in WLOA Braddock, Pa.

WOCN said it fully subscribes to the position of the initial four uhf grantees who last month petitioned the FCC for early action on Zenith Radio Corp.'s petition for commercial authorization of pay-see television. WOCN said, however, it did not take a position on any particular box-office TV system.

WOCN also underscored the problem of the uhf station obtaining network affiliation which, the station said "seriously" impairs the station's opportunity to compete with existing TV network affiliated stations.

Under present circumstances, WOCN said, the availability or non-availability of network affiliation often represent a "life and death factor" in the station's economic ability to exist and operate.

WOCN predicted an eventuality of "nothing less than a national tragedy" if neither network affiliation nor some alternative means is provided for the uhf station to obtain attractive programming and economic support.

Other uhf grantees which petitioned the FCC for subscription TV are WDHN (TV) New Brunswick, N. J., WELI-TV New Haven, WIP-TV Philadelphia, WACH (TV) Newport News, Va., and Stamford-Norwalk Television Corp., Stamford, Conn. The stations plan a meeting on their position this Thursday in Philadelphia [B•T, Sept. 7]. WACH joined the original four petitioners only a few weeks ago [B•T, Aug. 31].

FCC Tax Certificate Granted WBKB (TV) Sale

AMERICAN Broadcasting-Paramount Theatres has received a tax certificate covering the sale by subsidiary Balaban & Katz of WBKB (TV) Chicago (now WBBM-TV) for \$6 million to CBS, FCC acknowledged last week. The certificate, once denied upon an earlier request, was issued by the Commission concurrent with its grant of a similar tax certificate to Storer Broadcasting Co. on the \$350,000 sale of WMMN Fairmont, W. Va., to Peoples Broadcasting Corp. [CLOSED CIRCUIT, Sept. 7].

The tax certificates affirm that the station sales were necessary and appropriate to meet the requirements of the Commission's multiple ownership and duopoly rules. This enables the sellers to negotiate with the Internal Revenue Bureau for certain tax privileges where the money obtained is reinvested in other related ventures.

In its Paramount case decision approving merger of ABC and United Paramount Theatres, FCC required AB-PT to give up WBKB (TV) on Ch. 2 (now WBBM-TV) since it already owned WENR-TV Ch. 7 (now WBKB). Storer was required to give up WMMN since it acquired KABC San Antonio for \$700,000 and had its limit of seven AM stations.

Hyde at UNESCO

FCC Chairman Rosel H. Hyde is to participate this Thursday in the national conference of the U. S. National Commission for UNESCO, titled "America's Stake in International Cooperation," at Minneapolis. Chairman Hyde will head a work group on "Television USA—A New Tool for International Understanding." Other participants include Ralph Hardy, NARTB vice president; Richard Hull, director of Iowa State College's WOI-AM-FM-TV Ames; Mrs. A. Scott Bullitt, operator of KING-AM-TV Seattle, and Ralph Steetle, executive director of Joint Committee on Educational Television. Conference runs Sept. 15-17 at U. of Minnesota.

CALDWELL RETURNS CP FOR KCNA-TV

AFTER "careful survey" of the local economic situation, fiction writer Erskine Caldwell turned in the construction permit for KCNA-TV Tucson, Ariz., last week for deletion by FCC.

Earlier, FCC had sent the vhf Ch. 9 station a McFarland letter advising that its request for additional time to construct could not be approved without a hearing [B•T, Aug. 17].

Mr. Caldwell is president and 51% owner of Catalina Broadcasting Co., licensee of KCNA and permittee of KCNA-TV. He assumed control in a transfer approved by FCC only several weeks earlier [B•T, July 6].

Tucson has one other TV outlet, KVOA-TV on vhf Ch. 4. KVOA-TV plans Sept. 27 commencement.

Besides deleting KCNA-TV's permit, the Commission also has approved deletion of WLEC-TV Sandusky, Ohio, uhf Ch. 42 outlet, which gave up its permit because of the unavailability of network programs and program-economic factors [B•T, Aug. 24]. Post-thaw dropouts now total 13 with the deletions of WLEC-TV and KCNA-TV.

Phenix City, Ala., Protests FCC TV Grant at Columbus

THE City of Phenix City, Ala., last week petitioned the FCC to set aside its grant of vhf Ch. 4 at Columbus, Ga., to Columbus Broadcasting Co., a firm representing a merger between J. W. Woodruff's WRBL Columbus and the *Ledger and Enquirer* there.

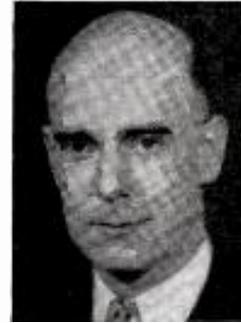
Phenix City asked FCC to set the grant aside on its own motion by Sept. 16. The grant was made last month [B•T, Aug. 31] contingent upon the *Ledger-Enquirer* giving up its WGBA-AM-FM Columbus after a merger of the newspaper interests and the WRBL ownership. Phenix City and Columbus are adjacent cities.

In the Phenix City petition, submitted by its Washington, D. C., counsel, Leo Resnick, former FCC hearing examiner, qualifications of the grantee were questioned. FCC had made the grant despite protests by Phenix City officials and Alabama state Rep. J. W. Brassell of Russell County, Ala.

The petition charged the grant would give R. W. Page Co., which owns the two newspapers and 51% of the grantee, control over both the city's newspapers, its most powerful radio station and its only TV station.

PORTER TAKES OATH FOR DEFENSE POST

WILLIAM A. PORTER, Washington radio attorney, was sworn in as assistant director of the Office of Defense Mobilization in charge of telecommunications last Tuesday by ODM Director Arthur S. Flemming. Among those



Mr. Porter

attending the ceremony in Mr. Flemming's office were Rosel H. Hyde, FCC chairman; Fred W. Albertson, Washington attorney and president of the Federal Communications Bar Assn., and Mr. Porter's wife.

Mr. Porter, who is a member of the Washington law firm of Bingham, Collins, Porter & Kistler,

was named to the telecommunications post in the Executive Office of the President last month [B•T, Aug. 24]. He will have the responsibility of setting policy on the allocations of radio spectrum to government use. The position has been vacant since last June when the post of telecommunications advisor to the President was abolished. This had been filled by Haraden Pratt, IT&T executive.

Hofheinz Asks Court to Stay FCC Action in KSOX Case

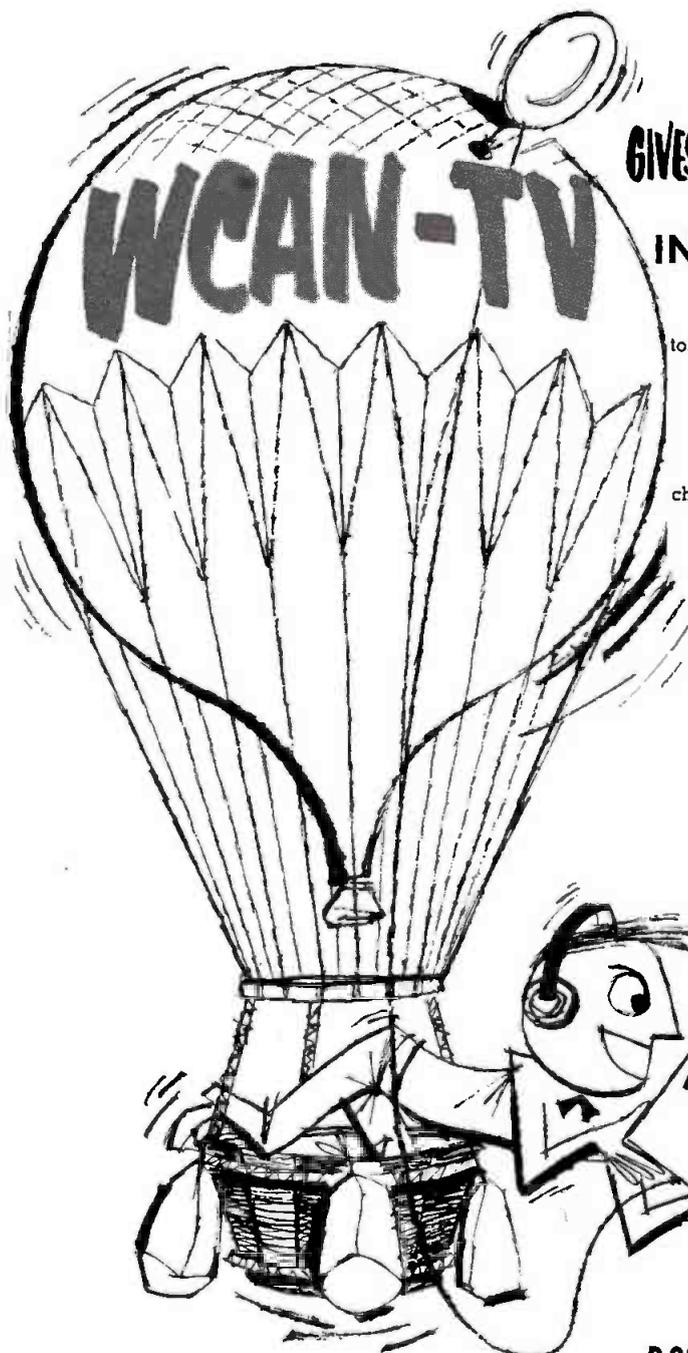
ROY HOFHEINZ petitioned the U. S. Court of Appeals last Thursday for a stay order against FCC's action placing KSOX Harlingen, Tex., back on directional operation daytime on 1530 kc [B•T, Aug. 17]. Meanwhile, FCC postponed for 10 days the effectiveness of the order until the court can act.

Although the Commission had denied an interference protest by WCKY Cincinnati in the KSOX case, FCC acted on its own to withdraw program test authority to the Harlingen station pending settlement of the daytime skywave proceeding. The daytime skywave case was concurrently severed from the long-pending clear channel case so that a separate decision could be rendered.

Mr. Hofheinz, now mayor of Houston, has sold KSOX to KGBS Harlingen for \$225,000, the transfer being approved by the Commission the same week it acted on the daytime directional operation of KSOX. Harbenito Broadcasting Co., KGBS licensee, proposed to give up KGBS on 1240 kc with 250 w full time and switch the KGBS call to its newly acquired KSOX. Harbenito last week petitioned FCC to reconsider its action on the KSOX daytime directional operation.

AM Grant for St. Augustine

NEW AM station at St. Augustine, Fla., was granted by FCC last week to St. Augustine Broadcasting Co. on 1420 kc with 1 kw daytime.

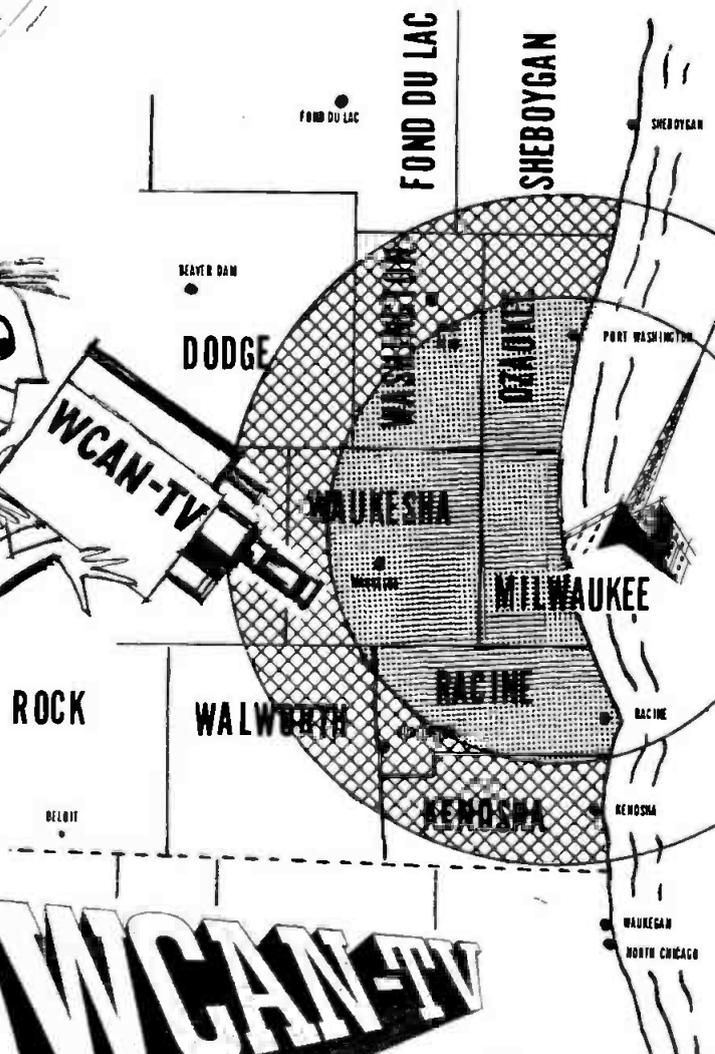


GIVES YOU "PENETRATION PLUS" COVERAGE IN THE RICH MILWAUKEE MARKET!

And what a market Milwaukee is! Rich today, richer tomorrow, because Milwaukee is a growing market. Look at the table below and you'll see that in business as well as baseball and TV, Milwaukee is strictly big league.

A big league market needs "penetration plus" coverage if your sales are to soar. In Milwaukee your best-buy channel is 25, **WCAN-TV** where your message will be seen best for less. And **WCAN-TV** like the market it serves, is growing, too, with a larger audience guaranteed every day.

So get sweeping and penetrating coverage at budget rates by being seen and sold on **WCAN-TV**



	Milwaukee Cy.	6 Adjacent County Area
Total Retail Sales . . .	\$1,142,562,000	\$444,462,000
Food Sales	271,329,000	112,265,000
Gen. Merchandise Sales . . .	183,161,000	26,530,000
Furn., Hsld., Radio Sales . . .	59,234,000	21,133,000
Automotive Sales	192,528,000	72,832,000
Drug Sales	30,138,000	10,573,000
Eff. Buying Income	1,655,011,000	661,314,000

Figures—Mil. Assn. of Commerce for 1952

WCAN-TV



Primary Affiliate

channel 25 Milwaukee

represented nationally by O. L. Taylor and Co.
Alex Rosenman, New York Business Mgr.

Sen. McCarthy Reported Planning Weekly TV Show

SEN. JOSEPH R. McCARTHY (R-Wis.) reportedly plans to appear regularly on television beginning next January, coincident with the reconvening of Congress. No details are given.

Story to this effect appeared in *The New York Times*, which asserted that the Senator will be on a weekly 15-minute "privately sponsored 'commentary' in which he will feature attacks on the Democrats."

CONELRAD FACES FIRST FULL TEST

FIRST nation-wide Conelrad test will be held Wednesday morning with more than 1,200 radio stations taking part.

Conelrad, a system which permits standard (AM) radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations, went into effect May 15. The broadcasting industry has provided \$2 million of its own funds to provide facilities for the system. (Detailed Conelrad data was printed in *FOR THE RECORD* B•T, May 4, 1953).

Cooperating in the test this week are the Federal Civil Defense Administration, the FCC and the Air Force. Officials pointed out last week that the Wednesday test will be of radio facilities. To aid in reporting on the system's effectiveness, the Air Force plans to send B-29 bombers in the air. Test hours will be 1:30 to 4:30 a.m. local time.

According to the Conelrad plan, most radio stations and all FM and TV outlets go off the air (this will not happen, of course, during the test) while citizens receive messages only at the 640 and 1240 kc frequencies.

Effectiveness of the reports to the citizen will not be cited in this test, it was explained. The sampling is on the technical, or station end only.

Stations will be grouped into "clusters." An automatic device will switch the broadcast at intervals from one transmitter to another within a cluster.

Where clusters are not used, stations will be part of the so-called "on and off" group, the station being on the air up to 30 seconds, then off for a few minutes.

All stations have been supplied with script kits from civil defense officials. Most stations, it is expected, will air music and news when not broadcasting explanations of the test signals. Broadcasts on the two authorized frequencies will be continuous but for the listener they may vary in intensity depending on his distance from the transmitter in the cluster.

Hyde Answers WBMD

FCC CHAIRMAN Rosel H. Hyde has informed WBMD Baltimore that the Commission will examine carefully the feasibility of providing daytime stations with a more uniform operating schedule during consideration of the daytime skywave case, just recently severed from the clear channel proceeding for separate action [B•T, Aug. 17]. WBMD, assigned 1 kw day on 750 kc, suggested that FCC allow uniform year-round programming from 6 a.m. to 7 p.m. "or some compromise thereof" [B•T, Sept. 7].

MILWAUKEE, BUFFALO, QUINCY WIN TV COMMENCEMENT HONORS FOR WEEK

WCAN-TV begins as Milwaukee's second station—the third, WOKY-TV, is set for test tomorrow. WBES-TV Buffalo plans its commercial start today. WGEM-TV Quincy began interim programming Sept.

4. Wednesday is target date for KOAT-TV Albuquerque.

MILWAUKEE got its second TV last week when WCAN-TV began transmitting on uhf Ch. 25 over the Labor Day weekend. City is due to get its third TV station, and second uhf outlet, this week when WOKY-TV begins test transmissions tomorrow (Tuesday), with commercial programming scheduled to begin Sept. 27.

Buffalo TV set owners now are getting a third signal—from uhf WBES-TV on Ch. 59, which began operating Sept. 5, with commercial operation scheduled to commence today (Monday).

And, in Quincy, Ill., WGEM-TV put a vhf Ch. 10 signal on the air Sept. 4.

Albuquerque's KOAT-TV is due to begin operating Sept. 15 with its vhf Ch. 7 signal powered by 25 kw ERP.

Beginning test pattern operations last week were KCMO-TV Kansas City, on vhf Ch. 5, and WMAZ-TV Macon, Ga., on vhf Ch. 13. Both are due to begin commercial operation Sept. 27.

New TV stations which began last week or are due this week are as follows:

WCAN-TV Milwaukee, uhf Ch. 25 (CBS-TV), represented by O. L. Taylor Co.

WBES-TV Buffalo, uhf Ch. 59, represented by the Bolling Co.

WGEM-TV Quincy, Ill., vhf Ch. 10 (ABC-TV, NBC-TV).

KOAT-TV Albuquerque, N. M., vhf Ch. 7 (ABC-TV), represented by George P. Hollingbery Co.

More than 100,000 of the 440,000 TV owners in Milwaukee have converted to the high band channel, WCAN-TV reported.

Station, the sole CBS outlet in Milwaukee, planned to carry the first program of the new CBS-TV sports feature, *Peak of Sports*, with Red Barber, set for last Saturday. The sports announcer, in Milwaukee to cover the Milwaukee Braves-Brooklyn Dodgers baseball game that afternoon, will originate the initial program from the WCAN-TV studios.

Most powerful uhf station in Western New York is claim of WBES-TV. Station, radiating 21.4 kw, said that reception has been reported within 50-mile radius of Buffalo, and as far

away as Toronto, Ont. Radio-Television Service Assn. of Western New York has reported that conversions to uhf are running 1,500 per day, said Roger Baker, general manager of station.

In the near future, WGEM-TV Quincy, Ill.—which began interim vhf Ch. 10 operation Sept. 4 [B•T, Sept. 7]—will begin regular commercial programming 5-11 p.m., the station reported last week. Since two Fridays ago, WGEM-TV has been broadcasting two hours a night, from 7 to 9 p.m.

Milwaukee gets its third TV signal—and second uhf station—Sept. 15 when WOKY-TV plans to begin test patterns on uhf Ch. 19. On Sept. 27, station will commence regular commercial programming. It is affiliated with both ABC and DuMont.

Transmitter for KFIA (TV) Anchorage, Alaska, was shipped out of Long Beach, Calif., Sept. 6, and Oct. 15 is target date for Alaska's first TV, the station reported last week. Due to arrive in Anchorage are James G. Duncan, general manager and chief engineer, and Wilbur R. Williams, operations supervisor for Kiggins & Rollins, licensee of the Anchorage station and also of KFIF (TV) Fairbanks, due for operation next spring. Both stations have CBS and ABC affiliation. New rate card indicates station will operate from 5-10 p.m., will charge \$150 for Class A one hour rate, with \$30 for minute spot. Phil Howarth is sales manager, and Arthur Moore & Son is northwestern sales representative.

WICS (TV) Springfield, Ill. was due to begin test patterns late last week. It plans commercial operation on uhf Ch. 20 about Oct. 1, with four networks and local programming.

Philo T. Farnsworth, pioneer TV scientist, threw the switch at the Aug. 30 opening of WPMT (TV) Portland, Me. Also present were Gov. Burton M. Cross, Rep. Robert Hale (R-Me.), and Portland City Manager Roy Owsley. Picking up network offerings from Boston-New York radio relay, station is affiliated with all four networks. Station claimed 20 hours of commercial networking already are ordered. It operates seven hours a day, with test pattern, and then programs from 5 p.m. to midnight. The local Chamber of Commerce estimates that 10,000 of Portland's 12,000 TV receivers have converted with reception reported as far as Sanford, Me., 40 miles from the transmitter, WPMT said.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KVOA-TV Tucson, vhf Ch. 4 (NBC), represented by Raymer, Sept. 27.

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, Oct. 4.

CALIFORNIA

KERO-TV Bakersfield, vhf Ch. 10 (CBS, NBC), represented by Avery-Knodel, Sept. 26.

KIEM-TV Eureka, vhf Ch. 8 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, uhf Ch. 47 (ABC-TV), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. '28).

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hol-

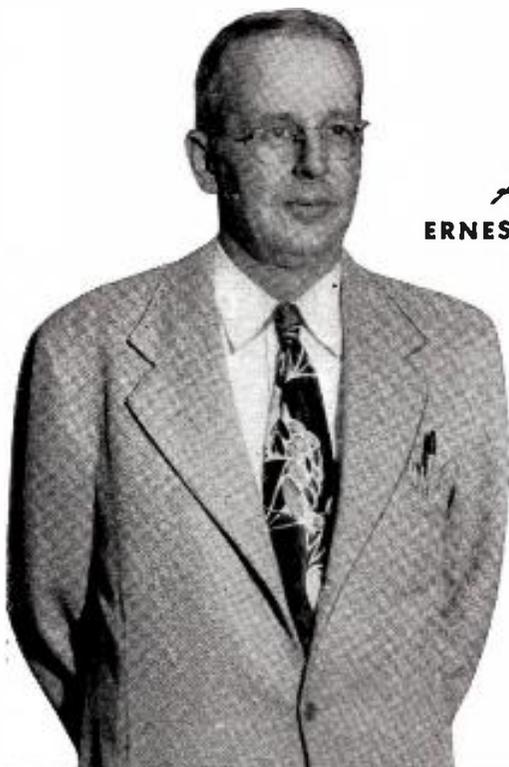
Don't Sell It Short

THERE's nothing wrong with uhf that won't be corrected readily, Dr. W. R. G. Baker, vice president of General Electric Co. and chairman of National Television System Committee, said Tuesday in a Washington interview (see color comments page 35).

As to receivers, he said, "It's not all in the sets. Some of it is in transmitters and in antenna locations, and some in tuner design, but there's nothing fundamentally wrong. In a new field, not everything works right at first.

"We must recognize the laws of physics in inherently limiting what uhf will do. It will do just as good a job of propagation as vhf, within those limits. However, uhf is being asked to do more than the animal was ever meant to do. Even so, it will do a good job."

"SAY 'Service' AND YOU'VE SAID WHY WE DEPEND ON G-E TUBES!"



According to
ERNEST VORDERMARK
 Chief Engineer
 WMBR-TV
 Jacksonville
 Florida

"FIRST OFF, we get G-E tubes fast when we need them. I don't have to emphasize how important that is—time off the air is money-out-of-pocket for any station. G-E tube distribution here in Jacksonville goes all-out to speed deliveries to WMBR.

"Next, there's no red tape on tube replacements and adjustments. We get the kind of cooperation that eliminates delays and promotes good feeling between the supplier and ourselves.

"Third, G-E tubes are long-lived, and quality doesn't vary. Our rectifier types average 15,000 hours . . . how about that! We have a spare GL-5593 phasitron that's still waiting to be used, because the General Electric tube with which we went on the air in 1949 keeps doing its job.

"Put us down as satisfied, all along the line!"

* * *

The same fast and friendly service, the same dependable, long-lived tube product, are available to *you*. Dial your local G-E tube distributor . . . today! *Tube Dept., General Electric Company, Schenectady 5, N. Y.*



● Murals in WMBR's handsome reception room show busy Jacksonville, center of the station's TV coverage. The city's viewers are loyal to the local music, dancing, and other talent which WMBR-TV features prominently. Popular network programs also are carried—and the audience has a front seat at all north-Florida events through mobile-camera pickup. This full-course banquet of television fare is served up smoothly by transmission that owes much of its dependability to General Electric tubes, according to Chief Engineer Vordermark.

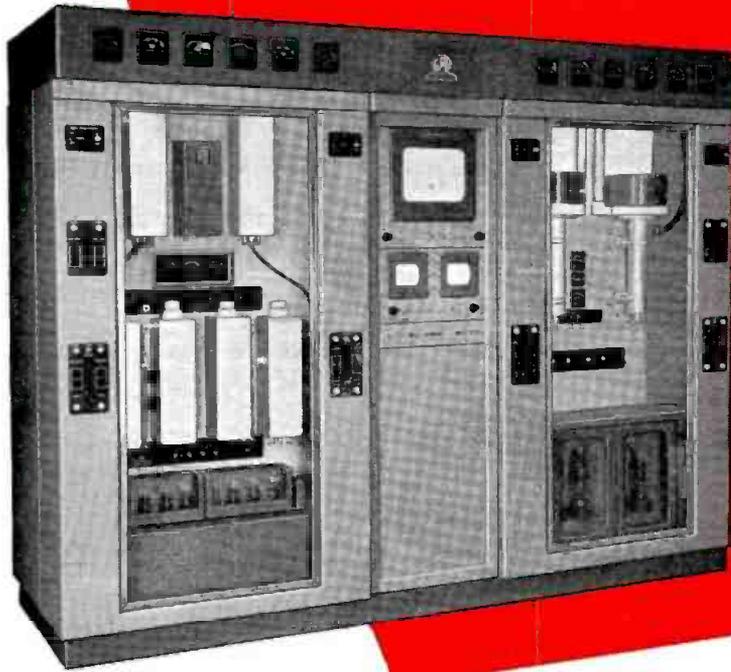


You can put your confidence in—

GENERAL  ELECTRIC

161-1C3

for performance **ABOVE** and **BEYOND**
the usual standards . . .



the



Continental

UHF-TV

TRANSMITTER

■ Precision-built by the makers of the world's most powerful transmitting equipment—for the Voice of America—the GPL-Continental TV Transmitter offers quality and construction superior to accepted standards of today.

Exclusive "Frequilock" feature provides aural-visual frequency control of $4.5 \text{ mc} \pm 500$ cycles or better, even as high as 890 mc. No more intercarrier buzz! In addition to the console unit there is ample rack space for picture and waveform monitors. Transmitter controls may also be operated from the rack. With simplified power and

control circuits, manual controls are minimized.

It is designed for compactness and maximum accessibility. In addition, it is housed in unit-construction, frameless type cabinet in which cabinet members serve not only as equipment mounting panels, but also as an efficient duct system through which cooling air is circulated.

This 1 KW transmitter is arranged for ready expansion to greater output, or the exciter only may be operated as a small community station with 250 watts output.

Write for full details on the GPL-Continental PA-714 1 KW Transmitter

"THE INDUSTRY'S LEADING LINE IN QUALITY, IN DESIGN"



Check these features of the *Continental* 1 KW UHF Transmitter

- Maximum accessibility
- Simplified power and control circuits.
- Completely air-cooled.
- Space-conserving cabinet design — Transview styling.
- May be operated without console — plenty of rack space (63") in centrally located panel on transmitter for picture and waveform monitors.
- Single output tube operation for each power amplifier.
- Built-in VSWR metering — continuous power measurement.
- Exciter is a 250-watt transmitter for all UHF channels.
- Complete flexibility for future power increase.
- Features Continental's new "Frequency-lock"—new development in frequency control provides aural-visual frequency control of $4.5 \text{ mc} \pm 500 \text{ cycles}$ or better, even as high as 890 mc. No more intercarrier Buzz.
- Delivery of immediate orders in December, 1953.

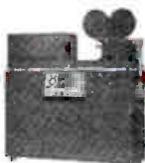
GPL MEETS EVERY STATION REQUIREMENT WITH EQUIPMENT OF SUPERIOR QUALITY AND UTILITY



CAMERA CHAINS — Extremely compact, readily portable, built for combined studio and field use. Choice of major networks for their top live programs. Exclusive remote control features provide pan, tilt, iris and lens change from 1000 feet away.



PA-100-A TV PROJECTOR — A truly professional 16 mm projector to meet the continuous-service, minimum maintenance requirements of economical film telecasting. Ruggedly built, it provides crisp, bright pictures as well as high fidelity sound. Sound frequency response flat to 7000 cycles. Sound flutter kept at less than 0.25%. Adjustable tone controls compensate for poor sound films.



VIDEO RECORDERS — A complete high-quality TV recording System which produces standard 16 mm 24 frames per second film. Images are reproduced in negative or positive on emulsion 7373 or 7302 or equivalent. Finest picture resolution, high quality recorded sound.

General Precision Laboratory

INCORPORATED
PLEASANTVILLE NEW YORK



Export Department:
13 East 40th St., New York City
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Cable address: Prelab

TV Transmitters • TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment



**AND WFDF-FLINT SELLS
THAT GOOD MARKET!**

Flint, Michigan, the home of Buick and the site of the principal Chevrolet and Fisher Body Plants, the AC Spark Plug and Ternstedt Divisions, is the largest General Motors plant city in the world. Flint is a BIG market (287,000 population) and its a RICH market (\$325,184,000 retail sales in 1952).* Because of Flint's expanding industrial might (2 new plants in production this year, 1 scheduled for next year) it will continue to be a Good Market.

To sell YOUR product to this rich growing market, buy WFDF, FLINT'S FIRST STATION. To make your sales grow, BUY WFDF, FIRST IN FLINT.

Sales Management "Survey of Buying Power" 1953

FLINT, MICHIGAN

WFDF — **NBC** —
AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

lingbery Co., Sept. 11 (share time with KSBW-TV Salinas) (granted STA).

KICU (TV) Salinas, uhf Ch. 28, Fall.
KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KMBY-TV Monterey) (granted STA).

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Fall.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 20.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 27.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 13.

WMAZ-TV Macon, uhf Ch. 13 (CBS, DuMont), represented by the Katz Agency Inc., Sept. 27. (Began testing Sept. 13.)

ILLINOIS

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 15.

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

WMT-TV Cedar Rapids, vhf Ch. 2 (CBS), represented by The Katz Agency, Sept. 27.

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf Ch. 56 (DuMont), Sept. 28 (test pattern started Aug. 31).

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

WILS-TV Lansing, uhf Ch. 54 (DuMont), represented by O. L. Taylor Co., Sept. 20.

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Fall.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KHQA-TV Hannibal, vhf Ch. 7, represented by Weed-TV, Sept. 10 (granted STA Aug. 21; test pattern started Aug. 27).

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27. (Began testing Sept. 9.)

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

KSTM-TV St. Louis, uhf Ch. 36 (ABC-TV), represented by H-R Television, Sept. 27 (granted STA Aug. 25).

NEVADA

KZTV (TV) Reno, vhf Ch. 12, represented by Pearson, Sept. 27.

NEW MEXICO

KGGM-TV Albuquerque, vhf Ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA).

KOAT-TV Albuquerque, vhf Ch. 7 (ABC-TV), represented by George P. Hollingbery Co., Sept. 15.

NORTH CAROLINA

WCOG-TV Greensboro, uhf Ch. 57 (ABC-TV), Oct. 30.

MISS A. P. OF '53 HAS 2 TERRIFIC ITEMS FOR YOU!

No. 1 —

Hillbilly Scrapbook

Top mail-order item last season and now bigger than ever with a sensational new free bonus offer!

The SCRAPBOOK OF HILLBILLY AND WESTERN STARS should be featured on every hillbilly show. It has already been proven as a top seller and your hillbilly and western program listeners will be eager to buy now, more than ever. We are now giving with each hillbilly scrapbook, in addition to your free d. j. insert, a souvenir copy of HOEDOWN, the new hillbilly and western monthly magazine. This tremendous hillbilly package gives your listeners stories and pictures of over 300 stars with 2 terrific special features that sells it FAST! It means big profits for all your hillbilly and western shows.

No. 2 —

Pop Scrapbook

Sure to be the top seller for Xmas season . . . already 200 stations scheduling it for sales!

The POP SCRAPBOOK is brand new and your station can be among the first to start selling it. Featuring 275 pop stars such as Godfrey. Como, Patti Page, Eddie Fisher, Les Paul and Mary Ford, Kay Starr, Johnnie Ray and Joni James insures fast sales for your station. With a promotion tie-in on your pop shows the POP SCRAPBOOK will be your big Xmas dollar item. It's a natural for your pop d. j. to talk about as he spins the records . . . he gets his picture and bio included, and will be proud to tell his listeners how they can get a copy of this very attractive, well-designed star-studded scrapbook. *It's sensational!*



VALUABLE STATION PUBLICITY...

With every Scrapbook goes FREE picture and story of your d. j.!

If your station has hillbilly or pop record shows, or both —
you can't afford not to feature these fast-selling dollar sellers.

Write, Wire or call us or our agency TODAY for sample copies.

ARTIST PUBLICATIONS, INC.

124 Government Place
CINCINNATI 2, OHIO

BROADCASTING • TELECASTING

Agency: O'NEIL, LARSON & McMAHON

230 N. Michigan Avenue
CHICAGO, ILLINOIS

September 14, 1953 • Page 71

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Oct. 15.
WTOB-TV Winston-Salem, uhf Ch. 26 (ABC-TV), represented by H-R Television Inc., Oct. 1 (test pattern to start Sept. 15).

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Fall.
WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall.
WUTV (TV) Youngstown, uhf Ch. 21, September.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-TV and DuMont), represented by The Bolling Co., Oct. 1.

PENNSYLVANIA

WCHA-TV Chambersburg, uhf Ch. 46, represented by Forjoe TV Inc., Sept. 15 (granted STA).
WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.
WNOW-TV York, uhf Ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 12.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., October (granted STA Aug. 27).
WROL-TV Knoxville, vhf Ch. 6, represented by Avery-Knodel Inc., Oct. 1.
WTSK (TV) Knoxville, uhf Ch. 26, Oct. 1.
WHBQ-TV Memphis, vhf Ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 26).

TEXAS

KNUZ-TV Houston, uhf Ch. 39 (DuMont), represented by Forjoe TV Inc., Sept. 24.
KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 20 (granted STA).
KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Oct. 1.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern started Aug. 15) (granted STA).
WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 15-Oct. 1.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49 (ABC), represented by Weed TV, Sept. 20.
WTAP (TV) Parkersburg, uhf Ch. 15, Sept. 21.

WISCONSIN

WOKY-TV Milwaukee, uhf Ch. 19 (ABC, DuMont), represented by H-R Television, Sept. 27 (test pattern Sept. 15).

Thomas Heads Herald Corp., Aspirant for Omaha Ch. 7

EUGENE S. THOMAS has been appointed general manager of the Herald Corp., applicant for vhf Ch. 7 in Omaha, and joins that organization today (Monday), it was announced last week.



Mr. Thomas

Mr. Thomas was the first general manager of and was in charge of building WOIC (TV) Washington, now WTOP-TV, CBS-TV affiliate. He has been manager of TV operations for WOR-TV New York and sales manager for WOR.

Mr. Thomas since January 1952 has been vice president in charge of television for George P. Hollingbery Co., station representative firm. The Herald Corp. is a subsidiary of World Publishing Co., publishers of the Omaha *World-Herald*.

Widely experienced in television,

Biggar, Fredericks Buy WLKB De Kalb for \$55,000

SALE of WLKB De Kalb, Ill., from De Kalb Radio Studios Inc. for \$55,000 to a group headed by George C. Biggar and Arnold M. Fredericks was announced last week. It is subject to FCC approval.



Mr. Biggar

Assigned 500 w daytime on 1360 kc, WLKB was established in 1947.

Mr. Biggar, for five years director of the *WLS National Barn Dance* and in radio for 30 years, will head WLKB as president and general manager.

Mr. Fredericks, banker and investment counselor at Wheaton, Ill., will be the new secretary-treasurer of WLKB.

TEMPORARY HALT CALLED AT WOR-TV

INVOLVED in a strike by engineers and technicians since Aug. 18, WOR-TV New York announced Thursday that the station would cease operations temporarily at "the close of telecasting Sunday (yesterday) in order to coordinate plans" for moving its transmitter and studio facilities to the Empire State Bldg. [CLOSED CIRCUIT, Sept. 7].

The television station, along with WOR-AM New York has been struck by engineers and technicians of Local 1212, International Brotherhood of Electrical Workers (AFL) in a dispute centering around the method of work assignments. Management of the stations has contended that the union proposals constitute "featherbedding" in that they would restrict rotation of workers on various assignments and require the stations to employ more technicians than deemed necessary.

WOR-TV, which currently occupies studios at 67th St. between Columbus Ave. and Broadway and transmits from North Bergen, N. J., has been maintaining operations with supervisory personnel, as has been WOR. The latter station is not involved in the shutdown and will continue broadcasting. A WOR-TV spokesman said that approximately 45 regular engineering employees will be affected by the suspension of operations at the 67th St. studio plant.

In announcing the plan to shut down, Thomas F. O'Neil, president of General Teleradio Inc., which owns WOR-TV, said:

"While the strike of engineering employes has not impaired our radio or television operation beyond forcing the relinquishment of the Dodgers baseball games, this is a good opportunity to plan the physical transition of WOR-TV from our North Bergen transmitting site and our 67th Street studios to a consolidated new operation in the Empire State Bldg." (The Dodger home games currently are carried over Du Mont's WABD [TV] New York).

Though no date was specified for resumption of telecasting operations by WOR-TV, Mr. O'Neil said that "plans were well advanced for a new concept in local telecasting service when the station resumes from its own facilities." He added that present plans are to resume operations at the station about a month after the strike ends.

ABC and KMPC Sever Exploratory Sale Talks

EXPLORATORY sale talks between ABC executives and the owners of KMPC Los Angeles [B•T, July 6] have been abandoned, Robert O. Reynolds, vice president and general manager of KMPC, announced last week.

The negotiations, Mr. Reynolds said, were at the request of ABC. The station, he said, is definitely not on the market.

Gates Ships Remote Control Equipment to 11 AM Outlets

GATES Radio Co. last week announced it has shipped remote control equipment to 11 radio outlets.

The units shipped, all within a week, went to: WCRA Effingham, Ill.; KASI Ames, Iowa; KSIJ Gladewater, Tex.; WRON Ronceverte, W. Va.; WPAZ Pottstown, Pa.; WLVN Lynn, Mass.; WGAP Maryville, Tenn.; WCVS Springfield, Ill.; WCLM Lancaster, S. C.; WTNT Tallahassee, Fla., and Vacationland Broadcasting Co., Crestview, Fla.

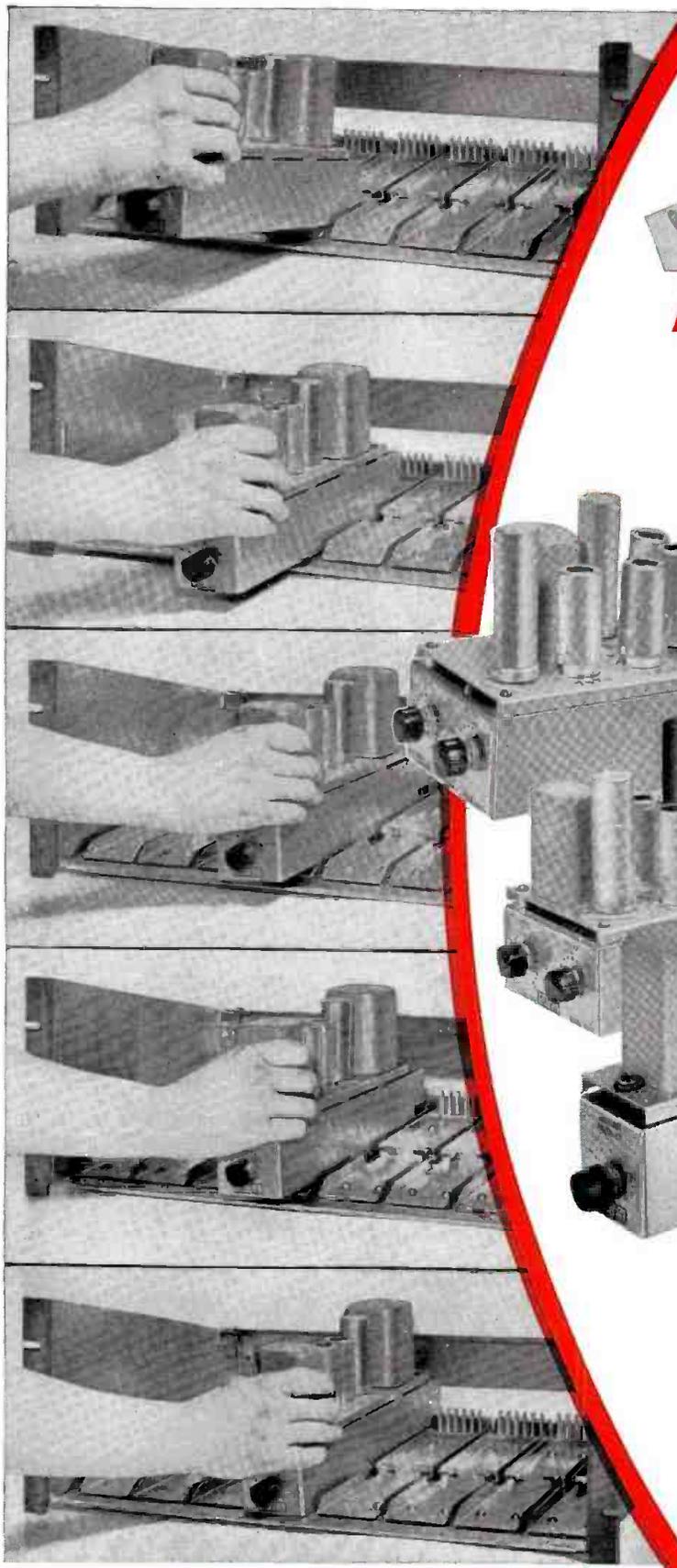
*the NBC station serving
greater YOUNGSTOWN, O.*

30th population area in U.S.

5,000 WATTS

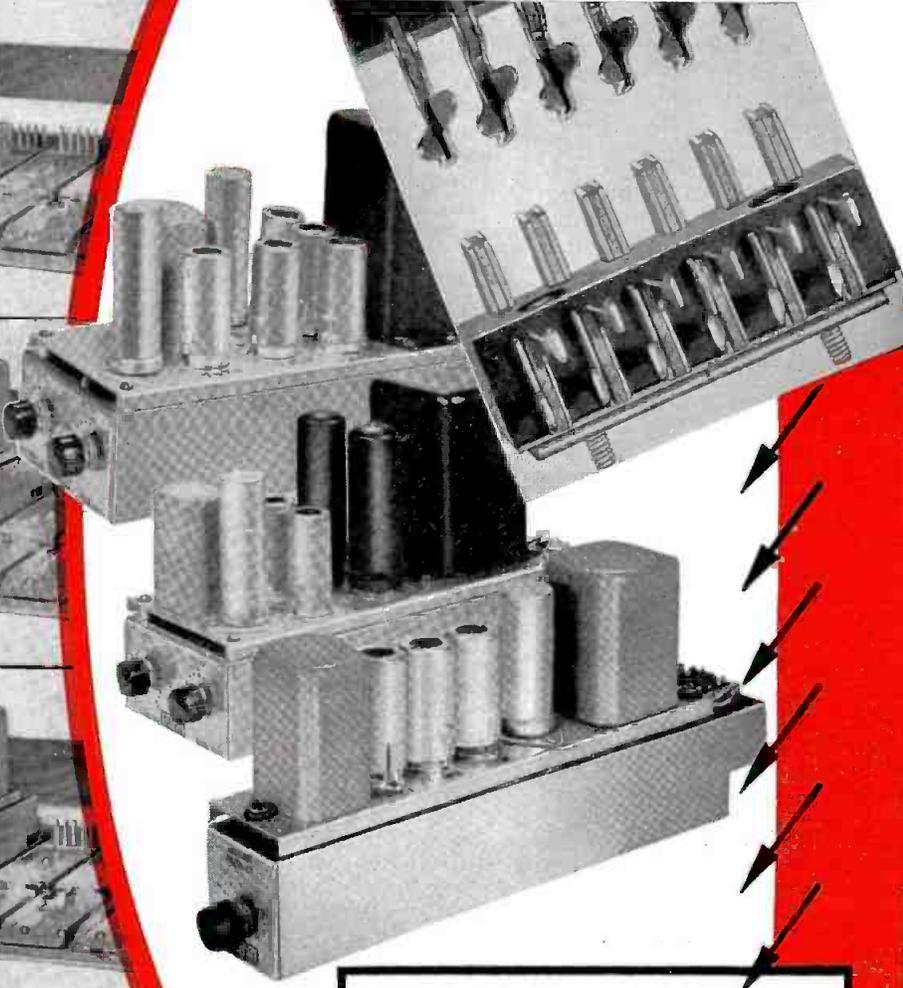
W F M J

Duplicating on 50,000 Watts FM



GATES

**PLUG-IN
AMPLIFIERS**



For the very finest in radio or TV audio systems, Gates offers a superb line of plug-in equipment. Large enough to provide quality, yet small enough to conserve space.

An eight-page brochure, yours for the asking, will reveal mechanical and performance specifications so drastically new and improved we know you'll be interested. Write or wire any Gates office listed below.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

- 2700 Polk Avenue, Houston, Texas
- Warner Bldg., Washington, D. C.
- 51 East 42nd Street, New York City
- 13th & Spring Streets, Atlanta, Ga.
- 7501 Sunset Blvd., Los Angeles 46, Calif.
- International Div., 13 E. 40th St., New York City
- Canadian Marconi Co., Montreal, Quebec

New NBS TV Theory

DON'T put your TV or FM tower on top of the highest mountain. Put it down on the plain—but make sure there's a "knife-edge" mountain ridge nearby.

That theory, which if proved may overturn accepted practices in vhf broadcast engineering, was submitted by the National Bureau of Standards last week.

High mountain top ridges may actually become aids for reducing both transmission loss and tropospheric fading, instead of being a disadvantage, the NBS report stated.

NBS reported a considerable increase in signal strength received should result when a large knife-edge obstacle is located at the midpoint of the vhf transmission path. According to the theory the signal is built up by a four-way combination of reflection, diffraction and atmospheric refraction. Height of the obstruction must be greater than the elevation of the common horizon, NBS said.

WBAP-TV Orders Gear For Boost to 100 kw

WBAP-TV Fort Worth officials said last week the Ch. 5 station has ordered from RCA Victor a new super-power TV transmitter capable of both color and black-and-white transmission, in anticipation of FCC approval of its request for a boost to maximum 100 kw effective radiated power.

A 1,113-ft. tower will be erected to place a six-bay antenna 1,749 feet above sea level near WBAP-TV's present antenna site, spokesmen said. They said signals will go out over 30 counties surrounding Fort Worth.

A brick and steel transmitter building with 4,000 square feet of floor space will be built at the tower base for installation of the transmitter next winter, officials said, adding that the Air Space Committee in Washington has approved the tower. Congressman Wingate Lucas, who long has opposed erection of flight-hazard structures between Fort Worth and Dallas, has hailed the Air Space group's approval of the tower, which is outside city limits and out of air traffic zones, WBAP-TV officials said.

HEART ATTACK FATAL TO W. B. MCGILL

The sudden death of 'Mac' McGill, prominent figure in radio-TV and electronics shocked the broadcasting world last week. Cause of death was coronary occlusion.

FINAL tribute to William Byron McGill, 54, advertising manager of Westinghouse Radio Stations Inc., was paid Wednesday as leaders of the electronics world participated in funeral services held at Atlantic City.

Sudden death of Mr. McGill the evening of Sept. 6 shocked broadcasting and manufacturing circles since there had been no indication of ill health. Death was due to coronary occlusion.

Mrs. McGill found him dead in their Atlantic City apartment just before sundown. She had not been in the same room at the time. Within minutes the Atlantic City rescue squad, adjoining the apartment building, was applying oxygen but without avail.

Mr. McGill's final week had been entirely normal, with the first four days spent at WRS' Washington headquarters. He had been active as usual, and quite according to pattern he was happiest with several phone calls stacked up and a desk loaded with work. Among projects he was working on was a promotion program for dedication of a new 50 kw transmitter at WOWO Fort Wayne, scheduled late in the year.

He spent Friday, Sept. 4, at KWT Philadelphia on company business, driving in mid-afternoon to his Atlantic City apartment.

Services were held at 2 p.m. Wednesday at Jeffers & Keats funeral parlor, Atlantic City, with internment at Laurel Memorial Park, Pomona, N. J.

For a decade Mr. McGill had maintained his principal residence in the Atlantic City area, with an apartment in Philadelphia when WRS headquarters were in that city, and one at 1235 13th St., Washington, D. C., after headquarters were transferred to the nation's capital.

"Mac" McGill was known throughout the industry for his artistic works, his hobbies, his promotional skill and an easy-going personality that had won him vast numbers of friends.

His widow, Mrs. Lois Miller McGill, is known to many broadcasters. She is official organizer at Convention Hall, Atlantic City, and played for the 1947 NAB convention held in



Mr. McGill

that auditorium. Surviving besides Mrs. McGill is his mother, Mrs. Laura Jane McGill, and a brother Edward, both of Masontown, Pa., near Pittsburgh.

William Byron McGill was born Oct. 9, 1898, at Masontown. He completed his schooling at the School of Fine Arts, Carnegie Tech. From school he went to the classified advertising department of the *Pittsburgh Post*. His *Post* career was slightly interrupted by induction into the Army Nov. 11, 1918—a one-hour tour of duty that ended when the screeching of sirens announced that an armistice had been signed with Germany.

From 1920 to 1926 he served in the theatrical art and advertising studio of George S. Sherman, Pittsburgh, leaving to establish Franklin Press, a business venture that was, most of all, an artistic success since it included a day spent with Fred Goudy, noted type designer, at his Village Type Foundry in Marlborough, N. Y.

He formed Neon Signal Devices Inc. in 1928 to market traffic signs, a venture that was highly successful until 1932 when the national depression cut both traffic and highway marking to a minimum. Returning to design and mechanical displays, he worked for U. S. Steel, Armstrong Cork, Pittsburgh Plate Glass and many other leading industrial firms. In this activity KDKA Pittsburgh, pioneer Westinghouse station, went to him for special promotions and later induced him to join the organization in the sales promotion office.

At KDKA he quickly attracted attention in broadcasting circles with his unusual and artistic promotional campaigns. On the side he indulged in a half-dozen or more hobbies including art works that decorate many Pittsburgh offices.

In 1939 he married Lois Miller, a leading Pittsburgh musician. He had met her at KDKA where she gave musical performances for a number of years.

The McGills moved to Philadelphia in 1943 with his promotion to the post of WRS advertising manager. They quickly became enamored of the area around Atlantic City and joined in a long-range home-building project some miles west of the resort. Recently Mr. McGill ruefully recalled that the house he had erected with his own hands over a seven-year period had been razed in two days by a wrecking crew

Only a combination of stations can cover Georgia's major markets.

WAGA	WMAZ	WTOC
ATLANTA	MACON	SAVANNAH
5000 w 590 kc CBS Radio	10,000 w 940 kc CBS Radio	5000 w 1290 kc CBS Radio

The Georgia Trio

represented individually
and as a group by

The KATZ AGENCY, INC.

U.S. MAILMAN No. 1



* In 1952, railroads moved 86.5 per cent of all domestic non-local mail, and for doing so were paid an average of only about 12 cents per ton per mile.

Jim Berryman

for the
ASSOCIATION OF AMERICAN RAILROADS

from a super-highway project that was routed through the lot.

Among his hobbies were astronomy and collecting. He had a garage full of assorted antique radio receivers and electronic gear. In a number of garages around various cities he kept his fleet of seven assorted automobiles, including a favorite Rolls Royce whose every chug brought a smile to his countenance. Traveling frequently around the Westinghouse eastern stations, he had a convenient car handy if he used public transport and wanted to get somewhere else in a hurry—and he always was in a sort of calm rush.

One of his proud achievements was origination of the first National Radio Week in 1945, timed to open with the 25th anniversary celebration of Westinghouse KDKA. He designed a silver figure depicting electronic progress as a Radio Week symbol. Besides originating the week, he did a heavy share of the promotion and detail involved in the project—a chore he was saddled with for many years.

For years he was active in Radio Mfrs. Assn. (now RETMA) affairs and served on its advertising committees.

With all these hobbies Mr. McGill found the 24-hour day much too short for his work and play, which actually were interlocking phases of his life. Struck by an idea, he would work the clock around without the intrusion of sleep. When he became interested in astronomy he started building and selling telescopes. Once he obtained a famed shot of the top of KYW's tower by holding a camera against the eyepiece of a telescope aimed at the point.

His work and his artistic creations offer partial recognition to the mostly-unsung though prominent role he took in the development of broadcasting and electronics.

WBKB (TV) Plans Boost To 114 kw ERP This Week

COSTS of WBKB (TV) Chicago's increase in effective radiated power from 28.3 to 114 kw, scheduled to go into effect next Friday, were estimated at about \$500,000 last week by ABC Central Division.

The AB-PT 0 & 0 outlet was to have made the change during its *Courtesy Hour* between 10-11 p.m. as the first step toward eventual maximum power of 316 kw by the fall of 1954. The station hopes to extend coverage into the Fox River Valley area.

The station plans numerous announcements this week to remind viewers of the power boost. William P. Kusack, chief engineer, will explain details.

WBKB already has added 8¾ hours of live programming to its weekly schedule, it was said.

WANTED

TELEVISION ENGINEERS

Work in one of America's pioneer television stations and enjoy excellent climate too! Average temperature 72° in summer, 62° in winter. Union scale, good working conditions, company-paid insurance for employee and family. Send full background, experience, late picture first letter. Charles Abel, Chief Engineer, KFMB-TV, San Diego, California.

He Mixed His Paint With a Microphone

BACK in 1945, as broadcasters were preparing to celebrate the 25th anniversary of commercial radio, William Byron McGill holed up in a studio at Atlantic City whenever he had an odd hour. There he produced a series of four murals depicting broadcasting from its gleam-in-the-eye stage right through to television.

These murals, a feature of radio's 25th anniversary and the first National Radio Week, have been on exhibition in the reception room of BROADCASTING • TELECASTING headquarters in the National Press Bldg., Washington, and have been seen by thousands of broadcasters.

A brochure presenting the four murals in full color was published by this magazine in 1945. With it appeared the following character sketch written by Robert K. Richards, now administrative vice president of NARTB and at that time editorial director of BROADCASTING, predecessor to the present B•T. It depicts in Mr. Richard's deft style the true "Mac" McGill as he appeared to his friends and fellow broadcasters.

"William Byron McGill, who painted the BROADCASTING murals, practices his genius in not one, but several professions.

"He is advertising manager of Westinghouse Radio Stations Inc. He has been, in his 47 years, a typographer, a newspaper advertising salesman, a theatrical designer, an inventor, a radio station promotion director, an astronomer, and an artist.

"The four murals he has executed for BROADCASTING were painted from conception to completion, in 61 days. They were done by Mr. McGill in his spare time between July 15 and Sept. 15. Meanwhile, he found it possible to perform his regular vocational duties; to become so ensnared in committee activities for National Radio Week that his hand, as much as any other, guided the planning; to pursue his regular hobby of photography, and otherwise to find outlet for his atomic enthusiasm.

"In these wall paintings, Mr. McGill has funneled through a brush his major impressions of the radio art. Broadcasting, to him, is not only his bread and butter; it has been the ferment of his endeavor for many years. He has here, through the medium of the oldest art, portrayed the past and the promise of the newest.

"The mural paintings were developed in final form after 12 preliminary sketches. The figures and patterns were roughed in by the artist in Philadelphia. He moved these outlines to his studio on the Central Pier at

Atlantic City. There, using only three colors to attain a dramatic sepia effect, he brought color and form to his canvas. Each monumental portrayal is four feet six inches in depth, and they measure variously in length: six, eight, nine and 12 feet.

"His attention to the job at hand was startling—and strictly McGill. At one time, as his task was nearing completion, a score of guests milled about the McGill studios, cocktails in hand, watching the Miss America beauty contest in progress on the Atlantic City boardwalk below. He continued stoically with his brush and palette.

"During the five years that Mr. McGill spent as promotion director of KDKA Pittsburgh, he made frequent pilgrimages among the listeners. He visited them with traveling bond-selling shows; he was there for remote special events.

"In those days, he feels, was nurtured his philosophy about broadcasting. He didn't find it in the studios, neither did he sense it among station operators nor in his own advertising pursuits. He discovered it among the listeners—in their regard for those who had become their friends through a word or a song that defied space. He has long wanted to capture on canvas the montage impression of that intimacy which radio lends to the communion of men.

"Mac, they call him. His eyes twinkle. He will spend as much time with a leg-pulling caricature of a pal as he will with a portrait in oil. His office is a litter of stacked manuscript, of advertising layouts, of books and chewed pencils. Things shouldn't be filed, they should be piled, he maintains. Putting things in a file consigns them to oblivion.

"He is made of coiled springs, but not in the lean, hungry sense. He is chubby and his chest sits down with him. But one notes his alertness—for a ringing 'phone, for the 'hello' of a visitor, but most particularly for the clear, clean twanging of an idea. When that happens, he practically reverberates.

"Broadcasting. Painting. Can a man have three loves? Doubtless he can. Mrs. McGill, who finds the courage and the stamina to live in the presence of such an electronic cloudburst, is herself an artist. She was a KDKA staff musician when she married Mac. More recently she played the organ and led community sings on the famous Heinz Pier at Atlantic City. That pier was destroyed in a hurricane a year ago.

"My wife?" asks Mac. "She is an organist without a pier!"

It's \$1,075 Per Spot On WCBS-TV's Rate Card

A GENERAL boost in CBS-owned WCBS-TV New York's rates—including one that reportedly makes the station the only one in the U. S. with a \$1,000-plus charge for a spot announcement—was announced last week by Craig Lawrence, station manager.

Effective tomorrow (Tuesday), but with the customary six-months protection on current contracts, the increases apply to virtually all of the station's rates except participations in morning programs, authorities said.

Basic Class A hour rate goes from \$4,500 to \$4,800—same as that of NBC-owned WNBT (TV) New York—while Class A, Group 1 one-minute film announcements and 20-second

station breaks increase from \$975 to \$1,075. (By comparison, WCBS-TV's rate card No. 1 in 1947 showed no rate for spot announcements other than the facilities charge.)

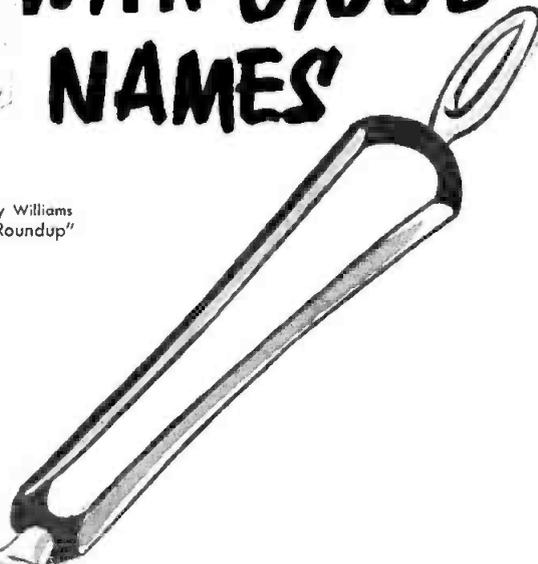
In a letter sent to advertisers and agencies regarding the new rate card—No. 13—General Sales Manager George R. Dunham noted that TV set circulation in the New York area has increased almost a quarter-million since rate card No. 12 went into effect in April, with TV families as of Sept. 1 estimated at 4,038,000. WCBS-TV's nighttime share of this audience, he said, has gone up 40%.

Under the new card, WCBS-TV's basic Class B hour rate advances from \$2,700 to \$3,000; Class C from \$1,750 to \$2,000, and Class D from \$850 to \$1,000.

OUR RECIPE WITH 6,000 NAMES



Bette Miller and Johnny Williams
on KDUB's "Recipe Roundup"

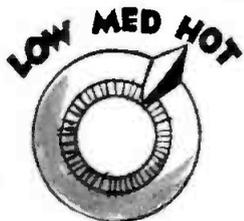


KDUB-TV

Lubbock, Texas

KDUB-TV, LUBBOCK, TEXAS began its afternoon cooking show with \$2,000 in prizes for a name. An enthusiastic audience responded with over 6,000 suggestions! Now it's branded "Recipe Roundup" — a light, neighborly show — solid with the ladies. The strictly live and local flavor, daily prizes for recipes used on camera, and useful content team to make it a Monday through Friday natural. 3 TO 3:45 P.M.

W. D. "DUB" ROGERS, president
MIKE SHAPIRO, Asst. Mgr., Director of sales



affiliated: Paramount



DuMont

YOUR AVERY-KNODEL MAN HAS THE DETAILS

EFFECTIVE POWER
35,000 watts visual
17,500 watts aural



KSL-TV Starts \$100,000 Power Boost Program

KSL-TV Salt Lake City has embarked on a \$100,000 construction program that includes an increase of power from 18 kw to 30 kw, according to Ivor Sharp, executive vice president of Radio Service Corp., licensee.

The power boost was approved by the FCC Aug. 14.

Main cost is the new transmitter to replace present equipment atop the 9,425-ft. Coon Peak, Mr. Sharp said. A new tower next summer will add 100 ft. to the tower currently being heightened by 50 ft., he said.

Nearly completed is an aerial tramway to the transmitter site. The enclosed cable car, rising 4,700 ft. up the west side of the mountain, will travel the three miles from the valley floor to the top of the mountain. At one point, the car will be suspended 600 ft. from the ground, at the middle of a 4,200 ft. span. KSL-TV said increased signal coverage, particularly in fringe areas, will result from the power increase.

New KSTP-TV Rate Card

NEW rate card No. 11 for KSTP-TV Minneapolis-St. Paul establishes Class AA time from 7-10 p.m. Mon.-Sat. and 6-10 p.m. Sunday, with rates at \$1,100 per hour. Class A rates are \$900. Class B rates are reduced from \$675 to \$600 and Class C rates from \$450 to \$400. Class D rates are increased from \$225 to \$300. Class A rates are from 6:30-7 p.m. Mon.-Sat., 10-10:30 p.m. daily and 5-6 p.m. Sunday. Class B rates are 6-6:30 p.m. Mon.-Sat., 10:30-11 p.m. daily and 1-5 p.m. Sunday.

KTBC-TV Plans Rate Increase

BASE rate, Class A time, will be increased from \$250 to \$300 per hour at KTBC-TV Austin, Tex., effective Oct. 1, according to J. C. Kellam, station's general manager. Station's power recently has been raised to 100 kw.

Peterson Elected V. P. To Head TV at Hollingbery

JOHN I. PETERSON has been elected vice president in charge of television for George P. Hollingbery Co., radio and TV station representatives, effective today (Monday).



Mr. Peterson

The announcement last week said Mr. Peterson replaces Eugene S. Thomas, who is joining the *Omaha World-Herald* as general manager of the company's radio and television interests. (see story page 72).

Mr. Peterson was an account executive with the New York office of the Hollingbery company before his election. He was radio and television director of Barnes Chase Adv. Agency, San Diego, Calif., before he joined the station representative firm.

He also has served with WBBM Chicago; WIS Columbia, S. C., and KOY Phoenix.

TOP NBC-TV EXECUTIVES SHUFFLED BY GEN. SARNOFF

New reorganization of the TV network signals speeding of preparations for color. Top reassignment affects Messrs. Weaver, Herbert and Barry. Changes also indicate active leadership by Gen. Sarnoff of NBC-TV.

BRIG. GEN. DAVID SARNOFF reorganized NBC-TV's top-level executive structure last week to speed preparations for commercial colorcasting and in so doing left no doubt that he is active head of NBC's TV network as well as board chairman of RCA and NBC and acting president of NBC.

He assigned Sylvester L. (Pat) Weaver, vice chairman of the NBC board, who has developed the network's colorcasting plans, to take charge of TV network programs. He designated John K. Herbert, who had been vice



Mr. Weaver

Mr. Herbert

president in charge of the TV network, to be vice president in charge of TV network sales. And he gave Charles C. (Bud) Barry, who has been vice president in charge of TV programs, the new assignment of vice president for program sales.

A study of the reporting channels set up in the new organization plan, meanwhile, indicated that several of NBC's service departments, which under the radio-TV network divorce plan heretofore have reported to William H. Fineshriber Jr., vice president in charge of the radio network, have been taken from Mr. Fineshriber's jurisdiction and placed variously under Mr. Herbert, Mr. Weaver and Joseph V. Heffernan, who has been financial vice president but now becomes vice president for finance and services, reporting directly to Gen. Sarnoff.

Messrs. Weaver and Herbert as well as Mr. Heffernan—and also John K. West, vice president for the NBC Pacific Division—all will report to Gen. Sarnoff as board chairman, the announcement said.

Robert W. Sarnoff, vice president in charge of NBC's Film Division, was given additional responsibilities as executive assistant to Mr. Weaver, to coordinate activities of the departments under Mr. Weaver.

David C. Adams, who has been vice president for administration, was named administrative vice president, reporting to Mr. Heffernan.

Gen. Sarnoff's announcement, making no reference to Mr. Herbert's former responsibilities as vice president in charge of the TV network, and making no new assignment of that title, was regarded as further evidence that the general—as he promised TV affiliates at their meeting in late May—is actively running the network. There is now no TV counterpart of

Mr. Fineshriber, vice president in charge of the radio network.

Gen. Sarnoff explained:

"In view of the general expectation that compatible color television will be authorized in the near future on a commercial basis, it is essential that steps be taken to integrate color with our present black-and-white service as soon as authority is granted by the FCC.

"Plans for color telecasting have been developed and completed by Mr. Weaver, to whom I assigned this special task some time ago. These plans are comprehensive and far-reaching for our network, our affiliates and our clients.

"The continued growth of our television network, and the expansion our operations will assume with the advent of color, make it necessary that the program and sales activities of the NBC Television Network be headed by executives who will be free to devote their full time and attention to their respective duties. Accordingly I have made the following assignments, effective immediately."

Gen. Sarnoff then listed the new lineup, with the appointments and jurisdictions effective immediately, and said "all other (those not mentioned in the announcement) divisions and departments and the organization channels through which they report, remain as at present."

Departments whose organization channels are affected include several service departments, which have not been divided into separate radio and TV units. These are station relations, research, engineering, production and publicity. Heretofore these have reported to Mr. Fineshriber through Mr. Adams. In the new setup, research and publicity report to Mr. Herbert; station relations and engineering to Mr. Heffernan, and production to Mr. Weaver.

The TV units for programs, public affairs and program business affairs, which formerly reported to Mr. Barry as TV programs vice



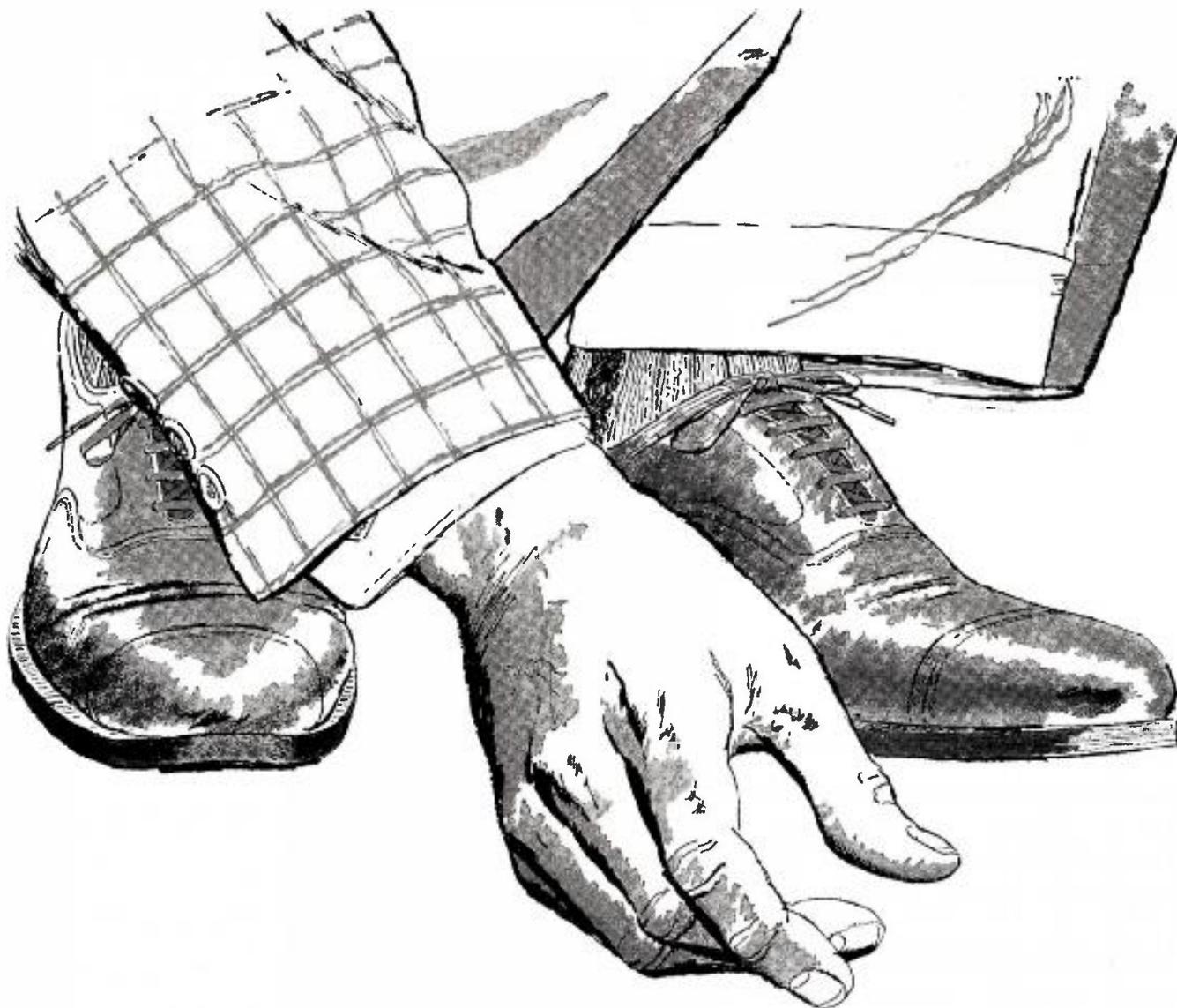
Mr. West

Mr. Heffernan

president, report in the new lineup to Mr. Weaver.

Advertising and promotion department, originally announced as slated for separation into different radio and TV units, was not mentioned in the announcement and it was understood that separation in this case may be getting reconsideration, though it also was believed that the department will be split.

Integrated services department, vice presi-



How important is a penny?



At some time or another when you've bought gasoline you have probably wondered how much less a gallon would cost if our profit were taken out of the price.

Actually if the Union Oil Company made no profit on any of its products, the price of "76" or "7600" gasoline would be reduced by a little more than one penny per gallon.

With this "penny-plus" we have to meet today's inflated cost of finding and developing new oil reserves. With it we also have to pay the additional amounts necessary to replace worn-out equipment such as pipe lines, refineries and trucks.

Furthermore, out of this fraction more than a penny, we have to pay the 40,362 owners of the Union Oil Company. For without profit there would be no incentive for these men and women to put up their money to buy the tools so vital in increasing the productivity of our 8,756 employees.

So, as you can see, a penny is mighty important to us. As a symbol of the small profit we make per gallon of product sold it is far overshadowed by the 8¼¢* tax per gallon the Federal and State governments collect from both of us.

*Computed on basis of gasoline sold in California.

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

Manufacturers of Royal Triton,
the amazing purple motor oil

dent and general attorney, and controller, all of whom formerly reported to Mr. Heffernan, now report to Mr. Adams, who reports to Mr. Heffernan. The treasurer will report direct to Mr. Heffernan, as in the past.

The new structure as outlined by Gen. Sarnoff shows:

Messrs. Weaver, Herbert, Heffernan, and West report to Gen. Sarnoff; Mr. Weaver, vice chairman of the board, is in charge of television network programs; Robert W. Sarnoff, vice president in charge of Film Division, is serving also as executive assistant to Mr. Weaver to coordinate activities of departments reporting to Mr. Weaver. Heads of these are unchanged: Thomas A. McAvity, national program director; Frederic W. Wile Jr., vice president for production; Davidson Taylor, director of public affairs, and Gustaf B. Margraf, vice president for program business affairs.

Reporting to Messrs Herbert & Heffernan:

To Mr. Herbert—Mr. Barry, who becomes vice president for TV program sales, and George Frey, who continues as vice president and director of TV sales. Also reporting to Mr. Herbert are Hugh M. Beville Jr., who continues as director of research and planning, and Sidney H. Eiges, who continues as vice president for press and publicity.

To Mr. Heffernan—Mr. Adams, administrative vice president, as do also the following who continue in their current positions: O. B. Hanson, vice president and chief engineer; Harry Bannister, vice president for station relations, and Joseph A. McDonald, treasurer.

Reporting to Mr. Adams will be the follow-

ing, whose positions were not changed: William S. Hedges, vice president for integrated services; Thomas E. Ervin, vice president and general attorney, and Charles Cresswell, controller.

The radio network's organizational structure was not mentioned, and officials said they knew of no changes contemplated there. Top radio network officials include:

Mr. Fineshriber as vice president in charge; Ted Cott, operating vice president of the radio network; Fred Horton, director of radio network sales; John P. Cleary, director of radio network programs, and Merrill Mueller, radio news and feature executive.

DuMont Slates Briefing For Fall Football Plans

SESSIONS have been scheduled by DuMont TV Network in New York this week to set up plans for what DuMont calls the "most comprehensive" schedule of football telecasts ever aired—49 games slated to be seen in a total of 108 cities.

To be held Tuesday and Wednesday in the DuMont Telecentre, the meetings are for representatives of sponsors and agencies, announcers, directors, network executives, engineers, cameramen and any others identified with the football schedule, which consists of National Football League (professional) contests (in which all of the league's 12 teams will be seen) plus the championship playoff on Dec. 27 and the East-West Shrine game on Jan. 2.

It has been estimated that football's gross income from the telecasts will approximate \$500,000.

Westinghouse Electric Corp. is sponsoring 19 games nationally—10 on Sundays and 9 on Saturday nights—in the span between Oct. 3 and Dec. 13. Westinghouse also will share sponsorship of 5 other games in two markets, and will sponsor a series of games between West Coast teams in 13 cities. Five other series will be presented regionally in 35 cities, with sponsors including Atlantic Refining Co., Miller Brewing Co., Brewing Corp. of America, William S. Scull Co., Chester Ford Dealers Assn. and Pittsburgh Zone Chevrolet Dealers.

Miller Brewing Co. also has signed to sponsor the Dec. 27 pro championship game nationally and, according to DuMont, has asked that the contest be placed in every TV city.

NBC-TV SCHEDULE NEAR SELL-OUT

Only one 10-minute segment remains unsold as NBC-TV moves into the fall season.

ANTICIPATED sell-out for NBC-TV's fall nighttime schedule [B•T, June 1] was rung up last week, save for a single 10-minute period.

And spokesmen said an order was expected within a few days for that last 10 minutes—a segment on the last hour of *Your Show of Shows*.

Latest sales included signing of Armour & Co. and RCA Victor to alternate the first half-hour of *Show of Shows* (Sat., 9-10:30 p.m.); Pontiac Dealers to sponsor Dave Garroway in the Friday 8-8:30 p.m. segment (see auto business story page 37); R. J. Reynolds Tobacco Co., for the Sunday 10:30-11 p.m. period for *Man Against Crime*, and Consolidated Royal Chemical Corp. for Monday 7:30-45 p.m. for *Arthur Murray Dance Party*.

RCA Victor's *Dennis Day Show* will move from the Friday 8-8:30 p.m. period bought by Pontiac Dealers and will go into the Monday 9-9:30 p.m. segment. In connection with its alternate-week sponsorship of the opening half-hour of *Show of Shows*, RCA Victor is scheduling a closed circuit telecast within a few days to explain its plans to RCA Victor distributors in 40 cities.

John K. Herbert, NBC vice president in charge of TV network sales, who announced the near-sellout status, also disclosed that Dave Garroway, to be sponsored by Pontiac Dealers on Friday nights, had been signed by NBC to a new contract extending his services to 1960.

Signing of Armour & Co. marks that company's first use of evening network TV, spokesman said. The Armour-RCA Victor purchase is for the full 39-week period, through Foote, Cone & Belding and J. Walter Thompson Co., respectively. RCA Victor's signing for the Monday night time for *Dennis Day* and the contracts of the Pontiac Dealers, Reynolds Tobacco, and Consolidated Royal Chemical were for 52 weeks. Agency for Pontiac is MacManus, John & Adams, Detroit; for Reynolds, Wm. Esty Co., New York, and for Consolidated Royal Chemical, Dancer-Fitzgerald-Sample, Chicago.

WANT TO SELL
CANADA?

One radio station
covers 40% of
Canada's retail
sales

CFRB
TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited



GRAPHIC explanation is made at CBS Radio's program promotion clinic in New York fortnight ago by Charles Oppenheim (l), administrative manager, sales promotion and advertising for the network, to Paul Hahn, president, American Tobacco Co.; W. Eldon Hazard, CBS Radio sales manager, and Ben Duffy, president, BBDO.

Proposed M-G-M, NBC Talent Plan Stumbles

Enthusiasm for plan which would allow the studio's stars to appear on TV—and to plug M-G-M pictures at the same time—has cooled.

SNAGS having developed, M-G-M and NBC may drop their negotiations for the movie studio's stars to appear on NBC-TV's *Colgate Comedy Hour*.

Enthusiasm displayed at start of negotiations some weeks ago [B•T, Aug. 24] reportedly has cooled. Although future conferences are scheduled, it is understood that network and sponsor executives will not concede to demands made by M-G-M. Counter proposals of Edward Little, board chairman of Colgate-Palmolive-Peet Co., reportedly are unacceptable to the film company.

One reported cause of the impasse, not admitted by either side, was that NBC-TV affiliates played a major role in the suspension of talks, since appearance of movie stars on TV shows would give free plugs to movies being shown locally, thus cutting off revenue TV stations might receive from time purchased to promote movies.

While M-G-M is making up its mind, producer Sam Fuller has lined up name talent for several of the *Comedy Hour* shows who will promote other major film studio releases. And should a deal finally materialize, from the line-up announced, M-G-M could get no showing on the *Comedy Hour* until sometime in November or even later.

Kicking off the fall schedule Oct. 4 are Martin & Lewis, who as usual are expected to plug one of their upcoming Paramount pictures. Burt Lancaster will be guest star and incidentally promote his independently produced films. Jimmy Durante, Oct. 11 will have star John Wayne as guest.

With Warner Brothers readying release of "The Eddie Cantor Story," it is anticipated Eddie Cantor will promote that film Oct. 18. Donald O'Connor heads the Oct. 25 show, with a movie personality added. Abbot & Costello, Nov. 1, are certain to talk about their Universal-International film releases.

Meanwhile, a two-day meeting to coordinate all elements of *Colgate Comedy Hour* is scheduled to get under way in Hollywood today (Monday).

Besides top NBC-TV and Colgate New York executives, attending will be the production staff, writers and backstage crew along with television heads of the Ted Bates Co., Sherman & Marquette, and William Esty & Co.

John M. Ward Dies; Was Mutual Executive

FUNERAL services were held last Thursday for John Mackenzie Ward, 47, former MBS midwest sales manager and radio industry veteran, who died Tuesday in Hinsdale, Ill., after a prolonged illness.

A native of Guthrie Center, Iowa, he joined Trans-American Broadcasting Co. in 1937 and three years later became Chicago representative for WMCA New York. In 1941 Mr. Ward joined the Blue Network's central division sales staff. From 1943 to 1948 he was associated with CBS Radio Sales and Adam J. Young Jr., national station representative firm, in Chicago. He joined Mutual's midwest division as a salesman in April 1948.

His wife and three children survive.



New RCA-6181 power tetrode used in RCA 1-Kw UHF television transmitter type TTU-1B.

New UHF Stations



with the RCA-6181

UHF TELEVISION is now a reality! And the RCA-6181 power tetrode is playing a vital role in new station operations.

Many features have been incorporated in this new tube which provide important operating advantages. The use of forced-air cooling permits substantial operating economies: ceramic bushings are used between

terminals to reduce power loss. The coaxial-electrode structure of the 6181 is designed especially for use with high-power circuits of the coaxial-cylinder cavity type; its indirectly heated, low-temperature, coated cathode assures long serviceability.

Specify RCA when you need tubes for replacement.

KEEP IN TOUCH WITH YOUR LOCAL RCA TUBE DISTRIBUTOR FOR THE LATEST TUBE DEVELOPMENTS.



RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

Notre Dame Games Filmed

FILMS of Notre Dame's 1953 football games will be presented on ABC-TV on Sunday nights, about 24 hours after the game's end, starting Sept. 27 and continuing through Dec. 6. Telecasts will be available for sale on a local co-operative basis. The telecasts, scheduled at 7:45-9 p.m. Sunday, will include slow-motion repeats of top moments of play in the game covered. Notre Dame's schedule, starting Sept. 26, includes Oklahoma, Purdue, Pittsburgh, Georgia Tech, Navy, Pennsylvania, North Carolina, Iowa and Southern Methodist. Participants in the Nov. 29 telecast are yet to be announced. California-Pennsylvania is scheduled for showing Oct. 11.

GRAYBAR REALIGNS BRANCH PERSONNEL

A SERIES of appointments and transfers involving managerial personnel was announced last week by the Graybar Electric Co., New York.

In the eastern district, N. F. Clark has been named operating manager at Buffalo from a similar post at Syracuse, replacing the late A. Kreitzer. A. C. Goodwin, who has been operating manager at West Hartford for the past two years, succeeds Mr. Clark at Syracuse. D. J. Grady Jr. advances from office salesman at West Hartford to replace Mr. Goodwin.

In the central district, J. M. Ferguson, a

salesman at Davenport since 1948, has been appointed manager of the branch there. R. J. Nelson, head office salesman at Chicago since 1951, becomes operating manager of the Davenport branch.

Announcement also was made of the appointment of E. L. Harrelson as operating manager in Shreveport; H. L. Warman in El Paso; H. J. Crouch in Oklahoma City; J. L. Flowers in Allentown, Pa., and W. R. Malmo as acting operating manager in Denver.

In a move aimed at strengthening appliance promotion, Graybar announced that John J. O'Keefe has been appointed manager of appliance promotion at Richmond and E. B. Flaherty to the same post in Detroit.

Transistor Future Big, NBS Report Indicates

GREATER development of transistors and the art of solid state electronics is seen in a technical report issued last week by the National Bureau of Standards. Current research in the conductivity and the Hall effect of such metal compounds as indium antimony and aluminum antimony indicate that these combinations may have equal or greater utility than the germanium and silicon semiconductors presently in large demand.

NBS said that "from the long-range viewpoint it should be realized that practical solid state electronic devices no longer need be restricted to silicon and germanium. The existence of a wide variety of compounds whose properties are virtually unexplored, but which give every indication of being useful, forecasts a latitude in design that was not before possible."

RCA Victor Holds TV Course

RCA VICTOR Division's Engineering Products Dept. has announced the 17th in a series of TV technical training courses for Sept. 14-18 at the Benjamin Franklin Hotel, Philadelphia. Featured will be demonstrations and instruction in latest uhf and vhf equipment including the new 25- and 50-kw transmitters, specialized antennas, newly designed TV audio, control and program switching equipment and new camera equipment, it was announced.

Stored TV Sets Destroyed

AN EARLY morning fire of undetermined origin completely destroyed \$800,000 to \$1 million in finished and stored TV sets and guided missile production facilities at Pacific Mercury TV Mfg. Corp.'s warehouse in Van Nuys, Calif., last Wednesday.

Heads FTL TV Division

WALTER H. HAWK, technical services manager of Federal Telecommunication Labs, Nutley, N. J., an IT&T division, has been appointed manager of FTL's television operation. He will be in charge of the production and development of the company's complete line of vhf and uhf television broadcasting and studio equipment.

RCA Pays 87½ Cents

RCA directors declared a dividend of 87½ cents per share on outstanding shares of \$3.50 cumulative first preferred stock for the third quarter, payable Oct. 1 to holders of Sept. 14, Brig. Gen. David Sarnoff, RCA board chairman, announced Wednesday.

WDAY

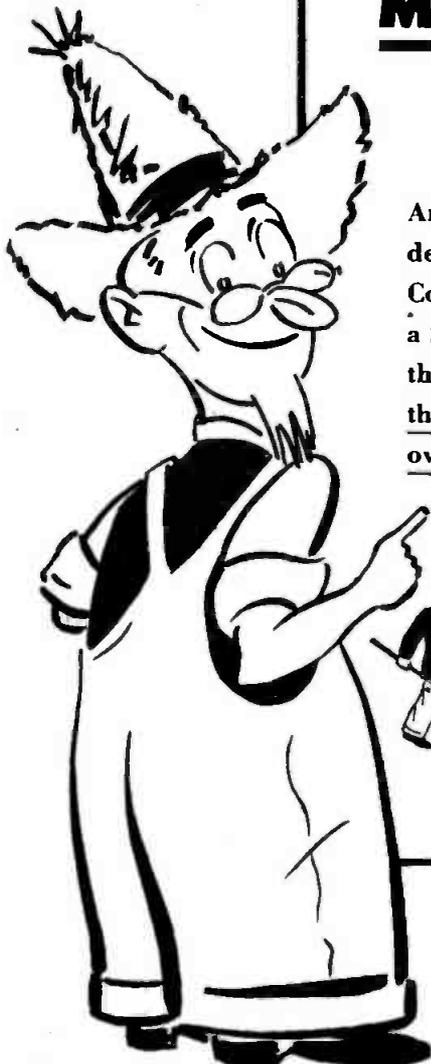
(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the next station—is a 3½-to-1 favorite over all other stations combined!

**NBC • 5000 WATTS
970 KILOCYCLES**

FREE & PETERS, INC.
Exclusive National Representatives

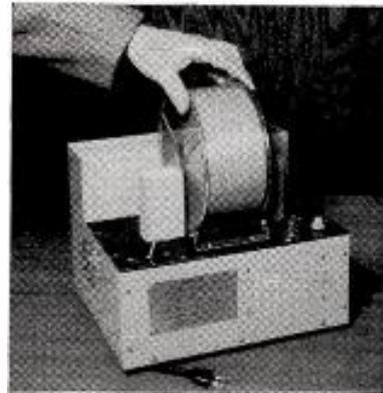


NOW *24 hour* TAPE RECORDING ..NON-STOP!

Records Every Word—TIMED TO THE MINUTE



Model D-24
Dual Channel



Erase the 24-hour tape in just 20 seconds — simply by rotating the reel in the SoundScriber Tape Demagnetizer!

NEW SoundScriber 24-hour Tape Recorder INVALUABLE for Recording Radio-TV Programs

Continuous, uninterrupted, unattended magnetic tape recording for a full 24-hour day—with the time printed on the tape to indicate the exact minute of recording—that's the story of this new SoundScriber 24-Hour Tape Recorder, already proved in hundreds of military installations.

This new SoundScriber development is versatile, trouble-free, requires no attention during operation. It records a single channel, or dual channels simultaneously, from microphones, incoming lines, or a combination of both. Built-in speaker or accessory headphones allow instant "listening-in" while recording or playing back.

The 24-hour reel of tape, only seven inches in diameter, makes a complete, economical, permanent automatically timed record of a full day's communications . . . or is easily

erased for repeated re-use. Longer recording periods, almost unlimited in time, can be attained through simple modifications.

SoundScriber's unique mechanical design operates at approximately 1/60 the speed of conventional tape recorders —assures longer life and minimum service attention.

Contained in a sturdy aluminum carrying case, the SoundScriber 24-Hour Recorder operates from standard electrical outlets. The chassis is easily removed for mounting in conventional 19" rack.

The 24-Hour Recorder meets JAN specifications. It is now available for immediate delivery to commercial and other users.

Designed and produced
by the manufacturers of

Sound  **Scriber**
D I C T A T I N G E Q U I P M E N T

TRADEMARK

MAIL COUPON TODAY FOR FURTHER INFORMATION

The SoundScriber Corporation BT-9
New Haven 4, Conn., USA

I want to know more about your 24-Hour Tape Recorder. Please send further data and sample of tape.

Name _____

Address _____ City _____

Kind of Business or Operation _____

AGENCY ADS ON RADIO

RADIO advertising of an agency's services is a new switch at KYW Philadelphia. W. S. Roberts Inc. advertising agency is buying spot announcements there calling attention to the imaginative commercials for their clients and the results obtained in terms of sales. The agency's commercials, spotted weekly on the early-morning *Jack Pyle* program for 13 weeks, point out specific announcements placed on the same show in order to make maximum use of tie-in identification.

NBC FOOTBALL BOOK

HANDSOME newsbook of stories, pictures and

mats on the NCAA college football games and their telecasts on NBC-TV this fall are being distributed by NBC-TV to all stations carrying the contests plus newspaper sports editors and TV publications in the markets to receive the telecasts. Kit contains stories on the series and the individual games; biographies of Tom Gallery, NBC's director of sports; Lindsey Nelson, his assistant; Bill Garden, producer of the NCAA series, and Mel Allen, play-by-play commentator; photos and mats of the college team stars.

INVITATIONS FROM CRAWFORD

HAND-ADDRESSED notes, on duplicated sheets of Joan Crawford's personal stationery,

have been sent to 16,000 salesgirls, beauticians, store buyers and others inviting them to watch Miss Crawford's Sept. 19 video debut on CBS-TV *Revlon Mirror Theatre*. Promotion is being handled by William H. Weintraub & Co., N. Y., agency servicing Revlon Products Corp. An additional 600 notes were sent to TV editors inviting them to watch the premiere film in the new series.

CAKE-NAMING CONTEST

KRAFT FOODS Co., Chicago, will use its radio and TV network shows during September and October for a cake-naming contest designed to promote the firm's salad and cooking oil. The competition will be two-fold, with prizes to be awarded in consumer and institutional categories. The main commercials on the *Kraft Television Theatre* (NBC-TV) and *The Great Gildersleeve* (NBC Radio) will be devoted to the contests, along with newspapers and supplements. Person supplying the best name for the Kraft Oil "mystery cake" will win a 1954 Ford Victoria automobile. First prize in the institutional competition for chefs and bakers will be \$1,000. Needham, Louis & Brorby Inc., Chicago, is the agency handling the account.

CHURCH RADIO-TV GROUP

THE RELIGIOUS Radio-Television Commission of the Pioneer Valley, Mass., has been formed for the purpose of better religious programming by the Councils of Churches in that area and the Episcopal Diocese of Western Massachusetts. With its director, the Rev. Joseph E. Porter, who has had several years experience as an announcer and program director with radio stations in the South (WRJA Richmond, WDVN and WHHT Durham, N.C.),

Radio's GROWING

\$230,144,000 worth of radios were sold in the United States last year!*

There are 4,753,600 homes in WGN's listening area—more than any other Chicago station—bar none.**

To reach the greatest number of people with your advertising messages—it's WGN in the nation's second largest market.

* Electrical Merchandising
** Nielsen Coverage Service

*A Clear Channel Station
Serving the Middle West*

MBS



Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 226 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingsbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—367 N. Michigan Avenue • San Francisco—625 Market Street

Fairly Busy

WRFW Eau Claire, Wis., completed a three-week period of rapid-fire programming and promotion in connection with



Mr. Kelly

fairs around on the state. According to Jack Kelly, WRFW manager, station originated nine hours from Augusta at the Wisconsin Fair, July 17-18, giving away gift baskets from station sponsors, free recipes and household ideas. Another nine hours were broadcast from the Colfax, Wisconsin Free Fair, July 22-25, with programming and promotion along the same line. WRFW next moved into the Northern Wisconsin District Fair at Chippewa Falls. Highlight here, according to Mr. Kelly, was when his wife, Elly Kelly, distributed an estimated 7,000 recipe and homemaking booklets.

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TRUSCON STEEL TOWERS

FOR AM • FM • TV
MICROWAVE

*year 'round reliability
for 'round-the-clock programing*

When your towers are by Truscon, there's less chance of your log reading "off the air" during storm seasons. Truscon-designed and engineered radio towers stand strong and tall under all kinds of weather conditions—and in all kinds of topography.

Truscon builds 'em for you tall or small . . . guyed or self-supporting . . . for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.



TRUSCON STEEL DIVISION

TRUSCON®
a name you can build on

REPUBLIC STEEL CORPORATION
1074 Albert Street • Youngstown 1, Ohio
Export Dept.: Chrysler Bldg., New York 17, N. Y.

the commission hopes to provide the best in religious programs for radio and TV audiences. Rev. Porter will be dealing with 14 radio and TV stations in the Pioneer Valley.

HIGHWAY GROUND-BREAKING

PART of the Centralia, Ill., centennial celebration was the ground-breaking ceremony for a \$1 million highway underpass to be constructed beneath four railroads. News Director Jack K. Holt, WCNT-AM-FM there, covered the occasion, with Illinois Governor William G. Stratton doing the ground-breaking. The station aired the Governor's address and interview as well as the actual earth-turning sounds.

PUBLIC SHOE SHINING

A CASUAL remark and a bet proved radio to be better than expected. Alan Dary, star of the *Alan Dary Show*, WORL Boston, recently made the casual remark while gabbing between records that since it was vacation season there probably weren't many people listening to their radios. Jay Richards, who engineers and appears on the show, bet that Mr. Dary couldn't get 250 pieces of mail the next day from people who were listening. The next day over 1,000 letters and cards were sent to the station from every state in New England and Canada as well, reports Mr. Dary. For losing, Mr. Richards was forced to shine Mr. Dary's shoes at noon on

Merchandising Mark

NBC Merchandising Dept. reported last week that Johnson & Johnson was the network's 100th client to request merchandising service since the department was organized in January 1952. Commented NBC's merchandising director, Fred N. Dodge: "This is a milestone in network merchandising and is another step in the recognition of the value of merchandising in the broadcasting field. . . . The files of our department bulge with evidence that network merchandising has helped move additional millions of dollars of goods from retail outlets all over the country."

Boston's financial State St. the following day. The shoe shining episode was attended by almost 1,000 people, according to Mr. Dary.

SCHOOL SAFETY CAMPAIGN

"BACK-TO-SCHOOL" safety campaign is being conducted by WKNB-TV Hartford, Conn., over its daily western Tex Pavel's *Bar-30 Theatre*. Kicking off the safety theme was a parade Sept. 12 consisting of representatives of major civic and youth groups, as well as a large contingent of Hartford's young cowboys and cowgirls on horseback. Riders of the best decorated bicycles were awarded prizes in addition to invitations to appear on the *Bar-30*

Theatre. During this week all Hartford County grammar school students are invited to submit the "Best Rules for Safety on Two Wheels" to Tex Pavel. The winning child will receive a bicycle, and his school will be awarded a console TV set. Awards will be presented on a special *Bar-30* telecast Sept. 25.

STEVENSON SPEECH

ADLAI STEVENSON will report the results and conclusions derived from his five-month world tour over CBS Radio tomorrow (Tuesday), 9:30-10 p.m. CDT. The 1952 Democratic candidate for president will report to a nationwide audience for the first time since his return to the States in late August. The broadcast will emanate from the Chicago Civic Opera House. Al Rudd is producer.

PREPARATION FOR SCHOOL

WGAY Silver Spring, Md., presented a program designed especially for children entering school for the first time. Mrs. Louise M. Yuill, member of the Prince Georges County School Board, appeared on the Sept. 11 *Story Time* program with an explanation of what the youngsters might expect on their first day of school. Her words of advice were aimed to overcome certain basic fears of children just beginning their organized education. Yesterday (Sunday) the station aired a program featuring addresses by



people are RICHER in Roanoke

People in the rich Roanoke area have a per family income 20% above the national average . . . 34% above the Virginia state average.

During the year, here's how this buying power lifted sales:

- \$793,206,000 spent in retail stores
- \$180,541,000 spent for food
- \$151,766,000 spent in automobiles
- \$ 23,667,000 spent in drugs

Yes, People in Roanoke have dollars to spend, and the best way to get *your* share is with the *complete* radio and television coverage of the Shenandoah Stations . . . WSLs-AM-FM and *now* TV.

All figures from Sales Management Survey of Buying Power, 1953

WSLS • **AM** • **FM** and **now TV**
 ROANOKE, VIRGINIA NBC • 610 K.C. NBC • CBS • CHANNEL 10
 OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR **EVERY-KNODEL** MAN TODAY



BEST news tip of the month was worth ten dollars to NBC Cleveland staffer Bernie Nedwich (l), who gets the check from WTAM-WNBK news director Edward Wallace. Mr. Nedwich won the monthly competition with films of an airplane crash near there.

Dr. Forbes Norris and William S. Schmidt, superintendents of schools in Montgomery County and Prince Georges County, respectively.

KITE LETTER-OPENER

THE KITE San Antonio "gadget of the month" is a plastic letter-opener. On it are pictured a kite and the words: "Opens a World of Good Music! Half past 9 on any radio."

NEW YEAR PROGRAM

MAYOR VINCENT IMPELLITTERI and N. Y. City Council President Rudolph Halley, the borough presidents of Manhattan, Brooklyn, Bronx and Queens, delivered Jewish New Year (Rosh Hashonah) greetings on the *Abe Lyman Show* over WLIB New York, last week. The station is also broadcasting Jewish High Holy Day services directly from a temple for the benefit of shut-ins.

POWER BOOST PROMOTION

IN AN effort to promote its increase to maximum power telecasting, WFIL-TV Philadelphia has added a new feature to its daily programming, in the form of Major Max Power dressed in a futuristic space uniform. The station reports that viewers in 53 counties throughout Pennsylvania, New Jersey, Delaware and Maryland have written in acclaiming the power increase. Letters have come from such distant points as New York City and Washington, according to the station.

NAVY AIR RESERVE SERVES

SERIES of three documentary programs on the Navy Air Reserve is being telecast by WBBM-TV Chicago under the title of *Sunday Punch*. Programs are designed to give a complete picture of the reserve, its history and purposes, and closeups of men who have seen action in Korea and World War II. Narrator and interviewer is Jim Conway, member of the reserve, with telecasts originating from the Glenview Naval station, Glenview, Ill. Series

WANT A CLOSE-UP ON YOUR CLIENT'S PRODUCT OR SERVICE?



MAKING A SURVEY?

We'll bet you a median to a norm that you can get it done faster, better, more economically through Western Union's Market Opinion and Survey Service. It's flexible, it can be tailored to your job. Here's why it's so efficient:

Western Union has offices in 2,200 cities all over the country, staffed with people who serve their communities, know the people, enjoy their confidence. The survey facilities of the entire Western Union organization are behind them, to speed their findings and give you the results—often *overnight!*

Years of experience lie behind Western Union's Market Opinion and Survey Service. It has proved effective for advertising agencies and their clients from coast to coast. It is ready to go to work for you at a moment's notice—on a local, regional or nationwide scale. For complete details, just call your local Western Union office.

WESTERN UNION

got under way Sept. 12 and will be resumed Sept. 26 and Oct. 10, with planes and other equipment never before seen on television, according to the station.

ADULT EDUCATION SERIES

A SERIES of lectures and discussions on various phases of adult education will be broadcast over New York City-owned WNYC every Wednesday at 9:30-9:55 p.m., starting this week and continuing through June of next year. The programs will be offered in cooperation with the Extension Division of the City College of New York's School of General Studies.

UNIT TO COVER 5,000 MILES

WNBK (TV) Cleveland's new remote unit will cover nearly 5,000 miles of highway on its first assignment. The converted 41-passenger bus is assigned five pick-ups for the General Motors fall football schedule, covering Nebraska, Illinois, Minnesota, Kansas and Indiana. The unit, equipped to handle six cameras, is constructed entirely of aluminum in the interior to keep it light as possible. To maintain constant contact with Cleveland NBC headquarters, a mobile telephone has been installed.

HOLY DAY TELEGRAM

A SIMULATED telegram has been sent out by WABD (TV) New York inviting viewers to a presentation of a drama of the Jewish New Year holidays, "The Call of the Shofar," Sept. 16, 7:30 p.m. The "Rosh Hashonah-gram"



ALASKA-BOUND is CKLW Windsor's Eddie Chase, who sets forth for a five-week guest appearance tour with the good wishes of Detroit Mayor Albert E. Cobo (l) and CKLW President J. E. Campeau. The *Make Believe Ballroom* creator will send back tapes for programs during the trip.

expressing wishes for a Happy New Year, has pictured around its border various symbols of the Jewish High Holidays. The program will be sponsored by Maxwell House Coffee.

TEEN-AGERS' SHOW

BARRY KAYE, disc jockey on WJAS Pittsburgh, recently broadcast his *Teen Canteen* program from the teen department of Rosenbaum's department store in an effort to create traffic for

Rosenbaum's. The result: 3,500 teen-agers, the station reports. Because of its initial success, the broadcast will continue each Friday from the store. Moreover, due to Mr. Kaye's popularity, those wishing to attend his daily show (except Fridays) must now write for tickets, 125 of which are allotted each day. Tickets for September and October have been given away already, and the station now is filling requests to see November broadcasts.

'STORY TIME' RETURNS

A TINY, pink rubber baby reminding listeners that *Willette's Story Time* returns to the air over WROX Clarksdale, Miss., Mondays and Thursdays, 7:30 p.m., Sept. 14, has been sent out by the station. The program is sponsored by Clarksdale Laundry. The above information plus the fact that there are 17,145 children under 14 years of age in Coahoma County are provided by a tag attached to the baby.

TV DISPLAY TURNTABLE

JOSEPH HEROLD, station manager of KBTV (TV) Denver, realized a personal triumph when the switch was pushed putting into operation the first automatic display turntable of its type in the TV industry, the station reports. The mechanism is capable of rotating the heaviest of automobiles for dramatic on-the-air effects and is so controlled that the entire table can make quarter, half and full turns and can be reversed as well. Mr. Herold first conceived the idea of a turntable for television when the present studio building, formerly an automobile distributor's garage, was purchased. The

SIGN UP NOW!

Get quick SPONSOR SALES

Get huge fall sports program audiences

KICK-OFF DATE FRIDAY, SEPT. 11!

Get

TOUCHDOWN TIPS

starring Elroy "Crazy-Legs" Hirsch and Mike Kizziah

Grab this powerful package of 15 sales-producing quarter-hour shows

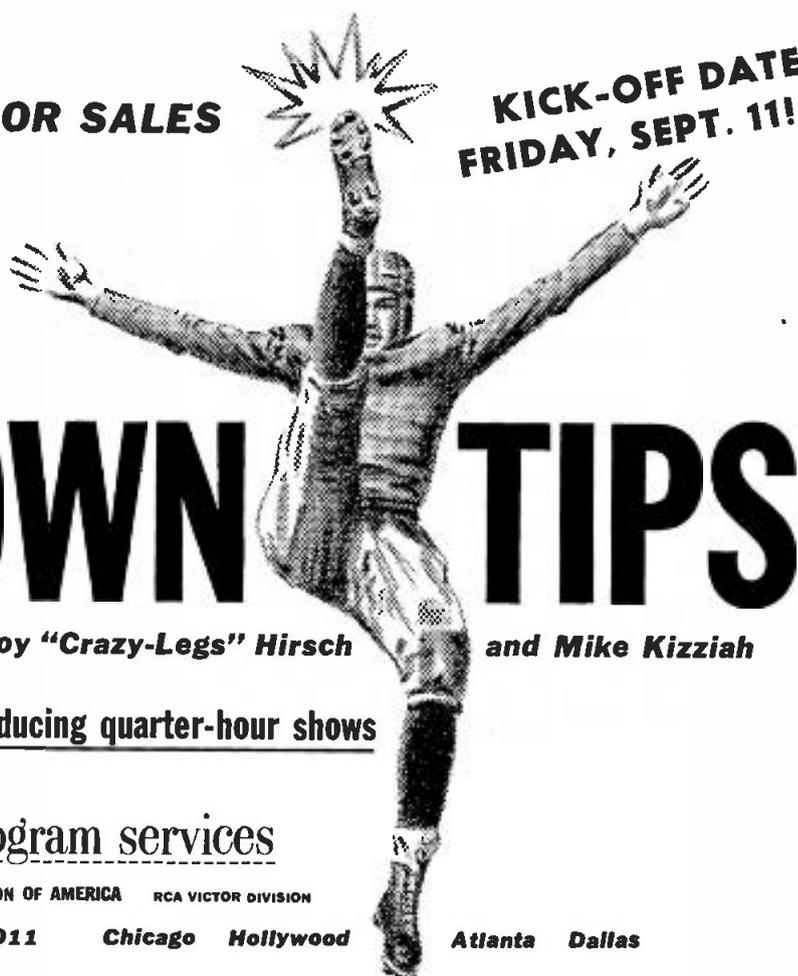
Phone, wire, write today for full details



recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, N. Y., Judson 2-5011 Chicago Hollywood Atlanta Dallas





Carl Rosen, President of Puritan Dress Company, tells how . . .

He leads the world's biggest dress parade!

"Fashions are perishable," says Carl Rosen, head of the world's largest women's dress house. "The season is short — *speed* is the essence.

"First we test new styles in key markets to see how they click. New dresses reach the stores on time — via Air Express.

"Then we release the best styles, timed to go on sale when our 2-page ads appear in Sunday papers all over the country. Those dresses reach every part of the nation overnight — via Air Express. Finally, our efforts pay off in a flood of reorders!

"And again we turn to Air Express, to replace stocks as fast as they sell out. This dependable speed is the lifeblood of our business. It is absolutely essential to us.

"Yet the majority of our Air Express shipments go at *lower rates* than any other commercial air service.

"Buyers and salesmen know they can depend on us. We depend on Air Express!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.



Air Express



GETS THERE FIRST via U.S. Scheduled Airlines

plan blossomed when Mr. Herold saw the hydraulic lift used for automobile greasing, and there and then decided to convert the mechanism into a turntable.

DENVER'S 'BRIGHT DESTINY'

THE DENVER of tomorrow was forecast by KOA there in an hour-long documentary program titled *Bright Destiny*. The broadcast, three months in the making, presented a view of metropolitan Denver as it will be in the years just ahead, with predictions coming from government, civic and business leaders in-

terested in the city's future. Appearing on the program were: President Eisenhower, Governor Dan Thornton, Denver's Mayor Quigg Newton, Bob Hope and others. Denver's construction boom, interest in the city as evidenced by the oil industry, tourist interest and the ever-increasing agriculture and cattle industry were among the topics covered by the program.

ALLIED RADIO CATALOG

ALLIED RADIO, Chicago, is offering free its 268-page 1954 catalog of electronic supplies for radio and television stations [B•T, Sept. 7].



GALLERY of staff members of WKY-AM-TV Oklahoma City draws the attention of Clair McAdams of the station's central filing department. The picture display is designed to help staffers become better acquainted. All pictures were taken by WKY photographer Johnny Shannon.



knows his
Service-Ad
helps
sell time

Arthur B. Church, President
KMBC-KFRM, Kansas City, says:

"We have been a consistent user of SRDS space since the very inception of your valuable publication. Some years ago I personally checked with a considerable number of buyers of radio time who, without exception, confirmed our belief in their constant utilization of SRDS."

8 ways a Service-Ad in SRDS helps sell time

- 1 It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
- 2 It helps *unknown* prospects to decide to call in your representatives.
- 3 It goes to agency-client conferences.
- 4 It remains instantly accessible to the SRDS user who is working nights or weekends.
- 5 It provides liftable material for inclusion in media proposals.
- 6 It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast*.
- 7 It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then*.
- 8 It provides a "last chance" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

S R O
on "BRUSH CREEK
FOLLIES"



with
**HIRAM
HIGSBY**
on
KMBC-KFRM

Yes, indeed, there's "standing room only" for sponsor on "Brush Creek Follies!"

The Midwest's oldest and most successful barn dance program is now offering availabilities on a participating basis!

Now in its fifteenth successful season, this sparkling program plays every Saturday night to a large, enthusiastic audience from the stage of TV Playhouse in downtown Kansas City—and MOST important, outcores all competing programs by a very comfortable margin, according to the most recent listener surveys. (Pulse Inc., January-February 1953).

What's more, the greatest air sales man of them all, Hiram Higsby, will take your product or service to the huge Heart of America audience!

There may be a few more spots for a wise advertiser to "stand" on one of the hand-dubbing, lowest-selling vehicles in the Kansas City Trade Area—"Brush Creek Follies!" Better write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel at once.



SRDS

Standard Rate & Data Service, Inc.
The National Authority Serving the Media-buying Function
Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.

Sales & Service Offices: New York • Chicago • Los Angeles

Firm states that purchasing of electronic supplies and equipment can be simplified through Allied—"the reliable one-supply-source for all your electronic needs." Catalog may be obtained by writing to the company at 100 N. Western Ave., Chicago 80, Ill.

SIDEWALK SUPERINTENDENTS

KTTS-TV Springfield, Mo., issued honorary membership cards for those belonging to KTTS-TV S.S.S. (Sidewalk Superintendents' Society), which permitted members to indulge in the

Football

FURTHER coverage of the 1953 football season [B•T, Aug. 17, et. seq.], includes plans for the following broadcasts, as reported last week:

KTBC Austin, Tex.—Selected Southwest-ern Conference games for Humble Oil Co.
WBAL Baltimore and WRC Washington—Navy schedule for Gulf Oil Corp. and dealers in two areas.

WBIG Greensboro, N. C. (and regional Duke Network)—Duke U. schedule for Chesterfield cigarettes.

WEMP-AM-FM Milwaukee—Marquette U. schedule for Allis Chalmers Mfg. Co.

WHIM Providence—Brown U. and Rhode Island U. schedules.

WJLL Niagara Falls, N. Y.—Cleveland Browns pro schedule for Certo Bros. Distributing Co.

WNAB Bridgeport, Conn.—U. of Bridgeport schedule for Creel Dodge & Plymouth Motors of Bridgeport.

WORD and WDXY (FM) Spartanburg, S. C.—Schedule of Wofford College, nine games of U. of South Carolina, seven games of Clemson College and other outstanding southeastern games for the Spartanburg Coca-Cola Bottling Co., Cudd and Coan Insurance Co. and Greenwald's Inc. Also eight games of Spartanburg High School on WDXY for Willard Oil Co.

WTAM Cleveland—Ohio State U. schedule for Bankers Life and Casualty Co. (on alternating basis).

WTNJ Trenton, N. J.—U. of Pennsylvania schedule.

Loyal FM Fans

WOHS-FM Shelby, N. C., aired the season's American Legion baseball games of the nearby Cherryville, N. C., Legion baseball team with sponsorship by merchants in Cherryville, population of which is only 3,500, according to Robert M. Wallace, WOHS-FM president. When Cherryville's team won the state championship and a four-state playoff was held in Cherryville, the merchants sponsored the whole playoff on the station. Cherryville won this series and the team went to an area playoff in Sumter, S. C., with merchants still sponsoring the games. When Cherryville won the Sumter playoff and went to Miami, Fla., to represent the southeastern U. S. in the Legion Little World Series, the merchants and industrialists in Cherryville agreed to finance the high line costs and other expenses. WFIG Sumter, S. C., WEWO Laurinburg, N. C., and WGNC-AM-FM Gastonia, N. C., also were permitted to pick up the broadcasts, Mr. Wallace said.

privileges of observing, criticizing, condemning, offering suggestions, hindering, hampering or actually taking part in the erection of the station's TV tower. An accompanying letter explains that members must bring their own tools, lunches and chairs but that the station will furnish ice water. Membership was invalidated Sept. 6, however, because that was when construction was scheduled to be completed and the tower in operation, the letter stated.

CFPL MEETING

CFPL-TV London, Ont., on Sept. 9 held an informative meeting with 250 local manufacturers, distributors and television set dealers, outlining plans for the October inauguration of CFPL-TV. Technical details on CFPL-TV reception were discussed with dealers, in view of the increased demand for sets since London has been in an outside fringe area until now for Cleveland and Detroit stations.

It's True—Honest

THIS is one that might have tested the late Robert L. Ripley's gullibility—but WAPL Appleton, Wis., swears it really happened. The station recently started a "Lucky Buck" contest in which listeners are invited to watch their dollar bills for cash prizes. Big daily prize: \$100 for a pre-selected bill circulated in the area. Stanley Constantine, WAPL salesman, was chosen to drop the Lucky Buck on a Monday. On the following Saturday, while shopping at another store, he squinted in amazement as N15701570 (picked after the station's frequency) turned up. The odds against Mr. Constantine picking up the bill—based on Appleton's 100,000 population and the nation's 160 million—are really so astronomical it would take an Einstein to compute them, according to Fred W. Sample, WAPL manager.

in cities..



in villages..



on farms..



WBZ-TV is the New England station they watch most!

When you study Dr. Forest L. Whan's report of TV viewing in the Boston Trade and Distribution area, you can't miss the overwhelming preference for WBZ-TV. Of urban TV families, 28.0% named WBZ-TV as the station they watched most (compared to 13.8% for the next best station). Among village TV families, preference for WBZ-TV is 34.3% (compared to 13.9%). And on farms, the WBZ-TV figure rises to 34.9% (compared to 13.9%).

If you haven't a copy of the Whan report, write for one now. It will help you select the programs, the times and the station that will make your New England television budget most effective. Write to WBZ-TV or NBC Spot Sales.

WBZ-TV · Boston · Channel 4



WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · KYW · KDKA · WOWO · KEX · WBZ-TV · WPTZ

National Representatives, Free & Peters, except for TV;
for WBZ-TV and WPTZ, NBC Spot Sales

MILESTONES

► **MORE THAN 120** radio stations throughout the country will schedule special programs tomorrow (Tuesday) to salute the 77th birthday of conductor Bruno Walter. CBS Radio was to honor Dr. Walter with a broadcast from Salzburg yesterday (Sunday) when the conductor was to lead the Vienna Philharmonic Orchestra in the *World Music Festivals* program series (2:30-4 p.m. EDT).

* * *

► **ROGER WAYNE**, music director of WHLI Hempstead, L. I., observed his 28th anniversary in radio last month. He started as a pianist and accompanist in New York in 1925, served as program director, production director and musical director at WLIB and WMCA in New

York and other stations before joining WHLI in 1947.

* * *

► **WMAQ Chicago's 400 Hour** (sponsored by Chicago & North Western Railway System) aired its 5,000th consecutive broadcast Sept. 2. Broadcast originated from the sponsor's headquarters in the Chicago North Western station, with listeners invited to attend. All WMAQ early morning programs were aired from a special studio and broadcast over a public address system that morning, and visitors were served coffee in cups marked "5,000." Pat Gallicchio was m.c., having succeeded the late Norman Ross on the program last June.



PRESENTATION of a cake and camera marked the 19th anniversary of the *Morris B. Sachs Amateur Hour* with a special simulcast on WENR and WBKB (TV) Chicago. Present at anniversary ceremonies were (l to r): Bob Murphy, m. c. of the program; Morris B. Sachs, sponsor and owner of Sachs clothing stores in Chicago, and Sterling "Red" Quinlan, general manager of WENR and WBKB. Ceremonies were held Aug. 23.

* * *

► **NBC's *News of the World*** radio show (Mon.-Fri., 7:30-7:45 p.m. and 11:15-11:30 p.m. EDT) started its 15th year on the air Aug. 24. The sponsor since March 24, 1941, has been Miles Labs. (Alka-Seltzer), Elkhart, Ind.

* * *

► **MARIAN YOUNG** celebrated her 12th anniversary as *Martha Deane* on WOR New York last month. One hundred women who have appeared on her listener-panels were guests.

* * *

► **KWKW Pasadena** celebrated 11 years of broadcasting with a day-long birthday party Sept. 11, highlighted by special afternoon and evening broadcasts.

* * *

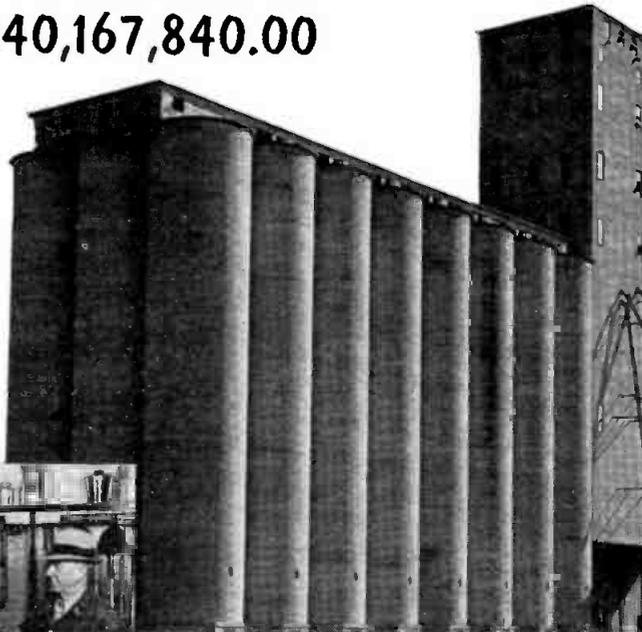


EARLY guests sign in with hosts at KMTV (TV) Omaha's open house celebrating its fourth anniversary. Signing guest book is Edward Petry, president, Edward Petry & Co., KMTV national representatives. Others (l to r): Edward May, KMTV president; Fritz Snyder, CBS-TV director of stations relations, and Owen Saddler, KMTV vice president-general manager. KMTV has remodeled and expanded facilities.



**KANSAS FARMERS
ARE SELLING
THEIR WHEAT...**

...WORTH \$240,167,840.00



**.. AND BUYING
WIBW ADVERTISED
MERCHANDISE**

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



**CBS
RADIO
TOPEKA,
KANSAS**

Rep. **CAPPER PUBLICATIONS, Inc.** • **BEN LUDY, Gen. Mgr.** • **WIBW** • **KCKN**

►TO MARK 10th anniversary of the Assn. of Canadian Radio and Television Artists, the first annual dinner and ball is planned at Toronto on Sept. 25. Annual awards of merit given to artists by various segments of the broadcasting industry for significant achievement will be presented at this anniversary event.

* * *

►WJBS Deland, Fla., marked five years of broadcasting Sept. 3. The event was observed with a week of special programs and promotions. The NBC affiliate is owned by Stetson U. and managed by Dr. C. L. Menser, director of radio for the school.

* * *



MAJORITY stockholder Mrs. A. Scott Bullitt and Executive Vice President Henry B. Owen observe the fourth anniversary of the founding of King Broadcasting Co., licensee of KING-AM-FM-TV Seattle. Company purchased KEVR Seattle Aug. 20, 1949, and shortly thereafter changed call letters. Celebration took place during the week-long, KING-sponsored institute on uses of TV in public service and education.

* * *

►FOURTH anniversary for WOW-TV Omaha was celebrated Aug. 29. The station says it began eight-hours-daily operation in 1949 with an area audience of 500 sets, and now broadcasts 17-hours-daily to an audience of 200,000 sets.

* * *



25-YEAR veterans of Crosley Broadcasting Corp. are engineers George B. Cook (l) and David Conlon, who recently completed a quarter century with WLW Cincinnati.

NOW...ANY Station can have *EXACT TIMING*

OF TRANSCRIBED AM-FM PROGRAM MATERIAL
OR LIP-SYNCHRONOUS SOUND FOR TV FILM...

Available in Fairchild 530 Transcription Turntable or as kit for converting existing equipment...new drive is SYNCHRONOUS at ALL THREE SPEEDS.



3-SPEED DRIVE, synchronous at 33 1/3, 45 or 78 rpm, is integral part of 530 Turntable (left), or available as conversion kit. Turntable available with or without cabinet.

No other transcription table matches the Fairchild 530—and in kit form its exclusive new drive permits converting existing equipment to the finest modern 3-speed. With this change you prevent program material overlapping commercials at station breaks, achieve synchronized sound, insure quick starts, eliminate rumble, noise and vibration.

COMPLETE High Fidelity PLAYBACK SYSTEM

For superb professional sound reproduction use Fairchild components: Fairchild 3-way Turret Head Arm with Fairchild Moving Coil Cartridges for lateral and vertical recordings • 205 six-position Passive Equalizer for all records and transcriptions • For line-level output use the Fairchild 650 Preamplifier with high signal-to-noise, and 60 db gain.



3-WAY TURRET HEAD ARM



SERIES 215 CARTRIDGES



SELF-POWERED PREAMPLIFIER

Studio... Console... Portable DISC RECORDERS

Use Fairchild Direct-drive Synchronous Recorders for absolute timing, faithful duplication of original sound on AM, FM, TV. Pitch continuously variable from 80 to over 500 lines per inch on model 523 shown. Now — make microgroove records with your present Fairchild 539 Recorder. Ask about special microgroove Adapter Kits.



Write for illustrated literature and prices.

FAIRCHILD RECORDING EQUIPMENT

154th St. & 7th Ave., Whitestone, N. Y.

VISIT US AT THE AUDIO FAIR, HOTEL NEW YORKER, OCT. 14-17



CITATION from the U. S. Treasury is presented to Franklin Snyder (l), WXEL (TV) Cleveland, by Loring Gelback, state chairman, U. S. Savings Bonds Program. At right is WXEL news director Bob Rowley. Presentation marked WXEL's service to the community and nation through bonds efforts.

NAFBRAT Names Hall

PRESIDENT Joyce C. Hall of Hallmark Greeting Card Co., sponsor of the *Hallmark Hall of Fame* on CBS Radio and NBC-TV, has been named recipient of the first annual Dr. Lee De Forest Award, established by the National Assn. for Better Radio and Television to honor: "The person most consistently responsible for the highest educational and moral standards in radio and television programs." Selection of Mr. Hall for the annual award was announced at a Los Angeles luncheon held by NAFBRAT.

RTNDA Awards Entries' Deadline Tomorrow

DEADLINE for entries in the awards contest of the Radio-Television News Directors Assn. is midnight tomorrow (Tuesday).

Radio and TV stations should send entries to the Radio-Television News Directors Assn., Medill School of Journalism, Northwestern U., Evanston, Ill.

The competition has three divisions, outstanding radio news operation, outstanding television news operation, and special events. A trophy will be given to the winner in each class. The trophies are donated by Northwestern U.'s Medill School of Journalism.

Previous winners of RTNDA awards are:

For outstanding radio news operation—WHO Des Moines, 1951, 1952; WOW Omaha, 1950, and WHAS Louisville, 1949.

For outstanding television news—WBAP-TV, 1949; WHAS-TV, 1950; WBAP-TV, 1951, and WTVJ Miami, Fla., 1952.

Special events—WTIC Hartford, Conn., and WBAP-TV, 1952.

Tom Eaton, WTIC Hartford, Conn., news director and RTNDA president, announced judges for the contest. They will be: Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING; E. R. Vadeboncoeur, president-general manager of WSYR-AM-TV Syracuse, and Erle Smith, veteran radio newsman and former news director of KMBC Kansas City, Mo.

Winners will be announced Oct. 26-28 at the RTNDA convention at the Sheraton Park Hotel in Washington, D. C.



MICHAEL, the Academy of Radio & Television Arts and Sciences' equivalent to Hollywood's "Oscar," goes to the Goodyear Tire & Rubber Co. for its *Goodyear Television Playhouse*, named best dramatic program on TV for 1953. Bob Eastright (l), Young & Rubicam, presents the award to Kenneth C. Zonsius, Goodyear advertising director.



WTVJ (TV) Miami wins a certificate of merit from the Jewish War Veterans. Lee Ruwitch (r), station's vice president-general manager, receives the award from Louis Phillips, national executive committeeman of the veterans organization.



PAUL NAKEL (l), WJMO Cleveland station manager, accepts on behalf of Richard Eaton, president of the Friendly Broadcasting Co., the citation of honor awarded to WJMO by Donald G. Stratton, area manager of the U. S. Treasury Dept., Saving Bonds Division.

CKLW
• MUTUAL •

LOWEST
COST
MAJOR
STATION BUY
IN THE
DETROIT
AREA

Adam J. Young Jr., Inc.
National
Representative

J. E. Compeau, President

Guardian Building • Detroit 26

Early fall scheduling means early fall profits for advertisers who use CKLW's hard hitting, low cost coverage. Over 17,000,000 listeners in an important five state region.

CKLW covers a 17,000,000 population area in five important states!

**50,000 WATTS
800 KC.**

CBC REPORTS RISE IN RADIO REVENUE

Commercial radio dollars to the Canadian Broadcasting Corp. increase \$57,282 for the fiscal year ending last March 31. In its first seven months of operation, TV brought \$518,380.

COMMERCIAL revenue of AM broadcasting was up \$57,282 to \$2,513,714 in the fiscal year ending March 31, 1953, the Canadian Broadcasting Corp. reported early this month in its annual statement to the Canadian Parliament. Commercial revenue from TV broadcasting in the first seven months of operation was \$518,380.

Losses in radio listener license fee revenue and heavy expenditures in TV operations, brought the surplus of the CBC AM and TV operations before depreciation to \$1,055,336 as against \$3,322,000 the previous fiscal year. Net surplus, after depreciation, amounted to \$376,000.

Total income on AM broadcasting, including the \$6,250,000 statutory grant from the government, was down to \$14,773,856 from the previous year's \$14,813,500. Radio expenditures increased from \$10,674,415 to \$11,389,133.

TV Income

Television income totaled \$585,496 and expenditures were \$2,914,882, of which \$1,854,589 was for programming. Capital outlay on TV, financed largely through government loans, totalled \$1,875,934, and was spent mostly on completing studios and production centers at Toronto and Montreal, where telecasting began Sept. 6, 1952. Operating loss on TV of \$2,563,118 was offset by an operating surplus of \$2,939,478 in AM for the fiscal year 1952-53.

Canadian TV Sales Drop Reported for Month of July

SALES OF TV receivers in Canada during July dropped to the lowest of the year, with only 9,332 sets sold during the month, to bring the total for the first seven months of

CANADA the year to 134,472 sets valued at \$56,136,631. More than half of the sales this year have been made in the province of Ontario, with the Toronto-Hamilton-Niagara area accounting for nearly 60,000 sets. Nearly 39,000 TV receivers were sold in the Montreal area in the period, about 10,300 sets in the Ottawa area, about 9,000 sets in the Windsor area (opposite Detroit), and nearly 10,000 sets in the Vancouver-Victoria area, according to figures of the Radio-Television Mfrs. Assn. of Canada.



Advertisement

From where I sit by Joe Marsh

PTA Gets Stung by a "Bee"

The local PTA is feeling sheepish today. Seems they complained the youngsters weren't learning enough. Said they couldn't even spell. So the kids challenged them to a spelling bee.

"I was captain of the PTA'ers," "Doc" Brown told me. "Both teams made the first round just fine. But on the second round Speedy Taylor went down on 'efficiency.' Then his boy Chip, who happened to be next on the school team, rattled it right off. From then on it was murder!"

So now "Doc" says that the whole PTA is thinking of signing up for night school!

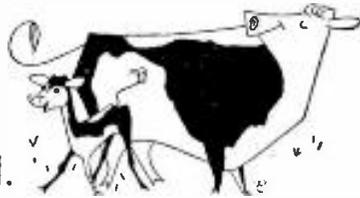
From where I sit, it always pays to look and think before you leap to conclusions. Take those folks who would deny me a temperate glass of beer without a moment's thought. They wouldn't want me to interfere with their personal preferences for, say, a glass of buttermilk. It's a good idea to think twice before you "spell out" rules for your neighbor.

Joe Marsh

Copyright, 1953, United States Brewers Foundation



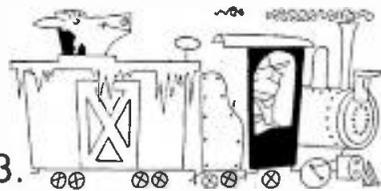
Before you have a steak (whether it's porterhouse or chopped), a cow has to have a calf. This is the story of one particular calf.



1. This calf was born on a Texas ranch. Several acres of grazing land are required to support each cow and calf.



2. As a yearling, the calf was sold to an Iowa farmer for "finishing" in feed lot. Proper feeding of corn and protein supplements adds many extra pounds and a lot of extra eating quality to our beef.



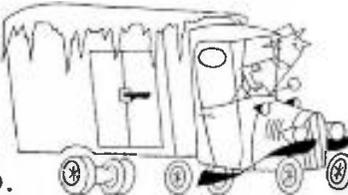
3. After several months in the feed lot, our calf, now a full-grown steer, was sent by rail or truck to the stockyards and consigned to a marketing firm for sale.



4. Buyers for several local and out-of-town meat packing companies put in bids based on the going consumer price of beef. This steer was one of a carload bought by an Ohio meat packing company.



5. At the packing plant, the "beef crew" turned beef on the hoof into meat for the store. Beef was inspected, chilled and graded, prepared for shipment.



6. Under refrigeration, the quarters of beef were shipped to New York's wholesale meat district—1500 miles from Texas, where the calf was born.



7. Owner of a Brooklyn meat market, after comparing prices and quality, selected a quarter of our steer.



8. In the store, the quarter of beef was turned into steaks, roasts, stew and hamburger; was displayed for customer's selection competing with other meats.



9. Yesterday, a housewife looked over everything in the counter, compared values, decided on steak, porterhouse or chopped, depending on what she wanted to spend.

P.S.—A steak is the easiest thing in the world to cook—just a few minutes for each side under the broiler. But, as you can see, getting the steak ready for the broiler takes a lot more time and a lot more planning.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago
Members throughout the U. S.

CAB Adds TV to Title; Has Nine TV Independents

None of the TV independents are yet on the air. First stations open in western Canada later this year. Gerry Gaetz of CJCA re-elected president of Western Broadcasters.

AT A SPECIAL meeting Aug. 31, Canadian Assn. of Broadcasters voted to change its name to the Canadian Assn. of Radio and CANADA Television Broadcasters. This placed into effect a resolution made at the meeting last March at Montreal which fits into legal requirements of the Canadian government. There now are nine independent TV station members of the CARTB; none is as yet on the air.

The session was held in conjunction with the annual meeting of the Western Assn. of Broadcasters, Aug. 31-Sept. 2 at Jasper, with attendance of about 150 broadcasters and station personnel.

New Directors

Gerry Gaetz, CJCA Edmonton, was re-elected president. The following directors were elected: John Craig, CKX Brandon; Syd Boyling, CHAB Moose Jaw; F. H. Elphicke, CKWX Vancouver, and president of CARTB, and William Rea Jr., CKNW New Westminster. The 1954 annual meeting will be held at Banff early in September.

The WAB meeting heard reports from Pat Freeman, sales director of CARTB, Toronto; Frank Makepeace, chief engineer, CFRN Edmonton; Harold Moon, assistant general manager BMI Canada Ltd., Toronto; F. H. Elphicke, CKWX Vancouver, and T. J. Allard, CARTB Ottawa.

The convention dealt with TV problems. First stations open in western Canada later this year.

First TV Daytimer to Start

FIRST DAYTIME Canadian commercial TV show on a regular schedule will start on CBLT (TV) Toronto Oct. 13, and probably will be extended to the CBC-TV CANADA network. *Matinee Party*, a women's program, begins as a once-a-week, one hour show from the Eaton Auditorium which has a studio audience of 1,300. It will be picked up as a mobile TV operation. Sponsorship is planned on a quarter-hour participating basis, and extension of the program to more than once a week is planned. S. W. Caldwell Ltd., Toronto, is handling the program.

Canada Merit Awards

CANADIAN annual awards of Merit for 1954 are to be presented Sept. 25 by the Assn. of Canadian Radio & Television Artists (ACRTA) and the Canadian Council of Authors & Artists, at the 10th anniversary banquet of ACRTA in Toronto. The awards are being established as an annual affair to arouse public interest in the creative work and achievements of the people of Canadian radio and television.

TV AIDS SPORTS, ADMIRAL AVERS

Case histories of television's contribution to healthy incomes of Canadian sports promoters is cited by the firm.

ADMIRAL Corp.—both in the U. S. and internationally—is rapidly developing into an ardent advocate of the viewpoint that television does not adversely affect attendance at sports events—even across the border.

Latest word comes from Canadian Admiral Corp. Ltd., Port Credit, Ont., which notes that “first in the U. S. and now in CANADA Canada sports promoters have resisted overtures made by television networks and prospective sponsors offering to televise their various contests.”

Canadian Admiral cites “intermediate” steps whereby sports events are blacked out in the home city but telecast in other cities hooked up to networks. But, the firm claims, actual experience shows that “televising a popular, successful major sports event hasn't hurt gate receipts and in many cases attendance has been higher with TV.”

In fact, most promoters now are happy to sell TV rights and the SRO sign is out for sponsors. “Sports telecasts are now generally believed to be good advertising for the sport concerned,” Canadian Admiral reports.

As a first case history, it cited the observation of Seymour Mintz, Admiral vice president in charge of advertising, on attendance at the recent all-star professional-college football classic in Chicago. Mr. Mintz had claimed that “a first class sports event will attract paying customers in the face of full television and radio coverage, whereas a mediocre event will not enjoy high attendance even with TV blacked out.”

Statistical Proof

Canadian Admiral cites other instances:

Last fall Canadian Admiral Corp. sponsored telecasts of six Alouettes' home football games and six away games on film. In 1951 Alouettes had only won three games in the season and in 1952 they lost every game until they were eliminated. In spite of their being a losing team both seasons, the attendance for the 1952 season was approximately 96,000 compared with a little over 106,000 in 1951. The loss in gate receipts in '52 over '51 was about \$18,400 after taxes. However, selling the television rights enabled the club to pick up \$10,000 for six home games and another \$2,500 for the away games. So their net loss was only \$5,900 which enabled them to save a substantial sum to help build up a contending team for this year.

Canadian Admiral also bought the TV rights for all telecasts of Montreal Royals home games in the Quebec Senior Hockey League. Only two of the seven teams in the league—Quebec and Shawinigan Falls—had a slight drop in attendance compared to the 1951-52 season and they were both outside the Montreal TV viewing area of CBFT. Montreal drew 208,928 compared to 197,717 in '51-52 and Valleyfield, close enough to get TV from Montreal, totaled 55,286 for the season compared to 50,411 the year before Canadian TV made its debut.

In Detroit, the Detroit Red Wings have had their National Hockey League games televised for the past five years. Despite this fact, attendances have steadily increased—1950-51 drew 410,661; 1951-52, 418,578 (up 2%), and 1952-53 totaled 430,834 (up 3%). The latest figures show the Red Wings playing to 98% full houses with an estimated 81.1% ratio of TV receivers to households in the Detroit TV area (this ratio has doubled in the last three years). The Red Wings are not only happy about TV, but would also like to see more of their games telecast than is presently planned.

What's the answer?

Canadian Admiral Corp. Ltd. sees sports

IDECO ... the one-contract tower source!

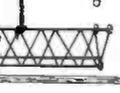
With a single contract you place all of your tower details in experienced hands. Planning and design . . . fabrication . . . foundation and erection . . . equipment installation . . . final inspection . . . complete insurance coverage . . . all these are in the Ideco Tower “package.” Here's how you can put the entire responsibility for your tower in one set of capable hands:

PLANNED 

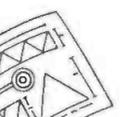
Ideco Towers are planned from the ground up . . . wind loading and soil bearing factors are computed for your individual location.

FABRICATED 

Ideco Towers are shop-fabricated to close, pre-determined tolerances. All diagonal members are pre-tensioned, eliminating any possibility of inaccurate manual field adjustment.

HOT-DIP 

Every part of an Ideco Tower is hot-dip galvanized for complete and lasting rust protection . . . maintenance costs are cut to a minimum.

TRUE 

Whether your location calls for a self-supporting or guyed tower, careful Ideco design insures a “true” structure, free from indeterminate stresses . . . a tower that will keep you on the air in any kind of weather.

EQUIPPED 

Ideco installs the transmitting system . . . also needed equipment such as lighting, call letters, microwave parabolas, de-icing circuits.

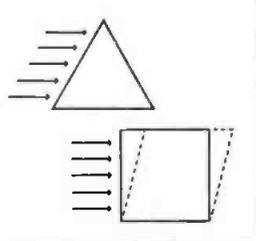
INSPECTED 

Ideco engineers make a thorough final inspection . . . stay with the job until you sign on the air. The complete Ideco service assures you a safe tower for the years ahead.

INSURED 

Complete insurance coverage protects you throughout the entire tower erection and antenna installation.

Scientific triangular design, pioneered by Ideco, best resists distortion by wind pressure . . . uses fewer members, with less dead weight. Triangular design means only three sides to paint, too.



**Tall or short... for TV, Microwave, AM, FM...
Ideco Tower know-how keeps you on the air.**

IDECO DIVISION, Dresser-Stacey Company
Department T, Columbus 8, Ohio

Branch: Dep't T, 8909 S. Vermont Ave., Los Angeles 44, Calif.

telecasts as a "healthy adjunct" to the overall athletic scene and Canadian promoters following the lead of the U. S. by climbing aboard the TV bandwagon. Admiral also is backing up what it preaches: it has siphoned the largest share of its budget into telecasting outstanding Canadian sports events. Other manufacturers are following suit, too.

Canadian Entries Few Among Summer Programs

FEW CANADIAN network shows were aired this summer, according to July national ratings reported by Elliott-Haynes Ltd., Toronto. Leading the four English-language evening network shows was the *Great Gildersleeve* which rated 10, followed by *The Tylers* 9.2 (Canadian), *Arthur Godfrey's Talent Scouts* 8.4, and *Roy Rogers* 6.2. Nationally transcribed evening programs, *Denny Vaughan Show* 11 (Canadian), and *Eddie Fisher Show* 6.8, were the only two such shows on the national rating report.

Under daytime there were 12 national network shows and two transcribed programs, with the leading five: *Ma Perkins* 12.2, *Pepper Young's Family* 11, *Life Can Be Beautiful* 10.1, *Road of Life* 10, and *Aunt Lucy* 9.9.

There were but three French-language evening network shows in July. Their ratings: *Le Survenant* 16.1, *Jouez Double* 12.3, and *La Pause Qui Rafrachit* 10.5. Of 11 French-language daytime network shows, the leading five in July were *Rue Principale* 21.9, *Jeunesse Doree* 20.1, *Francine Louvain* 19.1, *Tante Lucie* 14.5, and *Grande Soeur* 13.1.

FUNDS MARK NEAR FOR CHI. CH. 11

TOTAL of \$800,000 of the \$1,100,000 needed to build and operate a station for two years has been raised by the Chicago Educational Television Assn. for Ch. 11 in that city.

Dr. John T. Rettaliata, president of the Illinois Institute of Technology and board member of the association, cited this figure in an address before a suburban Chicago teachers' conference Sept. 4. He told the teachers he expects Ch. 11 to get on the air within a year.

More Potent

Dr. Rettaliata spoke of the "endless" possibilities of television as an educational medium. He described it as "much more potent than radio or films for teaching because it offers the attractions of sight, sound, immediacy and home viewing."

Florida State Ad Courses

FALL program of advertising instruction for undergraduates in the Southeast has been announced by Florida State U. Program for 1953-54 offers these courses in advertising: Principles of advertising, advertising problems from actual business cases, layout, copywriting, newspaper, radio and television advertising, retail advertising and sales promotion, advertising media and advertising production and research. Dr. Royal H. Ray, head of FSU's advertising department, said increased educational services are being offered for business organizations.

Methodists Consider TV

METHODIST Church radio and film commission considered expansion of TV programming to nationwide scale at a meeting held on the U. of Southern California campus, Los Angeles. Commission consultants included Frank Ryhlick, copy chief, Geoffrey Wade Advertising Agency; Robert Anderson, assistant program manager, KECA-TV; and Betty Tourbeville, director, KLAC-TV, all Hollywood.

Pittsburgh TV Workshop Show

THE results of a six-week educational TV workshop at the U. of Pittsburgh were telecast on WDTV (TV) there when workshop graduates produced and the station presented a special "open house" program.

The program included talks by Leland Hazard, board chairman of WQED (TV), the city's educational TV permittee, and Dr. Alfred Beattie, head of WQED's Citizens' Committee. Workshop members manned cameras and other equipment for the show.

WRU TV Courses Resume

WESTERN RESERVE U. begins its third year of college credit courses on TV this fall over WEWS (TV) Cleveland. Two courses—"Appreciation of the Theatre" and "General Psychology"—will be offered on alternate days for three one-half hour periods from 9:30-10 a.m. The theatre course will be broadcast to a Western Reserve classroom at the same time it goes to WEWS listeners.

Columbia's L. A. Branch

COLUMBIA College of Chicago has announced plans to open a Los Angeles division Sept. 28, offering full time, evening and specialized short courses in TV and radio broadcasting, advertising, education, speech and drama. Los Angeles quarters will be located at 2328 W. 7th St.

Journalism Course Planned

TWO-YEAR instructional program in news, mass communications, public relations and affiliated fields is being launched jointly by Sigma Delta Chi, professional journalism fraternity, and Washington State College, Pullman, Wash. Courses will be offered at the WSC center in Spokane. Sigma Delta Chi members will aid in the program, which will be guided by college staff members.

WKAT Staff Studies

TELEVISION seminar for the staff of WKAT Miami Beach has been completed at the U. of Miami. The station is applicant for vhf Ch. 10 there. Leading the 34-member student group from the station was A. Frank Katzentine, WKAT president-owner. Dr. Sydney W. Head, chairman of the university's radio-TV film department, was in charge of the course.

NEW GREATER POWER

NOW 125,000 WATTS
To Better Serve the Fabulous Puget Sound Area



KTNT-TV

CHANNEL 11

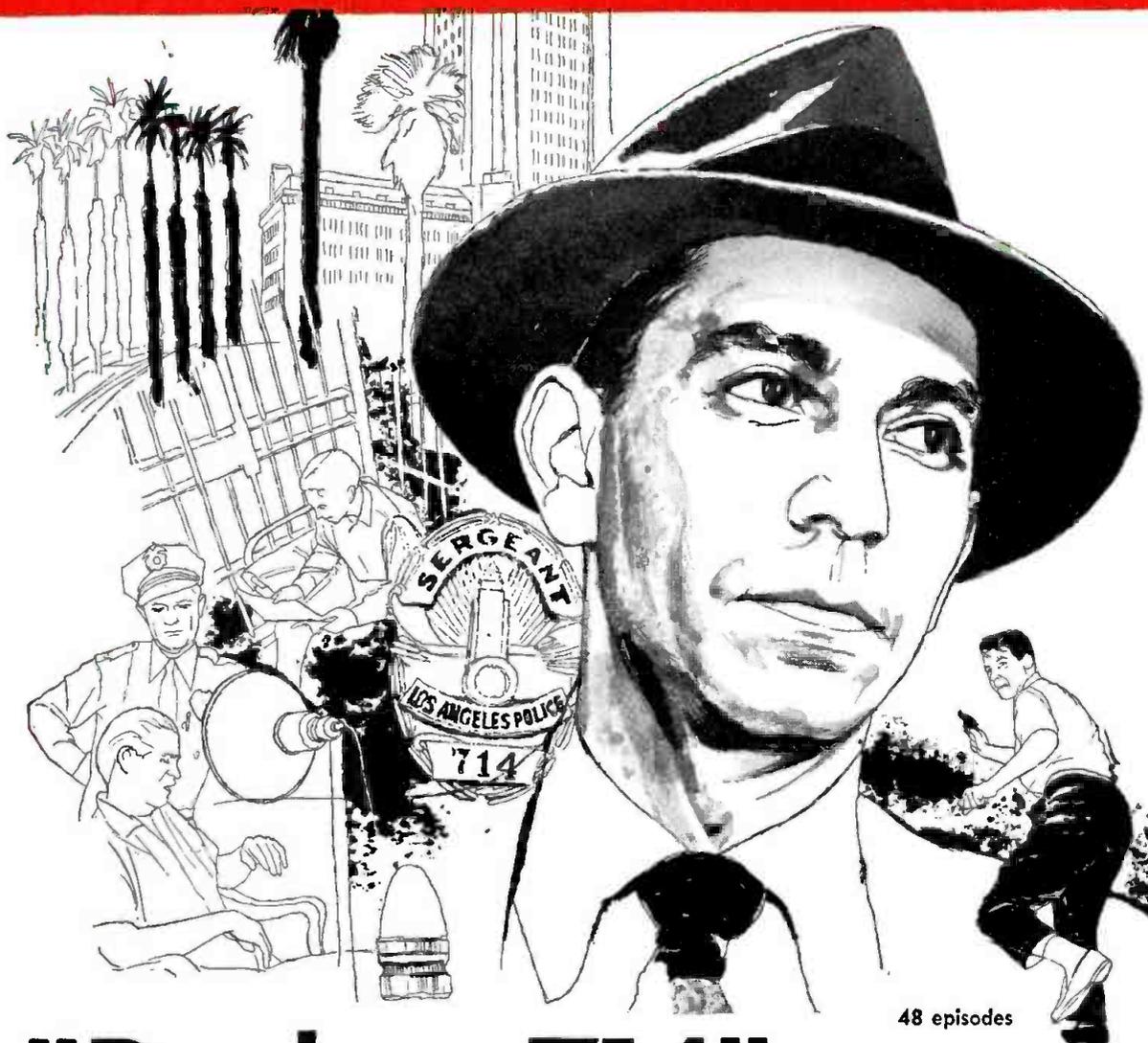
Affiliated with CBS and Du-Mont Television Networks. Transmitter strategically located at Tacoma, Washington in middle Puget Sound.

SEND FOR THE COMPLETE STORY. Represented nationally by WEED TELEVISION; represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland.

BROADCASTING

TELECASTING

TV FILM features



48 episodes

"Badge 714"

... starring JACK WEBB

Latch on to this one fast!

You get 48 top-drawer episodes profit-proved by their network run as "DRAGNET."

And you get the punch of NBC Film Division's promotion behind "BADGE 714"... and your product.

This is a "natural" for local sponsorship at a local price.

NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES

Serving All Sponsors...Serving All Stations

For details write,
call or wire us immediately.

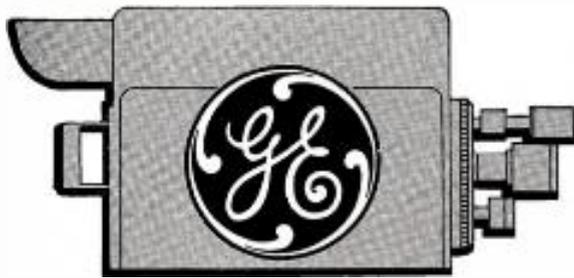
A section of

September 14, 1953

BROADCASTING - TELECASTING

National Press Building

Washington 4, D. C.



TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N. Y.

IDEAL ANTENNA LOCATION AND DESIGN GIVE WEEU-TV "EXCELLENT COVERAGE"

New Reading, Pa., Station Concentrates On Primary Market—Plans Expansion!



Thomas E. Martin
Executive Vice President
Hawley Broadcasting Co.

WEEU-TV, channel 33, is Reading, Pennsylvania's newest UHF television outlet. Commercial operation began April 15 using a G-E 100-watt UHF transmitter and five-bay helical antenna on an interim basis to achieve 1400 watts effective radiated power.

Ingenious Location Of Antenna Site

Thomas E. Martin, Executive Vice President of Hawley Broadcasting Co., station owners, firmly believed from the outset that in order to gain success WEEU-TV must concentrate on the primary market area—engineering-wise—and program-wise. With this in mind, his technical operations director,

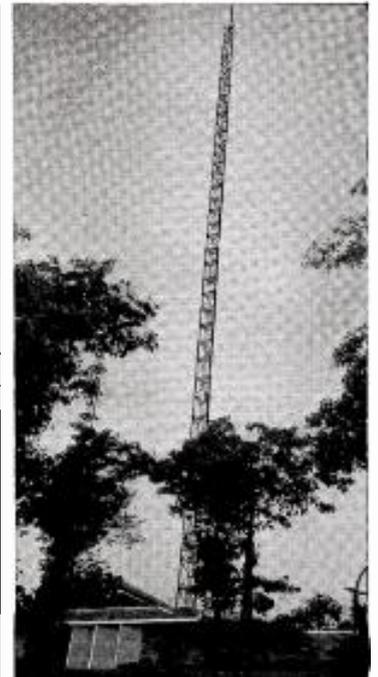
David J. Miller, Jr., instituted a novel and very effective means of determining signal strength on population concentrations from several pre-selected antenna sites. Miller used a topographical map to produce a plaster relief map of the area. Beams from a lighted flashlight bulb held on various hilltops

simulated TV signals and clearly indicated Mount Penn as the best antenna location for market coverage.

"Solving the antenna location was half of WEEU-TV's coverage problem—the other half was antenna design. G-E's high-gain helical antenna, tilted electrically for full close-in coverage, more than satisfied WEEU-TV's requirements."

Full Power Operation This Summer

Martin plans to radically improve the present 10 mile signal radius when full-power operation starts this summer with the addition of a General Electric 12,000-watt amplifier. He estimates there are 15,000 receivers in Berks County capable of receiving UHF.



WEEU-TV's 43-foot antenna was mounted on a 365-foot guyed tower atop Mt. Penn, directly overlooking Reading from the east.



Jack Gounder, news editor and special events director, programs twice daily.

Good Local Programming Answer To Multiple VHF Set Conversions

A large number of VHF sets existed in the WEEU-TV area long before this new station opened. The problem of how to get set owners to adapt for UHF reception was naturally a serious handicap to success.

Station officials met the challenge with an extremely diversified format of local shows and set up their programs operating

with a variety of the latest G-E studio and film equipment. News, educational themes, musical features and religion all play an important role in their well balanced schedule. In addition, WEEU-TV already is programming more than twelve hours weekly of both NBC and ABC network programs. All but three shows are sponsored!

WEEU-TV Signal Strength Overrides Normal Trouble Spots

Signal strength measurements of WEEU-TV's interim power signal have been taken at a number of known "trouble" spots in Berks County. Results have been termed "excellent" by both station officials and General Electric Company field engineers. General Manager Martin said the station has received calls from viewers as distant as North Philadelphia, 50 miles away.

"From all accurate engineering statistics and checks, our signal now covers Reading and most of Berks County", said Martin. He also pointed out that the forthcoming increase in power will substantially broaden the station's coverage.

WEEU-TV's consultant, who played a vital role in establishing the new station, was Michael

R. Hanna, General Manager of WHCU, Cornell University's commercial radio outlet at Ithaca, New York.



An interim General Electric 100-watt transmitter powers the WEEU-TV signal to Reading and Berks County.

GENERAL ELECTRIC

- A roundup of wardrobe sources to make the well-dressed film show. Page 102.
- How to make film commercials that local sponsors can afford. Page 108.
- Covering the world in TV news film. Page 109.
- Film shows can meet network program competition. Page 114.
- A plea for realistic thinking about TV film costs. Page 120.



film maker

John W. Loveton

BY-PASSING live television, radio producer John Woodrow Loveton is now up to his proverbial ears in filmed TV under the banner of John W. Loveton Radio and Television Productions, Hollywood.

His point of departure was advertising. From a childhood which started in Rhinelander, Wis., in 1912, he went on to a scholarship at Lake Forest College, Ill. Graduating in 1935 with a drama major, he and Bill Dwinnell (now St. Louis field representative for A. C. Nielsen) started eastward in an antique Hupmobile with no license plates.

Armed with a "To Whom It May Concern" letter bestowing the local sheriff's blessing on the licenseless auto and a letter from John Orr Young, a fellow alumnus who had gone on to become half of Young & Rubicam, they started what ended up a 1400-mile trek.

The story of their fantastic journey, consisting of a night in jail, numerous meetings with state policemen and 30 flat tires while crossing Pennsylvania, landed them on the front page of the *N. Y. Herald Tribune*.

Mr. Young's letter coupled with such an auspicious arrival opened agency doors. Mr. Loveton joined Benton & Bowles as an office boy. The next year found him in publicity, on the road beating the drum for *Come On, Let's Sing* (Colgate).

In 1937 he joined Ruthrauff & Ryan, directing or supervising such Penn Tobacco shows as *Aunt Jenny*, *Good Will Hour*, *Court of Missing Heirs* and *The Shadow*.

He moved over to Lord & Thomas (now Foote, Cone & Belding) in 1942 to head the creative department and take charge of American Tobacco shows, *Your Hit Parade*, *Your All-Time Hit Parade* and *College of Musical Knowledge*. In 1943 Mr. Loveton formed his own agency.

The next year he joined Geyer, Cornell & Newell as co-head of

radio. When the agency split, he joined Lennen & Mitchell as director of *Mr. and Mrs. North*.

Branching out as an independent packager in 1946, he acquired rights to the "North" stories. The radio version is starting its seventh year on CBS for Colgate-Palmolive-Peet, and the video version, co-produced with Federal Telefilms, was sponsored on CBS by Colgate during the 1952-53 season. When filming resumes shortly for a new sponsor, Mr. Loveton will handle the production reins alone.

In the meantime *Topper* starts Oct. 9 on CBS-TV for R. J. Reynolds Tobacco (Camels), and producer Loveton adheres to his schedule of turning out two half-hour films weekly for a three-week period and resting the fourth. With only two "Topper" stories, the series is built around the late Thorne Smith characters in newly contrived situations.

Not interested in wholesale business, Mr. Loveton believes in doing a limited number of shows and doing them better than average. A staunch advocate of filmed TV, he has set his sights on good motion picture production while trying to get five times the amount of film per dollar that the motion picture producer gets.

With competition getting tougher all the time, name talent, a good idea and a great script are needed to sell today's sponsor, according to Mr. Loveton. While this may be a field for young people, there is no time to experiment. Too many experienced people are available.

Golf—in the low 80's—is Mr. Loveton's chief hobby, outside of business. He and the former Lake Forest coed Virginia Farmer were married in 1938. They have two children, Richard, 14, who is learning the business in his father's production offices this summer, and Laurie Jean-Jeffris, 9.



The Well Dressed TV Show

By Dave Glickman

CLOTHES may not make a TV film series, but they do play an important part in determining the degree of success it may attain.

That they are an important consideration is recognized by every video production company. The ways of meeting the wardrobe problem are many.

Some companies buy clothing outright and write it off. Others rent garments or outfits on a daily or weekly basis, depending upon length of time needed for a filming or the type of production involved. Still others have deals whereby they get clothing and accessories at wholesale price or at no cost at all in return for a credit line at the "crawl" or tag end of a 15 minute or half-hour TV film.

These latter arrangements pertain particularly to the modern wardrobe of a feminine star or an equally well known leading lady. There are a variety of deals. You'll frequently see clothing from Ohrbach's Inc. on TV filmed shows in return for which the Los Angeles department store gets screen credit. When no longer needed the garments are returned to the store.

Saks Fifth Avenue and I. Magnin & Co. are starting to enter the competition for that credit tag too. Hats by Rex Inc., noted Beverly Hills designer, is another in the same group.

Everything from a squirrel muff to a full length ermine coat can be secured from Al Teitelbaum or Abe I. Lipsey, both prominent Beverly Hills furriers. There are shoe manufacturers and distributors of exclusive accessories who are delighted to cooperate with top talent and TV film producers to get their name on the TV screen.

The poor male, be he star or leading man, gets few special concessions. He usually has to buy or rent his own wardrobe. On rare occasions, a credit deal is worked out in return for the garments he wears in a

TV film. Sometimes too he is fortunate in striking a good buy with a substantial cash discount. In return he may autograph a photo which is prominently displayed in the store for benefit of other customers.

Most established actors have an extensive wardrobe to choose from, having built it up over a period of time. Should he ruin his clothing while working in a TV film, he is compensated for it.

When necessary he can call upon Dedricks Tux Shops or some other equally well stocked Hollywood rental firm to supply a complete dress outfit. These include Acme Tuxedo Rental Shop, Accurate Tuxedo Rentals, Mickey Meyers Tuxedo Rentals, Tuxedo Center, Gerson Abrams and Olive Hatch, all in the Hollywood area.

For \$9.75 per day, the actor can rent a single-breasted (double-breasted costs \$2.00 less) tuxedo with accessories. These include the cummerbund, shirt, collar, tie, studs and cuff links.

Top Hat by the Day

At cost of \$10.75 a day, he can rent formal tails, cutaway or boardwalk, with accessories throw in as part of the deal. A hat to go with any outfit, is an additional charge. Rental prices decrease with length of time the garments and accessories are held by the individual.

Few TV film production companies design and make their own costumes. Most are rented.

A wardrobe girl and a wardrobe man are required according to union rules. Each is paid a minimum of \$26.18 per day. Usually each is needed for two days additional to the time spent in actual production. This is to pick up garments or outfits at the costumers and to return them following the shooting. For special productions, it is sometimes necessary to hire tailors,

seamstresses and extra wardrobe help and a manager to supervise the department.

Motion picture studios have built up large wardrobe departments over the years. TV producers are working in that direction, but the venture is costly and the process slow. It is much simpler to rent outside.

Screen Gems Inc. borrows from its parent Columbia Pictures Corp. Interstate Television Corp. and Hollywood Television Service Inc., subsidiaries of Allied Artists (formerly Monogram) and Republic Pictures Corp., respectively, can do likewise. Independent TV producers on the Hal Roach Studios lot are permitted to draw upon what stock wardrobe is available there, in return for a rental fee.

Like the movie studios TV film producers rent costumes from Western Costume Co. or from other firms in the Hollywood area.

The largest single company of its kind in the United States, utilizing more than 100,000 square feet of space, with a staff of about 150, Western has every conceivable type of outfit, according to Brandon B. Howe, president.

Nobody knows how many garments Western actually has in stock because no inventory has ever been made, he said. It has been estimated roughly that more than a million garments jam racks in the three large buildings. If a garment isn't in stock, it can be fashioned in jig time.

Having one of the finest libraries of costume information in the world, Western can reproduce clothing worn in any land during any period, from Adam and Eve's fig leaves down to the present mode of fashion, including fantasy wardrobes, Mr. Howe emphasizes.

Western has all the accessories to go with these costumes too. There are store rooms and store rooms of hand props that go to complete period wardrobes.

The firm has its own cobbler shop and



can reproduce any type of footwear imaginable. Head-gear for any period can also be fashioned. That goes for the manufacture of shirts, belts, army medals, and decorations, jewelry of every style and period, and other small hand props to complete a costume.

Providing it isn't being used by another film producer, an exact replica of the Hungarian St. Stefan's crown or the Russian crown of the Romanoffs can also be rented at nominal cost. Every article of clothing and each hand prop is historically correct.

Max Berman & Sons, is another important Hollywood supplier of period fashions and costumes for TV. If it isn't in stock, they too manufacture the garment. This firm makes the entire wardrobe used in *Ramar of the Jungle*, adventure series filmed and syndicated by Arrow Productions.

After the wardrobe budget has been set for each group of 13 films in this TV series, David Berman, general manager, takes over the costuming.

Mr. Berman started supplying costumes for TV shows approximately 21 years ago in London where the firm also operates.

Stars and other talent appearing in the

CBS-TV *Schlitz Playhouse of Stars*, being filmed by Meridian Pictures for Joseph Schlitz Brewing Co., supply their own wardrobe. When on occasion an elaborate gown is required for a film, Meridian may supply it, but with understanding that the star involved buys the garment at half price upon completion of the picture.

Modern accessories such as leather flight jackets for an aviation film, or farmerette-type gingham dresses which a star wouldn't ordinarily have as part of her regular or stock wardrobe, are bought by the production company. After use, these garments are stored by Meridian to become part of its planned stockpile wardrobe.

Some top stars, after signing contracts with a TV film production company have refused to use their own wardrobe unless paid between \$100 and \$150 per day for wear, tear and makeup stains.

Meridian Pictures has had this experience in filming *Schlitz Playhouse of Stars*. Similar demands have been made on Screen Gems Inc. in filming NBC-TV *Ford Theatre*, and Don Sharpe Enterprises, producing CBS-TV *Four Star Playhouse*.

When the first group of *Schlitz Playhouse*

of Stars was being produced by Edward Lewis Productions, a deal was made with Don Loper, noted fashion designer, to supply gowns for Irene Dunne, hostess and m.c. on the series, on a rental basis of \$200 each. After being used in the film series, she bought some of them at a reduced price.

The designer later cancelled the rental arrangement on grounds that makeup stains and wear made the garments unsaleable. He got free plugs on that group of films. The Schlitz policy now is not to give "outside" screen credit.

Joan Davis, star of NBC-TV *I Married Joan*, produced by Joan Davis Enterprises, and sponsored by General Electric, has a tie-in with Ohrbach's Inc. for her wardrobe, with the department store getting screen credit. When the wardrobe girl, Maiza Beuchel, gets an order for a dress to be worn on the show which Ohrbach's can't supply, it is then purchased elsewhere. All such purchases are kept in wardrobe for future use.

Except for judicial robes, Jim Bachus, who portrays Judge Stevens in *I Married Joan*, provides his own clothes, a policy maintained for other cast members. How-



Women stars get a better break in outfitting than men. Modern costumes usually are provided for women; men have to supply their own. At left Ann Sheridan, aided by wardrobe woman Ernestine Wood, checks dresses she will wear in CBS-TV *Schlitz Playhouse of Stars* Oct. 21. At right, Jim Backus, male lead in NBC-TV *I Married Joan*, is shown with costumes (his own) he wears in series.



ever, when costumes and dated styles are needed for *I Married Joan*, they are usually rented from Western Costume.

Suits worn by Ozzie Nelson on ABC-TV *Adventures of Ozzie & Harriet*, produced by Stage 5 Productions, and sponsored alternating weeks by Hotpoint Inc. and The Lambert Co., come from Sy Devore's, Hollywood costume tailors. They are priced from \$175 to \$200 each. It is an outright buy. Mr. Devore is tailor for many of Hollywood's top radio, TV and film stars.

Harriet Nelson, his wife and co-star, usually wears medium priced suits or dresses in the film series and buys them from Gene Burton's Carousel. The Nelsons are sort of upper middle-class suburbia in the series, and like the average housewife, she too keeps her eyes open for a bargain with the saved garment repeated several times in other filmed episodes.

Clothing for Ricky and David, the Nelson's two boys, is bought at Hollywood Broadway (department store), or any other shop that meets their needs. They have ideas of their own as far as clothing goes and are allowed to express them in their choice. Inasmuch as it's a domestic comedy, little or no costume is done on this particular show.

What Wisbar Does

Frank Wisbar Productions, filming NBC-TV *Fireside Theatre* for Procter & Gamble Co., has talked about building up a wardrobe department, but was stopped by the budget problem. Talent gets an allowance to cover articles of clothing not already in their wardrobe, and thus buy what is needed, keeping the garments or outfits upon conclusion of the shooting.

Slois Janssen designs all clothing worn by Ann Southern in *Private Secretary*, filmed by Jack Chertok Productions and sponsored by American Tobacco Co. on NBC-TV for the summer run with shift to CBS-TV starting Sept. 20.

The production company pays for the fabrics, designs and their execution. They keep the gowns in wardrobe often changing them for later films. Hats worn by Miss Southern in several sequences are designed by Rex Inc., with credit tag given in the films.

Don Porter, featured with her in the series, supplies his own wardrobe, as do other members of the cast.

For NBC-TV *Cavalcade of America*, sponsored by duPont, various local films are called upon by Jack Chertok Productions to supply the needed costume or period cloth-

ing. The wardrobe man and woman assigned to this program follow through in rounding up the necessary garments inasmuch as they frequently are rented from several sources.

Stars and other cast members provide their own wardrobes on CBS-TV *Four Star Playhouse*, sponsored by Singer Sewing Machine and produced by Don Sharpe Enterprises.

Wardrobe man Bob Harris, however, frequently gets garments for the various actresses from Ohrbach's with the usual screen credit given for clothing borrowed.

Merle Oberon, star of the half hour *Love at Sea* in this series, to be released in fall, has 12 gown changes, all her own. Dick Powell had a midnight blue tuxedo made expressly for his *Four Star Playhouse* appearances.

Clothing for Julie Bishop in *My Hero*, until recently sponsored by Philip Morris & Co. on NBC-TV and being released in the fall through syndication, is almost exclusively from Ohrbach's for screen credit. Other talent, however, including star Robert Cummings, provide their own wardrobe in this series. The exceptions are character and costume clothing which is rented. This series is also packaged and filmed by Don Sharpe Enterprises.

John Loveton is another TV producer with a tie-up with Ohrbach's. They supply wardrobe for Barbara Britton, star of *Mr. and Mrs. North*, now winding up 52 weeks on CBS-TV for Colgate-Palmolive-Peet Inc.

Police uniforms seen on NBC-TV *Dragnet*, sponsored by Liggett & Meyers Tobacco Co., are borrowed by Mark VII Productions from the Los Angeles Police Department. Star Jack Webb, feature actor Ben Alexander and other members of the cast supply their own wardrobes.

Because it is a continuing series, with much of the talent under term contract, Dougfair Corp., producing *Terry and the Pirates*, considers it more economical to buy the basic wardrobe. Articles of clothing needed for additional extras are rented from various companies. Sponsor of *Terry and the Pirates* is Canada Dry on 65 TV stations.

The buckskin frontier costumes worn by Guy Madison and Andy Devine in *Wild Bill Hickok*, filmed by William F. Broidy Productions and sponsored by Kellogg Co. on 63 TV stations, are designed and made especially for those stars.

Because of wear and tear and any other emergencies, six identical costumes are al-

ways made for each star. Wardrobe man Tommy Thompson, on location, sees to it that there are three identical costumes each available at all times, in the event one is torn or ruined.

The 10 gallon hats they wear are bought by the dozen. They wear out quickly during a shooting. An average of four hats each is used by the stars during each session.

A few of the players in *Wild Bill Hickok* have their own Western outfits, but mostly they are supplied by the production company. For bit players and extras, the costumes are rented from Western.

For the opening and closing shots in the new NBC-TV *Letter to Loretta*, now in production for Procter & Gamble Co. by Lewislor Enterprises, star Loretta Young wears gowns designed by Marusia, noted couturier. Screen credit is given her and the gowns returned. Miss Young draws from her own extensive personal wardrobe for the clothes used in portraying the variety of roles in the new series.

What Dahl Does

Pepsi-Cola, in its forthcoming ABC-TV *Pepsi-Cola Theatre* with cooperation of Saks Fifth Avenue, New York City, is bringing its product out of the ball park into high society via Arlene Dahl and her ultimate in fashion design.

The wardrobe worn by Miss Dahl, hostess-m.c., in the first eight programs of the new TV series, is valued at more than half a million dollars. She makes but three appearances in each film, handling introductory, middle and end commercials, as Irene Dunne did in the first group of *Schlitz Playhouse of Stars*. Although Revue Productions is shooting the *Pepsi-Cola Playhouse*, series, commercials with Miss Dahl are being produced by United World Films, subsidiary of Universal-International Pictures.

Under a special arrangement, Wayne Clark, fashion coordinator assigned to the project by Ettinger Co., Hollywood publicist for Miss Dahl, personally brought the initial wardrobe to the West Coast from New York and is responsible for its return to Saks Fifth Avenue upon completion of the shooting.

Not only does Saks get screen credit, but Miss Dahl gives each designer similar treatment as she appears in his creation. Mink dog collars, cuffs and earrings are among the high fashion accessories.

Jane Nigh, who portrays "Lorelei" in CBS *Big Town*, sponsored by Lever Bros.



SARRA rings delightful changes on a strong-selling theme in a series of 1-minute TV commercials for Champagne Velvet Gold Label Beer. In home, tavern, picnic and sports settings, expertly cast "folks" are shown enjoying their evening beer. Ingenious "time" devices mark off the hours between 5 and 7 P.M. to symbolize the message: "After work before supper . . . a beer that tastes better when your taste is keenest." Deft product identification climaxes each closing. Produced by SARRA for Terre Haute Brewing Company, Inc., through Weiss and Geller, Inc.

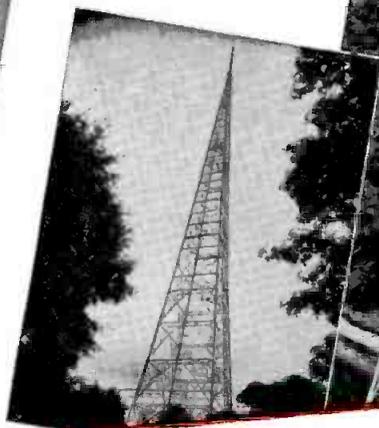
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Sally Mansfield, feminine lead in *Rocky Jones, Space Ranger*, which Roland Reed Productions has started to film at Hal Roach Studios, is outfitted for the part by David Berman, manager of Max Berman & Sons, costumers.

and produced by Gross-Krasne Inc., gets her wardrobe (primarily suits) from Kanmark, Los Angeles manufacturer of women's clothes. For a credit line on the screen, she is personally allowed to keep the garments. Gross-Krasne, however, is building up a wardrobe of modern dress. Pat McVey provides his own wardrobe as Steve Wilson. Other cast members are required to furnish their own wardrobes.

Gross-Krasne rented the period wardrobe needed when the firm produced four CBS-TV *Lux Video Theatre* films for Lever Bros. Modern scripts had a clothes budget of from \$300 to \$400. The stars, Laraine Day and Ann Sheridan, studied script requirements and bought their own wardrobes. Money came out of the budget allotment.

Gale Storm, star of CBS-TV *My Little Margie*, co-produced by Hal Roach Jr. and Roland Reed, with Scott Paper Co. the new sponsor, orders her TV clothes from Junior House, Milwaukee manufacturer. The dresses retail from \$19 to \$35 each.

She keeps what she wants for personal wardrobe at no cost. Junior House gets a credit line and in turn also utilizes Miss Storm's photographs in fashion magazines and other advertisements, thus exploiting the TV series too.

Charles Farrell, portraying her father in the series, has a fantastic personal wardrobe and provides his own for the series.

Character outfits for *My Little Margie* are rented.

There is no wardrobe tie-in on NBC-TV *Life of Riley*, sponsored by Gulf Oil. Hal Roach Studios, under contract to film the network package, supplies the simple frocks that Marjorie Reynolds wears as "Mrs. Riley." They are kept in wardrobe after purchase for future use, as is clothing worn by Lugene Sanders, who plays her 18-year-old daughter. Star Bill Bendix and "Junior Riley" Wesley Morgan provide their own wardrobes, except for costumes needed for special sequences.

Inasmuch as it will be a series, and the cast pretty permanent, space type costumes for *Rocky Jones, Space Ranger* have been bought and paid for by Roland Reed Productions. Actors provide their own clothes

for CBS-TV *Racket Squad*, produced by Hal Roach Jr. and Carroll Case.

Desilu Productions has a merchandising tie-up with 32 New York manufacturers for its own line of clothes for CBS-TV *I Love Lucy* sponsored by Philip Morris & Co.

The garments and accessories made especially for Lucille Ball and Desi Arnaz are popularized first in the film series for later general manufacture and sale to the public. Other clothing in the series is either bought or made in the Desilu costume department, frequently from Miss Ball's own designs.

William Frawley and Vivian Vance, portraying Fred and Ethel Mertz, supply their own wardrobes, but are given a clothes allowance to take care of necessary expenditures. Miss Vance on occasion borrows small items from the wardrobe department, but tries to retain her own individuality apart from that of Lucy.

Among the 32 manufacturers tied in with the series are Dorothy Hubbs Inc., (lower medium priced dresses); Dunmar Ltd. (smoking jackets); Webber Blouses Inc. (blouses); Sea Island sport shirts, and Gingham Girl aprons.

Clothing for co-stars Bill Williams and Don Diamond, as well as other permanent cast members of *Kid Carson*, sponsored by Coca Cola on 45 TV stations, is made to order by Revue Productions. The co-stars each have about four changes of wardrobe in a film. Greta Isgrigg, wardrobe supervisor and stylist, keeps a reserve of materials to duplicate costumes for about three or four years to come. Bit players and extra costumes are rented from Western.

Clothing for Rod Cameron, star of the syndicated *City Detective*, is also made to order, and he is reimbursed by Revue Productions. Garments he ordinarily wouldn't have in his extensive wardrobe are rented.

Use Own Wardrobes

In other Revue-produced shows such as ABC-TV *Pride of the Family* (Bristol-Myers and Armour & Co.); ABC-TV *Pepsi-Cola Theatre* and *Chevron Theatre*, sponsored by Standard Oil Co. of Calif., on 10 Western TV stations, talent use their own wardrobes. Period or character clothing is rented as needed.

Although Ray Millard, star of CBS-TV *Meet Mr. McNutley* (General Electric), like other name talent, supplies his own wardrobe, clothing for trick or stunt scenes is provided. Miss Isgrigg buys three or four of the same outfits for him and his double.

CBS-TV *Revlon Mirror Theatre* (Revlon Products Corp.), also using name talent, follows this same pattern.

Revue Productions adheres to the policy of what you need you get, and plans its own wardrobe stock in the very near future.

Sovereign Productions has Joe Dimmitt assigned as wardrobe manager. He is responsible wardrobe-wise for all TV filmed shows, including CBS-TV *General Electric Theatre* (GE) NBC-TV *Cavalcade of America* (duPont) and *Your Jeweler's Showcase* on 26 TV stations for Hamilton Watch Co.

Gracie Allen in the McCadden Corp.-produced CBS-TV *Burns & Allen Show* (Carnation Milk Co. and B. F. Goodrich Co.), wears garments made to order by Marjorie Michaels, Los Angeles designer and wholesaler. The suits and dresses retail between



Conservatively attired Ozzie Nelson and wife Harriet, who dress just like the average married couple they portray on ABC-TV's *Adventures of Ozzie and Harriet* walk before the exterior set on Stage Five at Hollywood's General Service studios.

\$39.95 and \$55 each. George Burns' TV suits come from Tavelman's Inc., Los Angeles tailor who also makes clothing for several other video and movie stars. Accessories come from his personal wardrobe.

Decision as to color and fabric is by Miss Allen. She never wears black or white in the TV series, and is careful also not to select fabrics with a high gloss such as satin.

Merchandising tie-in calls for photographs of Miss Allen to be distributed to stores carrying the Marjorie Michaels' line. Shoes she buys personally from Saks Fifth Avenue. They are the most expensive item in her wardrobe. She wears only pearl jewelry, believing it photographs best.

Wardrobes for *Death Valley Days*, produced by Flying A Enterprises and sponsored on 63 TV stations by Pacific Coast Borax are rented from Western Costume Co.

Screen credit deal has also been worked out with Macintosh Studio Clothes, Hollywood custom tailors, to supply suits and other garments for Joe Kirkwood Jr., star of the *Joe Palooka* series being filmed by Joe Palooka Productions for distribution by Guild Films Inc.

An extensive study has been made by Richard Macintosh, head of the firm, as to what fabrics, weights and colors are best suited for television. The firm's TV clientele includes such other well known personalities as Ralph Edwards, Dennis Day, Walter O'Keefe, Edgar Bergen and Charlie McCarthy.

Indicative of the growth and development of TV film is the recent forming in Hollywood of the Costume Designers Guild. It is an independent professional organization, rather than a labor union, though it could ultimately be the latter. As most of the motion picture costume designers operate on a free lance basis, they are now also available for TV, and anticipating the day when they will have a hand in video film wardrobes.



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'NO'-BUDGET FILM COMMERCIALS

By Carl Pehlman*

IN ORDER to assist our advertisers in making the best possible presentation of their commercial messages, KKTU (TV) Colorado Springs is equipped to produce low-cost film commercials. This service was instituted because of a definite need in our market on the part of some advertisers to present more personal, localized messages to the viewers.

Despite the fact that prepared film commercials are available to dealers for most nationally advertised products, there are times when these films fail to tell the specific story desired by the local account. Also, dealers and merchants are very frequently more interested in selling services or products for which there are no prepared commercial films available. When the possibility of using a professionally produced film commercial has been eliminated, the account is left with only three choices: Live studio presentation, station announcement over opaques or transparencies and, finally, special production of a film to meet the client's individual needs.

Professionally produced film commercials certainly are not cheap: The four-figure cost of 20 and 60 second spots is far beyond the means of one-store dealers and merchants. What, then, is the solution when our sales department finds, upon thorough analysis of a client's requirements, that the only practical way to present the message is through the use of film? Our answer is to offer our film production services to the client at a cost that generally would not greatly exceed normal art work and photography charges for opaque and transparency commercials. As compared with live presentation, the extra charges for a few live camera spots would pay for the film commercial.

It is reasonably simple to determine the type of merchandise best adapted to selling by means of film. For instance, a far better selling job can be accomplished on a power lawn mower by showing the mower in action than showing it inanimate as it would be on a photograph or even live in the studio. In the case of used cars, it is obviously more impressive to show them in use,

particularly in road tests, rather than showing a still picture. This same reasoning can be effectively applied to countless other articles of merchandise. For the advertiser who prefers to sell services, film offers the best means of demonstration by showing, on location, an actual job being done by the advertiser.

When it has been determined that a locally produced film commercial is the answer to the best possible selling job for a specific client, the next step is to determine exactly what must go into the film. The obvious purpose of a motion picture is to show something in motion; a film scene which shows no motion is valueless since the same job could be done with a still photograph. Therefore, each scene must be planned to include some bit of impressive motion to attract the viewer's attention. There would be, however, no objection to short closeup clips in which there is no motion providing the scene has a direct and important bearing on the film commercial as a whole. When it is necessary to photograph a scene or an object which involves no movement, motion can be imparted to the scene by the use of a zoom lens or camera dollying. Zooming or dollying, in most cases, should be done slowly.

Car Dealer's Film

To demonstrate the preceding paragraph, I will describe a film job we did recently for a dealer in used cars. This particular dealer uses film almost exclusively for his television commercials. Whenever he has a particularly desirable selection of used cars on his lot, he selects a few of the better automobiles for showing on TV via film.

For example, one of the cars on this job was a late model Packard. We selected a suitable location in a city park, where there was no distracting background, and set up our camera. The car was driven into the scene and stopped in the center of the picture on cue from the cameraman. The driver then left the car and walked out of the picture. The next scene was to show

the attractive, gleaming grillwork of the Packard. For this shot, the camera was placed to the left and far enough in front of the car to get a pleasing angle shot on the 20mm setting of our zoom lens; the grille was then brought closeup by zooming slowly to the 60mm position. This same technique was repeated to point out the beauty of rear-end styling of tail lights and curved rear window. The finished result was a commercial that had motion in every scene and showed the car to the best advantage.

On the same job, we employed a simple camera trick that provided a very effective bit of footage. The object was to show how easy it would be for the viewer to own a better car by making use of our advertiser's liberal terms. The stage was set by placing an old, battered Chevrolet in the scene. After a few seconds, the talent was cued to walk into the picture, stop and wave his hand at the car. At this point the camera was stopped, the talent "froze" with his hand in the waving position and the old Chevrolet was replaced with a shiny late model Chevrolet in the same position. The camera was rolled again and the finished film showed a bit of magic as our actor, by the simple waving of his hand, caused a newer car to appear in place of the old model.

In other used car commercials, we have filmed cars on the road or climbing hills, both from inside the vehicles and from outside at suitable camera locations.

These commercials, needless to say, are silent film designed for live audio. An interesting sidelight is the fact that the Packard commercial, for instance, can be used every time the dealer has a Packard of that specific model on the lot.

The used car filming job, partially described above, included six different automobiles. Total time spent on location was about three hours. How much did it cost the advertiser? Our basic charge is \$30 for furnishing all photographic equipment, including lighting, when necessary, and to include

(Continued on Page 110)

***THE FILM DIRECTOR OF A COLORADO STATION EXPLAINS
HOW TO SHOOT INEXPENSIVE SPOTS FOR LOCAL CLIENTS**



COVERING THE WORLD IN TV NEWS FILM

By Bruce Robertson

ONE day last month a British military plane circled the earthquake-ridden isle of Zante in the Ionian Sea off the western coast of Greece. As it came in for a landing, and NBC-TV News Film cameraman-correspondent Pat Murrin was gathering up his cameras and gear, the officer in charge told him the plane would stay only 20 minutes, "so shoot your pictures in a hurry, lad."

No dawdler—he had been in London the day before, just back from an assignment in Germany, had wangled a seat on a U. S. Navy plane for an overnight flight to the Greek mainland and then talked his way on board the English flying boat—Mr. Murrin still felt that 20 minutes was too little time for him and his camera to record a proper picture of the Zante devastation.

So he stayed, the only film cameraman in an area still classified as "very dangerous." After a day of shooting, a new problem arose. How was he to get himself and his spectacular—and exclusive—shots off the island? This time it was the Marines to the rescue, a detachment of U. S. Leathernecks using their walkie-talkie to call in a small U. S. Navy craft which took Mr. Murrin aboard and ferried him across to the mainland of Greece, depositing him near a U. S. naval base. Here he picked up a Navy plane headed for Germany and en route persuaded the pilot to send a radio message to NBC Correspondent Robert McCormick in Frankfurt, where the plane had to stop to refuel.

Meeting in Frankfurt

As requested, Mr. McCormick met him at the Frankfurt airfield with tags, film packaging and customs clearance papers. From the Navy plane, Mr. Murrin's Zante films were rushed by jeep across the field to a TWA commercial airliner, warmed up and waiting to carry the films to NBC in New York. Mr. Murrin had left London late Friday; his films reached the NBC film studios Monday morning.

Exciting and exceptional, yes, but incidents such as this are by no means unique in the experience of the more than 200 cameramen-correspondents who cover the globe for NBC News Film. Some are full-time staffers; the majority work on a special assignment basis, called on whenever news that would interest U. S. viewers occurs in their areas of operation. Most of the staff men are located in the U. S.—eight in New

York, three each in Washington, Chicago and Hollywood, one in Cleveland, one in Dallas and one in San Francisco. Len Allen, TV assignment editor, from NBC's New York studios directs the activities of his far-flung corps of cameramen-reporters.

NBC also has representation through stringers [special assignment men] or affiliate stations with local newsreel setups in 97 other U. S. cities, covering every section of the country.

Abroad there are two staff cameramen as well as several stringers in the British Isles, and NBC has access to the footage of BBC to supplement its own coverage. Another two staffers operate in the Japanese-Korean area. One of these men is now being sent on an indefinite assignment to Indo China. In Germany there is a staff organization that includes three fulltime cameramen and stringers; this organization runs exclusively for NBC. And in 40 other countries, from Alaska to Venezuela, NBC has individual stringers.

In addition, NBC News Film has arrangements with existing newsreel organizations in 11 countries: Austria—Austrian News Reel; Belgium—Belgavox; Hong Kong—Elephant Radio; Denmark—Politikens Film Journal; France—Pathe Journal; India—All India Radio; Italy—both RAI (Italian TV

Network) and INCOM; Netherlands—Polygoon; Spain—NO-DO, Spanish Newsreel; Switzerland—Cine-Journal Suisse; Yugoslavia—Yugoslav Information Center.

Payment for films is on the standard newsreel basis of \$1 a foot of 35mm film (or \$2.50 a foot of 16mm) for all film used. This applies to individual stringers as well as to the newsreel companies with minimum fees (averaging about \$50 but in some cases far exceeding that figure) guaranteed where a story has been ordered or approved by NBC, whether it is used or not. Sometimes it is not. As Mr. Allen says, "A story can be very hot on Monday and just as cold on Tuesday."

In addition, NBC pays out-of-pocket costs incurred by the cameramen in getting the films. Also, NBC replaces the films sent in by its newsreel correspondents with a like amount of raw stock, sent periodically in 1,000-foot reels.

Flowing into NBC at the rate of 50,000 feet or more per week, the news films are processed, printed and edited—sometimes en route, as with the Coronation films which were prepared for airing inside the plane that brought them across the Atlantic; frequently with great speed, as with Coronation still pictures that NBC had on the air within

(Continued on Page 110)



Koreans protest against signing of truce agreement in Seoul, while NBC-TV news cameraman Yung Su Kwon records the

historic news development in the capital of the war-torn country on film for NBC viewers.

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Factual, professional, and up-to-date, this is the only book of its kind that tells you exactly what goes on and why behind the cameras. It takes you through the studio, describing everybody from manager to stagehand; describes the "how-to" of station equipment and special effects; gives you practical information on writers and actors, on budget and cost control, on conceiving all kinds of programs, the place of advertising agencies, networks and packages. Here is everything you need and ought to know about America's fastest-growing industry—whether you're professional, small station owner, or student.

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B•T

TV NEWS FILM COVERS THE WORLD

(Continued from Page 109)

three to five minutes after they were snapped. After being broadcast, the films go to the NBC-TV Film Library, where more than 15 million feet of film are stored in 22 vaults, with reels classified into 2,200 main subjects and no less than 14,750 individual topics.

Viewers see the results of the NBC news film operations on such network shows as *Camel News Caravan* each weekday evening and *Today* each weekday morning. In addition, they appear on news programs telecast by the more than 50 TV station subscribers to NBC's TV Daily News Service and Weekend Review.

The daily service comprises about 10 minutes of film, divided into story sections so that stations can easily insert local news and commercials or delete unwanted portions. A script goes with each DNS film shipment, with timing carefully and precisely marked, so that if desired the station can put it on the air immediately upon receipt.

Scale of Charges

The Weekend Review is a quarter-hour program comprising the top news film reports of the week. As is true of most film programming, NBC's news film service is sold to stations, which need not be affiliates of the NBC-TV network, on a sliding scale, based on the number of sets which can receive the station's transmissions.

Air time for a typical news item on a news telecast runs from one to two minutes, or from 90 to 180 feet of finished 35mm film, Mr. Allen said, although he noted that there are many exceptions to this rule of thumb. Program format is a factor, with *Camel News Caravan* generally using more footage than *Today*, for instance.

Despite its present magnitude, NBC's news film operation is only eight years old. It began as Tele Newsreel on Aug. 5, 1945, with two cameramen and was renamed NBC Television Newsreel on Sept. 2 of that year.

This was at the time of V-J Day which marked the end of World War II and the new TV service was inaugurated in part to supply a substitute to the weekly TV program of war news film which for more than a year previously had been furnished by cameramen of the armed forces. Sy Aonet was the first NBC-TV news cameraman, joining the staff following his discharge from the Army Signal Corps.

From that small beginning, NBC's news film operation expanded with television and like American TV itself, got its real impetus when an advertiser (R. J. Reynolds Tobacco Co.) began sponsorship of a daily news telecast for which NBC agreed to provide the material.

Today, NBC-TV News Film functions as part of the network's public affairs department under the supervision of Davidson Taylor, director of public affairs, and William R. McAndrew, manager of news and special events. Joe Meyers, who manages NBC's central news desk, and Bill Garden, manager of special projects, are also con-

cerned with this operation, among other duties.

Len Allen, however, is the man directly responsible for keeping the news film sources—staff and string cameramen-correspondents and foreign newsreel companies—working smoothly to produce the film footage from which the final products, TV news programs, evolve. It is he who sees that the right story gets the right emphasis, who builds background footage for possible use in emergency news coverage, who attempts to satisfy a seemingly insatiable demand for more and still more TV news features and documentaries.

Preceding the Coronation, when internet-work rivalry hit a new intensity that called for each news crew's utmost secrecy about its plans, NBC developed a code which still is proving useful. Recently, Frank Bourgholtzer, Paris correspondent, who was in Rabat, French Morocco, to cover the imminent ouster of the Sultan, avoided censorship problems by notifying the New York NBC news desk that an "arrow" was heading for London with some "astral," which was correctly interpreted as word that an Air Force jet was carrying (unofficially) a batch of hot rush film from Rabat to London.

Romney Wheeler, NBC London office manager, was alerted, and he sent another NBC newsman, Ed Neuman, to as close as possible to the field where the jet was to land, some three hours by car from London. Mr. Neuman flew up in an English rain-storm, got the film, flew back and was met by Mr. Wheeler with the usual mailing tags, custom clearances, etc., getting the film onto the fastest Pan American flight to New York. The Moroccan crisis pictures reached NBC's New York film labs less than 22 hours after they were taken in Rabat.

'NO'-BUDGET FILM COMMERCIALS

(Continued from Page 108)

the first hour of actual shooting. After the first hour, we have an hourly rate charge of \$10. Film stock is charged for at the rate of 10 cents per foot, including processing.

Our standard charge for special editing is \$10 per hour regardless of whether we shoot the film or if it is furnished from another source. We used 350 feet of film on the used car job and spent about two hours editing the processed film to the client's specifications. Therefore, the cost to the advertiser was \$105. There was sufficient usable footage for six commercials of 30 to 60 seconds duration, the length depending on how much a particular car was plugged. The cost of each spot was about \$17.50.

Naturally, the same basis of computing cost per spot could not be applied to every advertiser. The used car dealer's spots were extremely inexpensive because the job itself

ROMANCE OF JULIA DALTON LIVE SHOW AVAILABLE

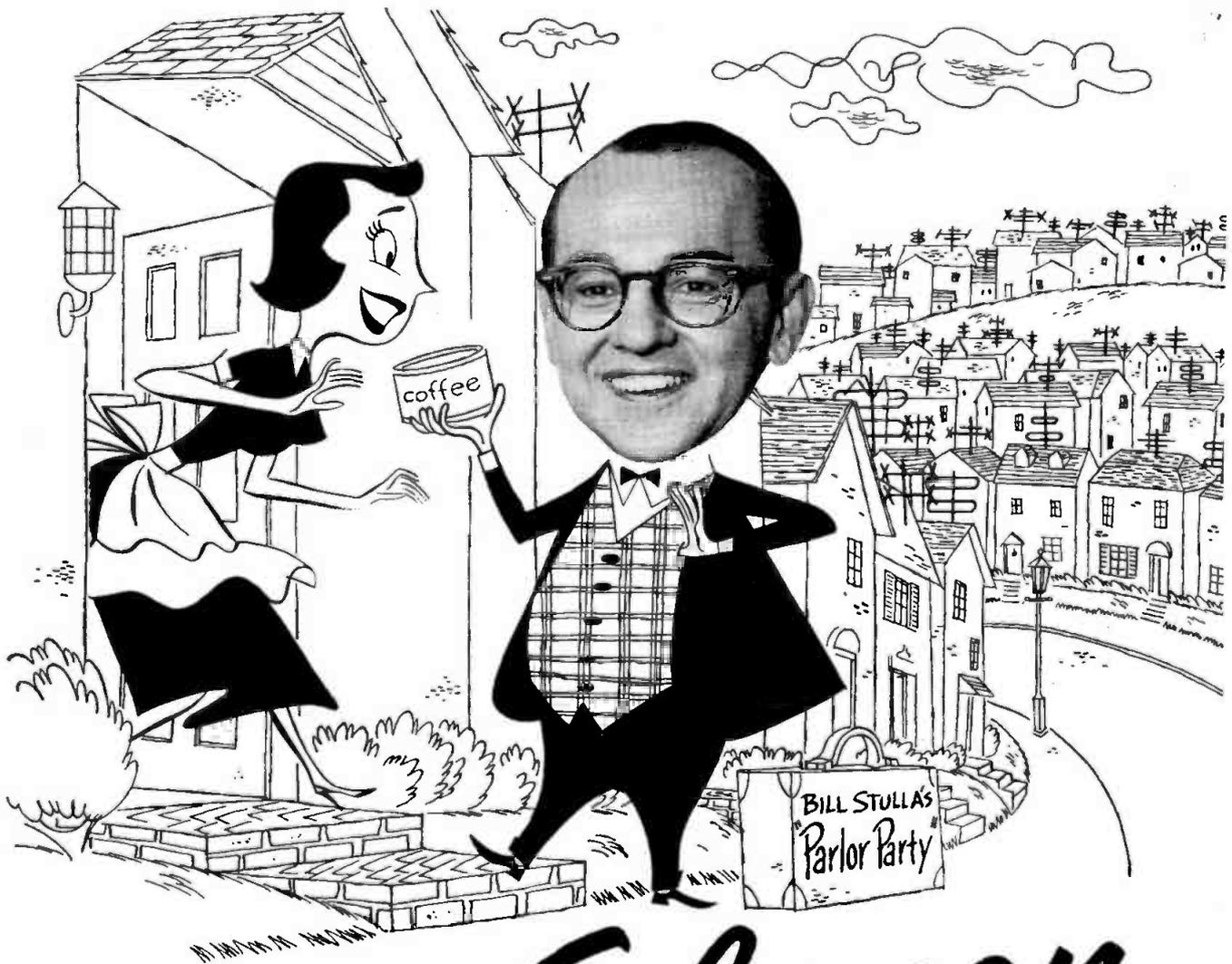
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Film Series available for national or regional sponsorship. First time on the air.

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✓ **CHECK BILL STULLA'S SALES PERSONALITY:**

Just \$100 puts him to work for you! Highest rated mid-afternoon show in L.A. open for spots! 20,000 letters per month average mail pull since 1951! Renewed year after year by sponsors like Yuban, Frank and Joseph, Wonder Bread and Segal Milk!

✓ **CHECK HIS SHOW PERSONALITY:**

138,000 daily viewers join Bill and his musical gang for songs, games and PARLOR PARTY FUN Monday thru Friday, 2:30-3:30 P.M.

BILL STULLA IS ANOTHER KNBH SHOWMAN-SALESMAN.

For details consult KNBH, Hollywood, or your nearest NBC Spot Sales Office.

NBC HOLLYWOOD **KNBH** Channel **4**

was simple. It was merely a matter of shooting the same type of object over and over again, each time in a slightly different way.

Another client's requirements may not be accomplished so easily. The same amount of time could easily be expended and yet only a third as much film used if, for instance, it were necessary to shoot interiors and change lighting for every scene. Also, in some cases, frequent re-shooting of a scene may be necessary before the desired effect is obtained. However, by careful scene planning, constant use of exposure meter and constant check on focus for each scene, exposed footage can be kept to a minimum. It is possible—and we have done it—to keep the unusable footage as low as 10%.

Most of our commercials are silent since single-system sound is not practical for good selling commercials and double-system defeats the purpose of "no"-budget commercials because of the extra expense involved. We are equipped, however, to post-record narration for any of our film productions for reprinting with the picture film. Generally speaking, this service is not required for our advertisers since voice over silent film does the job adequately.

There have been a few cases where the single-system sound camera was used for the presentation of a personal message from the advertiser. Also, in one instance, a complete 60-second sound commercial was made with the single-system camera showing a storm window demonstration. This accomplished the desired purpose of acquainting the viewers with the man who would actually call on prospective customers, and showing him in action.

KKTV is equipped to process small quantities of 16mm film by reversal. Our capacity would be about 100 feet per hour. We do our own processing on local news films where speed is an important factor; also when it is desirable to find out immediately how a certain shot registers on film so that it can be re-shot at once if an error was made. This is particularly applicable to title and art work cards when close shooting sometimes causes a problem in centering. When the time element is not important, our processing is done by a laboratory in Denver which will give us same day service.

Our equipment includes a 16mm Bolex with sound sprockets and a full complement of lenses from 17mm to 102mm plus a Pan-Cinor 20mm-60mm Zoom lens; also,

an Auricon single-system sound recording camera with turret front and portable power supply for operating from an automobile battery. In addition, we have the usual assortment of necessary accessories such as filters, exposure meter, portable floods and tripods.

For those stations interested in setting up their own film production department, here are our recommendations for minimum basic requirements, including approximate costs:

CAMERA:

Any semi-professional *spool-loading* 16mm camera with sprockets to accommodate single-perforated film. In this category, Bolex, Bell & Howell, Pathe, and Cine-Special are the most preferred. Magazine cameras are not recommended because of inaccuracy of framing. Cost of the camera, without lenses, would range from \$300 to \$400—except the Cine-Special, which costs around \$800.

LENSES:

The most essential lens requirement is the standard 25mm (or 1"), in focusing mount. It should be of a speed not slower than F1.9. A good F1.9 lens would cost about \$75; a faster lens, such as F1.5, would be around \$125. The next most important lens requirement is a 17mm wide angle, focusing mount preferred, speed not slower than F2.5. Care should be exercised in the purchase of a wide-angle lens since many of them on the market today produce pictures with blurred edges when used at wide openings. Wide-angle lenses should be tried before purchasing. Cost of a good F2.5 lens will be about \$65. Telephoto lenses would not be required for commercial production. Acquisition of one or more would depend on overall filming needs. Although it should not be considered as an essential to basic requirements, the Pan-Cinor Zoom lens is highly recommended if the budget can bear it. The proper and conservative use of a zoom type lens can add a superbly professional touch to any film commercial. Cost of this lens is currently about \$450. (Note: The Pan-Cinor is made expressly for Bolex cameras but can be adapted to other cameras by slight modifications of mountings.)

TRIPOD:

A good, sturdy tripod is without a doubt the most important single item of equipment needed for producing good quality films. There are many excellent tripods on the market and the choice of one will depend largely upon the cameraman. Important points to remember when selecting a tripod are (a) be sure the tripod can support the weight of the camera without "jiggling," (b) check the panhead for smoothness of operation both in panning and tilting—and be sure there is no "jiggle" when those operations are being performed. The center-pole elevator type is particularly recommended because of the ease in setting up for operation. Good tripods can be purchased from \$45 up.

ACCESSORIES:

Exposure Meter: Any of the well-known makes are recommended.

Lighting: Most essential to "on location" jobs are the inexpensive clamp-on sockets for use with reflector-floods and spots. The four-socket "movie-bar" comes in handy occasionally, but usually puts too much light in one small area because of its lack of flexibility.

Filters: Outside filming (on black and white film) should never be attempted without the use of the common K-2 yellow filter to darken the sky areas. Red and orange filters may be used once in a while, but never as frequently as the yellow filter.

With regard to processing facilities, whether or not processing will be done by the station depends partially on a matter of choice and partially on the availability of commercial processing facilities. If a station is so far removed from a commercial laboratory that the rapid service usually desired is impossible, it is recommended that the station install its own system.

Most 16 mm. film is processed by reversal, the system whereby the final positive picture is on the same film used to take the picture originally. There is no great mystery in connection with reversal processing nor is a great amount of special equipment necessary. Anyone familiar with darkroom work who can follow instructions and tell time can process motion picture film by reversal. There are a number of processing outfits available on the market for processing up to



SARRA proves how exciting a nutrition story can be in this new series of TV commercials for the American Dairy Association. Dr. Herrell De Graff, outstanding food authority and Professor of Food Economics at Cornell, gives the weight of his expert knowledge to the message: "Drink one - two - three glasses of milk a day." Stop motion shows the glasses mysteriously filling up. Human interest scenes dramatize milk's value in low calory diets . . . in baby feeding . . . and for all ages. Produced by SARRA for American Dairy Association, through Campbell-Mithun, Inc.

SARRA INC. 
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

100 feet of film. Mainly, they fall into four categories:

1. Drum and trough—messy, inconvenient to handle in darkroom and not 100% dependable.

2. Rewind tank—sometimes satisfactory, but very time-consuming and particularly susceptible to bleach stains on film.

3. Reel and trays, such as Steineman reel—satisfactory but somewhat tricky to load.

4. Rack and deep tanks—most satisfactory, although equipment takes up more space. Advantages are that each processing solution has its own tank (five in all, including wash tank) virtually eliminating contamination; solutions are mixed in much larger quantities, therefore, exhaustion rate is much slower; film on rack receives even distribution of chemicals because of complete immersion; 100 feet of rapid reversal film can be processed and dried in less than an hour.

There is, of course, a fifth system. That is, automatic machine processing. This will not be considered because the cost of such a machine would not be in line with the minimum requirements of a small operation. Cost of setting up processing facilities by one of the four other systems mentioned would range from \$500 down, depending on whether equipment was purchased from a manufacturer or built locally to meet needs. Only stainless steel or acid-resistant plastics should be considered in building any type of processing equipment. Ideas for processing systems can be obtained from photo magazines and catalogs.

In listing minimum requirements for a local film production department, we have not included a sound camera. The acquisition of such a camera would be a matter of choice and would depend on the budget allowed for setting up the film production department. Needless to say, a sound recording camera can be very valuable to a TV station, especially with regard to local news coverage. However, it is definitely not needed for the production of local film commercials. A semi-professional silent camera can do many jobs but a sound camera is very limited in its uses and cannot adequately double as a silent camera and give you the flexibility that a silent camera would.

The sound camera is limited to one speed, must have electricity to operate it, is bulky to handle and requires a much heavier tripod than lighter-weight silent cameras. The single-system sound 100- and 200-foot cameras are not adaptable to trick photography of any kind, having no reverse or single frame action. Sound cameras do the job for which they were intended very well indeed, but don't expect them to do the work intended for more versatile cameras.

In closing, it must be stated that the establishment of film production facilities at KKTU does not put us in competition with professional producers. Our film services are for the exclusive use of our clients who would not be able to afford the services of professional producers in the first place. Our film production facilities are necessarily a small scale operation. However, we feel that we are in a position to offer certain advertisers a valuable and needed service by producing film commercials at costs so low they can almost be called "no"-budget films!

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CBS-TV NETWORK ● Affiliated with Columbus Dispatch and
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REPRESENTED BY BLAIR TV

By John Osbon

FILM SHOWS CAN MEET NETWORK COMPETITION

Despite heavy opposition from high-budget network shows, WGN-TV Chicago keeps its audience and advertisers happy by skillful programming of film.

THERE's an old wheeze in a relatively new industry that when old movies die, they just pass on to the limbo of television, thus to harass long-suffering set owners as re-runs from the vaults of film-minded TV stations.

This chestnut may have evolved as a stock gag in the repertoire of most comedians, themselves long rescued from pre-movie or vaudevillian days, but some telecasters have long ago pulled that one out of the fire.

It may be argued that "first-run" on TV does not mean much nowadays, when speaking of full-length motion pictures, and that companies have been mushrooming over the land, producing film especially for the video art.

Whatever the observation, WGN-TV, the *Chicago Tribune* outlet, claims to have set a pattern which apparently has not only satisfied viewers but advertisers as well. Its TV film operation—comprising full-length movies and special packages—is acknowledged to be one of the best anywhere and certainly one well worth envy in the Midwest.

WGN-TV stakes a clear-cut claim, at least, to having the largest collection of films of any station in the country, and airing more full-length features in one year than all major Hollywood studios produce in five.

What makes the *Tribune* TV outlet's film operation so unique is that it is just as much

a selling organization as a buying group, and affords prospective clients complete screening facilities for all type of film products. That is to say that advertisers and agencies have come to look upon WGN-TV as a clearinghouse for all that is available in film.

As a result, the *Tribune* outlet today enjoys a prestige on film that would of itself, reject that old wheeze about old movies and tired re-runs.

Bulwark of this successful film operation is a nightly (except Saturday) 10 p.m. strip devoted to full-length motion pictures purchased on an exclusive basis for budget-minded Chicago advertisers. As a result of careful planning and groundwork, WGN-TV has put out the SRO sign for advertisers who want to climb aboard a highly-rated nighttime TV segment.

Quantity To Quality

Originally, the *Tribune's* TV property set out to corner the film market, with little regard for selectivity. But, about two years ago, a new policy was enunciated. WGN-TV set out to convince local advertisers they could obtain the best feature films on a "first-run" basis. That philosophy has been strictly adhered to, not alone with full-length movies but with special TV package shows as well.

Explaining the film pattern, Ted Weber, sales manager of WGN-TV, told B•T:

"One of the reasons for our success in

film is that we watch the quality of the film—we maintain a separate engineering department for film shading." Mr. Weber also cites local American Research Bureau and TelePulse ratings for comparative programs, as showing the growing importance of film programs.

Mr. Weber traces the history of the 10 p.m. film pattern to Aug. 28, 1949, when WGN-TV first sold Jim Moran, of Courtesy Motors, on a film program at 9:30 p.m.—the first on a regular series basis. It proved a grand success for Mr. Moran, and the pattern has been disturbed little since.

Present sponsors in an average week, in addition to Courtesy, are Community Builders, Mages, Foremann Motors, Hirsch Clothiers, and National Credit Clothes. (This is the third year for Hirsch and fourth for National.)

The 10 p.m. strip has compiled an enviable record ratingswise for WGN-TV, out-pulling the fare of other TV stations for quarter hours, on the basis of August 1953 TelePulse data.

But even in May 1952, WGN-TV was racking up impressive ratings, with five of the seven top-rated feature film programs in Chicago. The highest was the *Evans Motion Picture Academy* (then on Monday evenings in the 10 p.m. strip) with 20.6 per average quarter hour. Others were: *Courtesy Theatre* (Sundays), 17.3; *Lewis Theatre of Romance* (Tuesdays), 17.1; *Hirsch Request Performance* (Wednesdays), 15.6; *Community Theatre* (Fridays), 15.0.

When these figures came out, Mr. Weber threw out his chest with enviable pride.

"The unusual success of film features in commercial programming has been an extremely important factor in the WGN-TV local sales pictures," he asserted. "Scheduling has followed a definite policy directed toward developing a regular listening pattern for feature films. . . . We find that many of the feature film programs gain audience ratings higher than the average live and high budget network production. . . . Many sponsors have followed the pattern in television throughout the nation. Such programs achieve high viewer ratings and generally represent the best 'buys' in television."

Through these "theatre" programs, Mr. Weber claimed, WGN-TV has introduced to the Chicago TV audience more first-run movie features than any other station. The station still is expanding its film policy, with ratings holding up just as solidly.

(Sample August 1953 ratings: Weekdays



An aura of oriental magic introduces each of a series of 1-minute TV spots made by SARRA for La Choy American-cooked Chinese foods. To the clang of Chinese gongs swirling mists dissolve to reveal this girl with a La Choy package. Appetite-appeal and "how to" live action shots show how easy it is to prepare a delicious, money-saving La Choy meal. Expert photography and lightness of touch, combined with hard sell, give the effectiveness you expect of SARRA commercials. Produced for Beatrice Foods Company, through Foote, Cone and Belding.

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average of 12.4 against 12.2 for another station, at 10 p.m.; 12.1 against 6.9 at 10:30, and 11.4 against 6.2 for 10:45; Sunday average of 17.2 compared to 13.6 at 10 p.m. and 18.0 against 9.6 at 10:15. Accumulated rating: in the high 80s.)

Mr. Weber cites the case histories of a number of clients—both on the 10 p.m. strip and on other segments—who have reaped rich rewards from film shows on WGN-TV. (One of WGN-TV's policies is that it never cuts a full-length motion picture, but plays it to its conclusion, Mr. Weber noted.)

Among other successful sponsors: Aaron Heating Co. (oil burners), which has grown from an annual \$20,000 to a \$1 million business in three years, largely because of a Sunday film: Chrysler dealers, and Libby Furniture, which recently called on Andy Frain's ushers one Sunday to handle crowds following a Saturday evening, post-wrestling film.

Riding herd on WGN-TV's aggressive film department is Elizabeth Bain, station's film director, who buys huge quantities of all films that go to make up about 38% of WGN-TV's program schedule during the baseball season and perhaps 50% after the season. (As of June, WGN-TV broke down its program schedule into 28.7% studio, 24.3% remote and 9% network.) Films are bought exclusively for each market for periods ranging from 18 months to two years.

More Film in Future

"Feature film programming has paid rich dividends for the majority of advertisers," Miss Bain said. "The continued success of feature film programming is almost entirely dependent upon fresh sources of products. Fortunately the prospects are getting steadily brighter. For the independent station, the feature film strip is a necessity. It has proved itself to be the financial backbone of weekly programming and has maintained a rating structure which has been stable and consistent. . . . It has been successfully demonstrated that film will hold its own against network shows—but only if it is superior film programming."

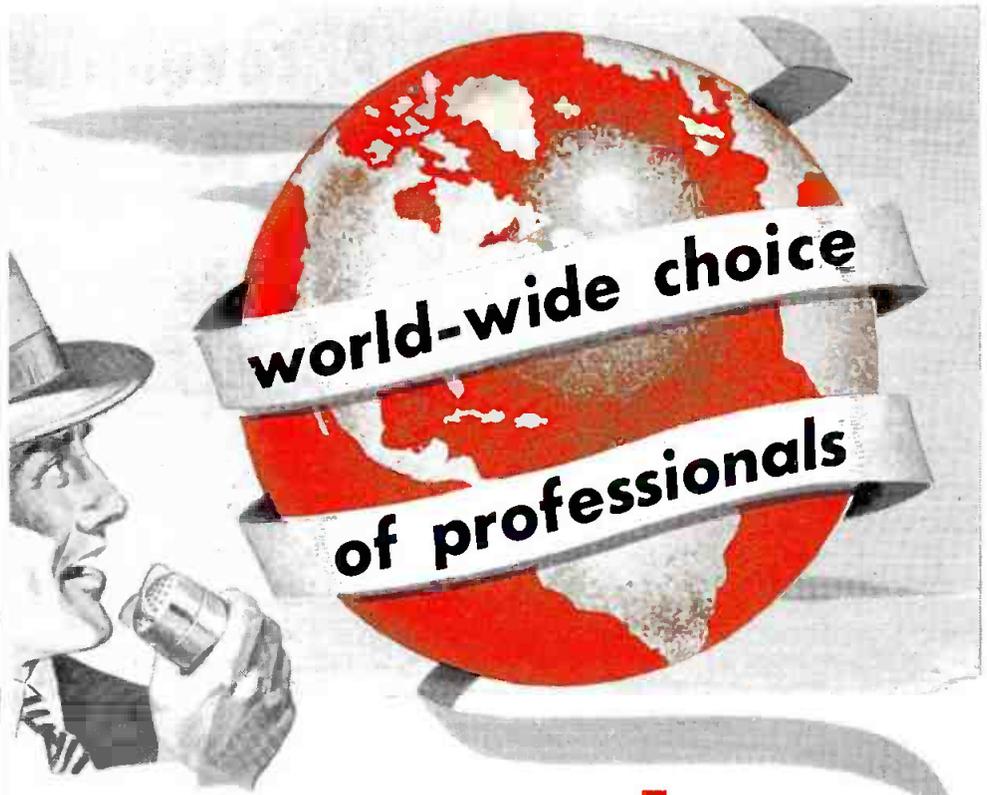
As an example of film holding its own, Miss Bain also cites the 10 p.m. strip as a commercial success pointed up by regular renewals and a waiting list for any cancellations.

With respect to local film meeting network competition, especially live shows, Miss Bain says:

"Independent stations have found film programming to be a financially sound answer to the problem of competing with high-budget network productions, but have learned the hard way that throwing film on the air is not sufficient in itself. Programming film requires imagination and showmanship."

Miss Bain notes that, while the average release date of feature film has moved steadily forward (from 1930 to 1940, with some of 1950 vintage), its importance actually is decreasing. "Large blocks of clients are entirely limited by budgetary monetary considerations, but the minority will pay top prices for quality pictures regardless of release dates.

WGN-TV ordered two iconoscope film



magnecorder

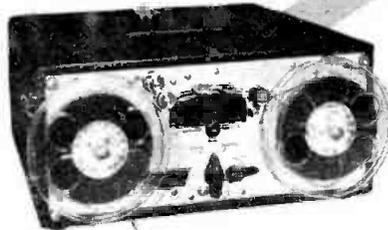
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Precision engineered for unexcelled realistic brilliance and high fidelity, Magnecorders are preferred by radio engineers 3-to-1. Frequency response flat from 50-15,000 cps, ± 2 db. Compare the Magnecorder — the product, the performance, the price — and you'll see why it's the world-wide choice.

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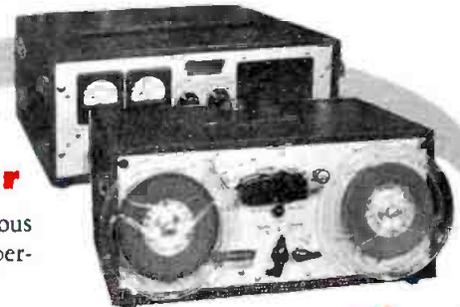


the FAMOUS PT 63 magnecorder

— long accepted as the standard professional tape recorder; 3 heads for simultaneous record and playback

3rd dimensional sound Binaural magnecorder

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Magnecord, INC.

Dept. B-9, 225 West Ohio Street • Chicago 10, Ill.

cameras from General Electric for telecasting of motion pictures in June 1947. The order included two 35mm syncro-lite projectors, one 16mm projector and one special projector for station identification and other announcements. New equipment has been added the past six years.

As one of the first stations to buy film libraries, WGN-TV has been negotiating for motion pictures in bulk since August 1949. One of the package purchases was a series of films from WPIX (TV) New York, released in new 35mm prints for high fidelity in broadcasting. (Among them: "A Star is Born," Pygmalion.")

Some of the early movies, "firsts" on any Chicago station, were released by Eagle Lions Films in March 1950 in a package of 22 films spread out over four commercial program segments. Still others followed.

The *Tribune* outlet obtained exclusive Chicago TV rights to others produced by Eagle Lions (including 11 full-length features and eight westerns) in January 1951. In October WGN-TV acquired first-run rights in the Chicagoland area to 174 Republic Pictures Corp. movies—that studio's first film releases to television. By that time, WGN-TV was well on its way to securing one of the outstanding film libraries in TV and one of the greatest lists of film availabilities in the Chicago market through exclusive first-run contracts.

Recent Vintages

Many of the movies were initially shown to theatre audiences as late as 1949 and included several "name" productions, among them celebrated films of foreign import (viz., "Bicycle Thief" and "Paisan"). Motion Pictures for Television Inc. also supplied WGN-TV with hundreds of films.

Similar contracts were signed this year with Atlantic Television, Unity Television Corp., and Tele-Pictures Inc., covering full-length feature films and half-hour dramatic productions. In the batch were a series of top-rated films for Courtesy Motors for showing this fall.

WGN-TV also has been diligent in obtaining numerous film properties prepared especially for television, including *Boston Blackie*, *Times Square Playhouse*, *Old American Barn Dance*, *Badge 714* and the *Ethel Barrymore Theatre*.

Films For TV Too

While WGN-TV has continued to set the pace on early showings of full-length feature films, it has taken an equal interest in films-for-TV productions.

WGN-TV's film may actually be said to be two-pronged in that regard, and clients have received the benefits accordingly, with the growth of film packages especially for TV. And the station has solidified its claim as a selling and buying organization.

In furtherance of this policy, WGN-TV last July announced plans for a "Fall Film Prevue," a running festival of excerpts from new shows not yet seen in Chicago. It invited more than 100 producers and distributors of film packages to send in samples of their wares for the special showing.

The announced purpose of the prevue was to "show clients and agency representatives the wide range and type of features that are available for sponsorship" this coming fall.

A revolutionary NEW TV ANTENNA —via Graybar

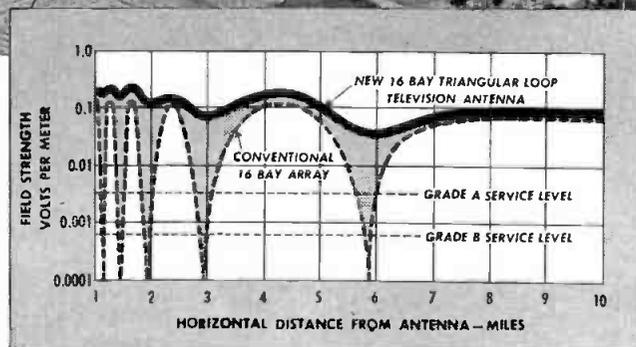
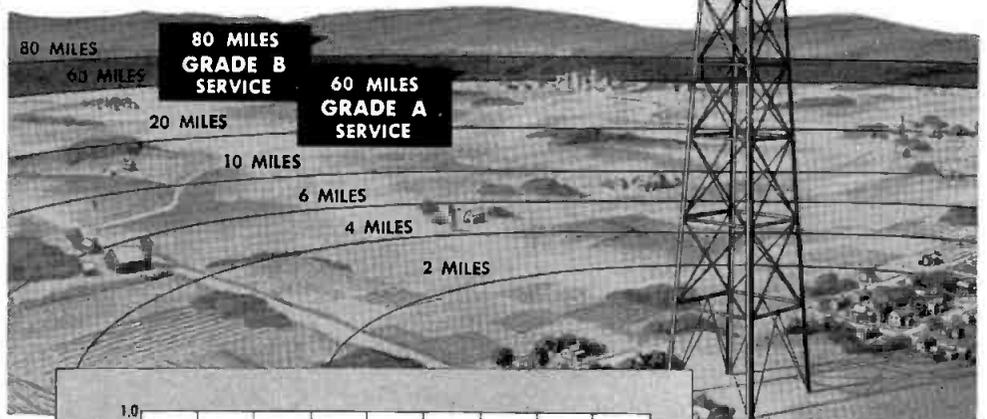
...for present or proposed high-band VHF TV stations

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to "over-shoot" near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25-KW transmitter — permits the installation of smaller, less expensive transmission lines . . . minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blaw-Knox towers, plus any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements — whether AM or TV. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.*

372-19



Effective Radiated Power — 316KW
Receiving antenna height — 30 ft.
Antenna Height — 2000 ft. above average terrain
Calculated field strength out to 20 miles: average 100 millivolts/meter minimum 50 millivolts/meter



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A. C. Schwager, Cherry 1-1360

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KANSAS CITY, MO.
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SEATTLE
D. I. Craig, Mutual 0123

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via
Graybar

HOW ONE STATION EATS UP FILM

- ▶WGN-TV telecasts more than 1,500 full length movies a year, or more than all the major Hollywood studios produce in five years.
- ▶About 113,000 feet of film (both features and films made for TV) are run each week on the air.
- ▶About 60,000 feet are screened each week but not telecast.
- ▶The film screened and telecast by the station in one year would reach from New York to Hollywood.
- ▶The WGN-TV film department receives and ships out nearly 5,000 films a year.
- ▶The station has 30 fully sponsored film shows (both features and TV films) each week.

WGN-TV had done the same thing last year and it came off with success.

Admittedly, the TV station was following a long-established philosophy of the *Chicago Tribune*: Good promotion pays for itself a thousand times over. And while the prevue was designed to provide a clearing house for fall availabilities, it did nothing to detract from WGN-TV's already established reputation for public service—not to mention the prospect for direct sales as a result.

The prevue was held July 29, with producers and distributors supplying a total of 87 film programs, 64 of which offered first-run rights in the Chicago market. A selected list of 28 were shown during afternoon and evening screenings, and a supplementary list of packages was provided, with private screenings offered to interested clients. A total of 142 agency and client representatives attended the prevue. Serving as hosts were Frank P. Schreiber, manager of WGN Inc., and Mr. Weber and Miss Bain, as well as the WGN-TV sales staff.

Mr. Weber expressed gratification with the turnout, which he said exceeded all expectations. He stated:

"Everyone in attendance was surprised

to find the wide scope of high quality programs that are available to them. Within 24 hours after the prevue we had received many compliments on the prevue itself, and several follow-up inquiries." He added his belief that there would be wiser buying and better quality of programming in fall schedules locally as a result of the showing.

The films ranged the whole field of entertainment, dipping into drama, mystery, romance, sports news, quiz and panel programs. They were of 5-, 15- and 30-minute duration. (Samples: *Movietone Quiz*, *Hans Christian Andersen*, *Ethel Barrymore Theatre*, *Look Photo Quiz*, *Frankie Laine Show*.)

Clients were invited to private screenings of any films in which they were interested until Aug. 5 and to contact the WGN-TV film department for any additional information.

WGN-TV salesmen also sit in on regular prevue showings of films that seem like good commercial prospects. Once a client screens a property and buys the time, the product is the baby of the film department. This operation is a complex one involving more

(Continued on page 120)



In this projection room WGN-TV shows private screenings for clients and its own staff.

Here station staffers are previewing some of the 113,000 feet of film telecast each week.

COMPARATIVE NETWORK TV SHOWSHEET

© 1953 by Broadcasting Publications, Inc.

E V

	SUNDAY				MONDAY				TUESDAY				ABC	WB CBS	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC			
6:00 PM	In Our Time F	Adventure L		Revere Meet the Press L											
6:15															
6:30	Film Festival	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There		Gen. Foods Roy Rogers F											
6:45															
7:00	Skippy Peanut Butter You Asked For It L	Quiz Kids F	Georgetown U. Forum	P&G Winchell-Mahoney L											
7:15															
7:30	Straw Hat Theatre F-S	American Tobacco Private Secretary L	Washington Exclusive	Reynolds Mr. Peepers L	Opera vs. Jazz L										
7:45															
8:00															
8:15	Film	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P. Comedy Hour Big Payoff Eff. 6/21 L	Dolly Mack Show										
8:30															
8:45	Walter Winchell				Film										
9:00	Orchid Award	General Electric Fred Waring Show L	Clorets Chlorophyll Gum Rocky King Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse	Film										
9:15															
9:30	Film	Ristol Myers Arthur Murray Party L	Larus & Bro. Co. and Carter Products Plainclothes Man		Film										
9:45															
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Mogen David Wine Co. Dollar A Second	P&G Letter to Loretta F											
10:15	Film														
10:30															
10:45		Jules Montenier What's My Line L													
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec													
11:15 PM															

TELECASTING

D A

	SUNDAY				MONDAY - FRIDAY				SATURDAY				WB CBS	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC		
9:00 AM													1:30 PM	
9:15													1:45	
9:30													2:00	
9:45													2:15	
10:00													2:30	
10:15													2:45	
10:30													3:00	
10:45													3:15	
11:00													3:30	
11:15													3:45	
11:30													4:00	
11:45	Local												4:15	
12:00 N	Better Living Theater Film												4:30	
12:15 PM													4:45	
12:30	Voice of Prophecy Faith For Today L												5:00	
12:45													5:15	
1:00	Gerald Johnson												5:30	
1:15													5:45 PM	

Kell. Supe (5)
Mars (5)

(Continued from Page 117)

than a passing acquaintance with traffic routines, programming, buying, selling, editing, sales analysis, promotion and legal aspects.

WGN-TV doesn't charge a service fee for screening any half-hour film in a series—and clients can buy the package direct or from the station—but it does levy a charge on one-time showings (such as full-length feature films).

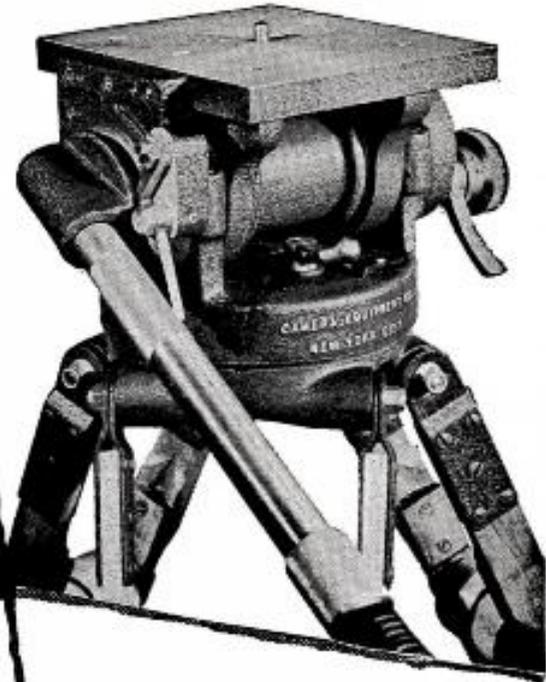
Actually, the WGN-TV film department is a tightly-knit little group composed of two projectionists and four clerical workers, plus Miss Bain. And of course they work closely with a half-dozen or more members of the sales staff. (WGN-TV's highly-vaunted newsreel staff is still another story of

the *Chicago Tribune* television operation.)

The WGN-TV film department gets a lot of questions in any one week, as Miss Bain recently told a session of the American Women in Radio & Television. A typical week will include these inquiries:

"What's the best price Chicago will pay for 26 first-run English features? Would it pay to have 13 German-made pictures dubbed in English? What's the rating history of *Boston Blackie*? Would you advise me to buy these films and what are they worth? How is music clearance set up for films? What clauses in the contract do you want deleted or restated? I'm from Munich, Germany—what can you tell me about film in five minutes? And—When are you going to run 'Gone With the Wind'?"

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whale of a job
every day!



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WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

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WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.



IF YOU WORK WITH FILM . . .
It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

film must cost money

THE operator of a small radio station turned operator of a small television station is in for trouble if he tries to estimate his TV programming budget on the basis of what radio programming has cost.

TV programming will cost 10 times as much, according to Gerald King, president of United Television Programs Inc. and Standard Radio Transcription Services Inc.

Commenting on the story dealing with Edward P. Hurt's suspending operations of KFXD-TV Nampa, Idaho [B•T, Aug. 24], Mr. King said Mr. Hurt attempted the impossible even in hoping that two men could run a TV station. To broadcast a ball game, for example, only two or three men and a portable amplifier are necessary. To broadcast the same game, a staff of 14 and \$100,000 in equipment must be available, said Mr. King.

Thus, the broadcaster must change his way of thinking to be a successful telecaster. He must get some video "facts of life" very clearly in mind.

"The broadcasters of America," Mr. King said, "have operated for the past 30 years under a peculiar system, whereby the major part of their programming—if they like—is available for nothing.

"I refer to the free and unrestricted use of phonograph records. This situation is peculiar, because the United States stands alone in the world with a Copyright Act which is different from that of every other large country. In Britain, for example, the BBC has to pay a very large sum each year to the British record companies for broadcasting their records. In America, the broadcaster gets his programming material in exchange for advertising the records. It so happens that the record companies and broadcasters are happy with this arrangement.

"However, when the broadcaster plunges into this somewhat confused sea of television, a new set of rules applies."

Apart from news and the live programs which appeal to the local advertisers, such as kitchen, amateur and other local level type shows, the telecaster is going to have to turn to film.

"I get the impression," the UTP president continued, "that Mr. Hurt's reason for discontinuing operations was due to the fact that he couldn't get sufficient film for programming—which, of course, is not true. There is plenty of film for programming, but what Mr. Hurt means is that he is unable to get film for nothing.

"There is some free material on film, but, like the phonograph record, it carries with

it a plug for the organization which furnishes the film for telecasting, such as product put out by airlines, steamship lines, medical associations, etc.

"The true programming material, which builds up an audience, is not free. The producer or owner of the film rightfully feels that neither does he have an interest in the operation of the TV station, nor an interest in whether the telecaster makes or loses money. His gamble is sinking a substantial amount of money into the production of film, hoping to realize a fair return for his labor and financial risk. This applies both to films made especially for TV and



MR. KING

those features made available for telecasting.

"The film producer's profits will be realized in the future and when the big city monopoly markets are cleaned up, so there is some advertiser competition in those cities. If video stations collectively do not reward the producer of film with a return commensurate with his investment, there will be no film."

By way of illustration, Mr. King cites the case of *Big Town*, produced by Gross-Krasne for Lever Bros. and sponsored on CBS-TV in 90 markets. Filmed, the series is available for re-runs in the same markets and first-runs in the remaining markets as *Heart of the City*. Thus, Lever Bros. can make a better *Big Town* for everyone with a cost per thousand down to where the original investment is good merchandising. With film in all markets, the long range result is better films or a reduction in the cost of producing similar ones.

In addition to the high cost of film programming, the new telecaster does not understand physical costs and handling, Mr. King claimed. For instance, "A half-hour 16mm properly boxed costs \$35. The physical cost of a half-hour transcription is less than \$2. The transcription will play at least 200 times. The film, due to inept and inexperienced handlers at the station, sometimes is chewed up in 10 runs. These basic costs govern the price which video station operators must pay for films, or do as Mr. Hurt did—go off the air."

The new small community broadcaster-turned-telecaster must, Mr. King concludes, re-arrange his radio program thinking and

realize he needs film for the majority of his video programs. This will take money, because the owner of a film offered for telecasting has no interest in selling that same film to the general public, as has the owner of a phonograph record.

The possible solution for small community TV stations struggling through the economic difficulties of programming is for them to become satellite outlets, Mr. King suggests. Thus, a TV station in a large market whose signal can't be received in a neighboring small community could allocate

repeats of certain programs to the smaller station, which in turn would be compensated.

Though this might not appeal to the local advertiser, he believes that the national advertiser would welcome it. The latter would be in a better position to absorb the additional expense in return for the wider market coverage. Such a program, whereby the small stations would become satellites of the larger ones, would resultantly benefit both stations' management and interested advertisers.

The Finest Package of films Available For Television

TITLE	CAST
LONG VOYAGE HOME	John Wayne, Thomas Mitchell, Barry Fitzgerald
STAND IN	Humphrey Bogart, Joan Blondell
STAGECOACH	John Wayne, Claire Trevor, Thomas Mitchell
THE KANSAN	Richard Dix, Jane Wyatt, Albert Dekker
TRADE WINDS	Fredric March, Joan Bennett, Ralph Bellamy
SILVER QUEEN	George Brent, Bruce Cabot
SUNDOWN	Gene Tierney, George Sanders
SLIGHTLY HONORABLE	Broderick Crawford, Pat O'Brien, Edward Arnold
52nd STREET	Kenny Baker, Leo Carrillo, Zasu Pitts
ETERNALLY YOURS	Broderick Crawford, Loretta Young, David Niven
HOUSE ACROSS THE BAY	George Raft, Joan Bennett, Walter Pidgeon
TO BE OR NOT TO BE	Jack Benny, Carole Lombard
VOGUES	Joan Bennett, Warner Baxter, Mischa Auer
HISTORY IS MADE AT NIGHT	Charles Boyer, Jean Arthur
CRYSTAL BALL	Paulette Goddard, Ray Milland, William Bendix
YOUNG AND WILLING	Susan Hayward, William Holden
YOU ONLY LIVE ONCE	Henry Fonda, Sylvia Sydney
BLOCKADE	Henry Fonda, Madeleine Carroll
WOMAN OF THE TOWN	Claire Trevor, Henry Hull, Albert Dekker
I MARRIED A WITCH	Fredric March, Veronica Lake
FOREIGN CORRESPONDENT	Joel McCrea, Laraine Day, George Sanders
WINTER CARNIVAL	Ann Sheridan, Richard Carlson, Robert Armstrong
I MET MY LOVE AGAIN	Joan Bennett, Henry Fonda, Alan Marshall
AMERICAN EMPIRE	Richard Dix, Preston Foster
BUCKSKIN FRONTIER	Richard Dix, Jane Wyatt, Albert Dekker

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Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: $\frac{3}{4}$ and full length.

**HOUSTON-FEARLESS
 FRICTION HEAD**

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.

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 control parabola.
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 Station or firm _____
 Address _____
 City _____ Zone _____ State _____

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

Advertisers

Austin S. Ingleheart, president, adds duties as chief executive officer of General Foods Corp., N. Y.

Walter Meserole, Miller & Co. Adv. Agency, Seattle, named merchandising manager of Rainier Brewery, that city.

Trevor L. Jones appointed press-radio relations representative of B. F. Goodrich Rubber Co. of Canada Ltd., at company's head office at Kit-chener, Ont.

Agencies

E. D. Geoffrey Garth, account executive at Lee Ramsdell & Co., Phila., elected vice president.

Jerome L. Jones, account executive at Olian & Bronner, Chicago, to Weiss & Geller Inc., same city, as vice president.

J. C. Grover and Houston Levers named vice presidents of Miller & Co., Seattle. H. J. (Jerry) Gorin named agency's San Francisco representative.



Mr. Grover



Mr. Levers

Milburn McCarty Jr., vice president of Douglas Leigh Inc., has resigned to form Milburn Mc-

Carty Assoc., advertising agency, effective Oct. 1.

R. V. Pollock, specialist in motion picture production for TV, named assistant vice president in charge of radio and TV creative staff, D. P. Broth & Co., N. Y. and Detroit.



Mr. Pollock

executive.

Barbara Polowe, *The New York Times*, to Emil Mogul Co., N. Y., in public relations dept.

John A. Mullen, Cunningham & Walsh, N. Y., to copy writing staff of VanSant, Dugdale & Co., Baltimore.

Nan Fraser, timebuyer at McConnell, Eastman & Co. Ltd., Montreal, to J. J. Gibbons Ltd., Montreal, as media schedules director.

Arthur J. Hohmann, formerly with Commodity Appraisal Service, Chicago (specialists in independent market and economic research studies for large food manufacturers and distributors) to Erwin, Wasey & Co., Ltd., L. A., as assistant research director.

William H. Humphreys, sales representative for WGAR Cleveland, to radio-TV sales staff in Detroit office of The Katz Agency, advertising representation firm.

Betty D. Gwyer named director of media and production at Henry J. Kaufman & Assoc., Washington, D. C., and Dorothy S. Johnson named space buyer of agency.

Bernie Thomas, associate editor of *Automotive News*, to Dodge News Service of Grant Adv. Inc., Detroit, as assistant director of public relations.

Jerry Burns, Hecht Co. (department store), Washington, D. C., to layout staff of Kal, Ehrlich & Merrick, same city.

Stations

Hugh Ben LaRue, national account executive at WOR-TV New York, returns to KULA Honolulu as vice president in charge of sales and general sales manager for KULA-AM-TV.

Stephen W. Pozgay, sales representative for TV Transmitter Div., Allen B. DuMont Labs Inc., named manager of TV for WNAM-TV Neenah, Wis.

Jack L. Powell, commercial manager of KVEN Ventura, Calif., appointed general manager of KXOC Chico, Calif., succeeding Don J. Quinn who has been promoted to national sales manager of Linc Dellar Stations including KXOC and KXOA Sacramento.

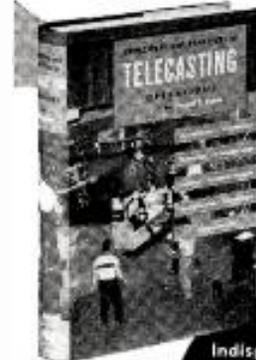
Dick Kepler, production manager at KXLY-AM-TV Spokane, appointed manager of TV,



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"Principles & Practices of TELECASTING OPERATIONS"

by HAROLD E. ENNES



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Indispensable to the Engineer, Production Man, Director, Technician, and to all Students of the Video-Audio Art

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Here, in one complete, easy-to-understand volume is the whole fascinating story of Telecasting operations. Whether you are a Chief Engineer, Production Director or Technical Director; if you are now working in or planning to work in TV, or if you are simply interested in Telecasting, this book is meant for you. Here is practical, useful information that makes you familiar with the equipment and techniques used in Telecasting, tells you everything—answers all your questions about TV production and transmission. If you work or are interested in Telecasting, you'll want this vast wealth of reliable information—you'll want this book in your library. Order your copy today!

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My (check) (money order) for \$..... enclosed. Send the following:..... copy(ies) of "Telecasting Operations" (\$7.95 per copy).

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3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

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WEVD 117-119 West 48th St.
New York 19

WEAU-TV Eau Claire, Wis. **Robert Nelson**, program director for WEAU, named manager for radio.

Thomas Kelland, assistant manager of KOOL Phoenix, Ariz., appointed station manager and **Jerry Burns**, formerly commercial manager for KDYL-TV Salt Lake City, named director of TV for KOOL-TV. **William Connelly**, former sales manager for KOOL, appointed director of sales for KOOL-AM-TV.

Allan Lewis, chief announcer and night supervisor of WGR Buffalo, N. Y., appointed commercial manager of WBES-TV that city.

David Engles, sales manager and agent for Chiodo Candy Craftsman, Oakland, named manager of sales and merchandising for KNBC San Francisco.

Hal Davis, general manager, KGAE Salem, Ore., to KVOE Santa Ana, Calif., as promotion and production manager and chief account executive.

J. Woodrow (Woody) Magnuson, WBEN-AM-TV also Buffalo, named program director of WBES-TV.

Keith Bretz, assistant program director, KRMG Tulsa, promoted to program director. **John Trotter**, manager of KHBG Okmulgee, Okla., to KRMG as night news editor.

Charles Morse, announcer at WBSR Pensacola, Fla., to local sales staff of WBBM Chicago.

Russell D. Grange, salesman for Harvest Freeze Co., Salt Lake City, to KDYL there as account



IN LINE with the recent expansion of WSAZ-AM-TV Huntington, W. Va., the stations' staff has been increased. One promotion has been announced in the radio operation. Seated (l to r) are George R. Andrick who has been appointed local sales manager of WSAZ radio; Mrs. Ashton Light, audio engineer, and Ray Creamer, TV sales department. Standing (l to r) are Dean Sturm, TV announcer, and Sy Silver, radio announcer.

executive.

Walter Alling to KFBB Great Falls, Mont., as salesman. **Jerome Hanten**, KISD Sioux Falls, S. D., and **Byron Stephenson**, KGAE Salem,

Ore., to station as announcers. **Maxine R. Brown**, **Joan Coder** and **Jean J. Lucas** to station as bookkeeper, receptionist and copy writer, respectively.

Dave Chapman, KOWH Omaha, Neb., to KLMS Lincoln, Neb., news staff. **Ed Kihn**, KHAS Hastings, Neb., and **Harry Gerhart**, KFGT Fremont, Neb., to KLMS announcing staff.

Howard L. Hamrick, sports director, WRNL Richmond, Va., named program director.

Jack Starr, program dept. of KDUB-TV Lubbock, Tex., named promotion manager. **Ray Trent**, chief announcer, promoted to program manager.

Paul Murphy returns to duties as program director of WONW Defiance, Ohio, after two years of military service.

Helen Duvall appointed assistant general manager of WKBZ Muskegon, Mich.

Robert Regan, chief announcer and salesman at KCBQ San Diego, appointed program director.

Jack Decker, copy chief at WXRA Buffalo, N. Y., named traffic manager and production director at WVET Rochester, N. Y.

Milton Rich, executive editor of *The Advertiser*, named director press relations, WCBS New York.

Howard Anderson, film director of WFAA-TV Dallas, named assistant program director.

John Steele, night news editor of KRMG Tulsa, to WFBR Baltimore as news editor. **Walt Teas**, KVOO Tulsa writer, producer and personality, will handle *Morning in Maryland* program on WFBR.

Derrick Leighton, previously affiliated with ABC, MBS and CBS, to Crosley Bcstg. Corp. as TV producer-director.

Jack F. A. Flynn, assistant operations manager,

MONEY
-THE SUNNY SIDE
OF THE DIAL

NOW OFFERS
THREE for the MONEY

(The biggest talent "steal" in Pittsburgh's radio history)

Put your product before *three separate audiences* every day on the ONE Pittsburgh station with personality appeal!! Saturate the fabulous Pittsburgh market across the board at tremendous savings with this "once in a lifetime" triple bonus package. Take advantage of Radio Pittsburgh's three top radio personalities—Bill Brant in the morning, Barry Kaye in the afternoon, and Hilary Bogden in the evening. As little as \$9.72 per announcement.* **THE TIME OF YOUR LIFE!!**

Serving the
GREATER PITTSBURGH
Metropolitan Area

5000 Watts 1320 KC.

Write . . . phone . . . or wire . . .

George P. Hollingbery Co.

* 26 week package as published in S.R.D.S.

WPIX (TV) New York, to station's sales staff.

Charles Morse, announcer at KBSR Pensacola, Fla., to local radio sales staff of WBBM Chicago. **Patrick Sammon**, freelance writer, to continuity staff of WBBM-TV Chicago.

Al Cassidy, WWPB Palm Beach, Fla., to TV announcing and production staff of WLOK-TV Lima, Ohio.

Marion McCook Moodey to KFXM San Bernardino as woman's director.

Alan N. Cormack, chief engineer at KCBS San Francisco, named broadcast chief of California State Civil Defense, Region 3.

Vince Ford, guest relations dept., NBC New York, to WSNY Schenectady, N. Y., as announcer.

Lloyd Gaynes, U. S. Air Force, returns to WTVJ (TV) Miami as producer-director.

Mary Lou Wylie named director of traffic and continuity, KTBC-TV Austin, Tex., replacing **Madeline Bell** who has resigned. **Mrs. Joyce Stewart**, *Corpus Christi Caller-Times*, to KTBC-TV as traffic assistant.

Mrs. Judy Wilkerson, who has worked on newspapers in Texas, to WOV New York as publicity assistant.

Joseph N. Curls, sales manager of WOV New York, father of girl, Jane Isabel, Sept. 1.

Networks

Frank Latourette, manager of news and special events, ABC Western Div., to Columbia Television Pacific Network as West Coast news manager for CBS-TV and news director for CTPN and KNXT (TV) Hollywood. He replaces **William Whitley**, who becomes CTPN director of public affairs.

Lud Gluskin, CBS Western Div., general music director, re-signed to seven-year contract for same duties with network.

Robert Pauley, account executive at WOR New York, to same position with sales department of NBC Radio.

Peter Clapper, writer and newscaster for KFEL Denver, to CBS Radio News in New York as writer on overnight staff, effective Sept. 15.

Seymour Berns, director on CBS-TV's *Meet Mille*, assigned to network's new *Red Skelton Show* in same capacity.

Art Gilmour, announcer on CBS Radio's *Dr. Christian*, completed narration assignment for Warner Bros. short feature film, "Black Marlin Fishing in New Zealand."

Manufacturers

A. M. Fisher, manager of Chicago district office with Westinghouse Electric Corp., appointed mid-America regional manager of firm, with headquarters in Chicago, succeeding late **Fred T. Whiting**.

James H. Moore, director of metallurgical research for National Research Corp., Cambridge, Mass., appointed general manager of Vacuum Metals Corp., subsidiary of National Research Corp.

W. O. Spink, assistant manager of Central District Radio Equipment Sales in Chicago,

Clients Own Disc Jockey

A MAN of many talents, one **Blake Watts**, is residing these days in Hickory, N. C., according to WIRC, radio outlet in that city. Early in 1953, Mr. Watts arrived in Hickory to manage B. C. Moore & Son, a department store. Once settled in his job, Mr. Watts negotiated with WIRC for a weekly disc program plugging Moore products. Mr. Watts announced that he intended to spin his own platters, insisting he could sell his own merchandise better than anyone else. There were misgivings around WIRC about this notion at least until after his first show. The station reports that Mr. Watts' disc jockey style has gained him a large personal following and achieved good results for the Moore store.

Sylvania Electric Products Inc., appointed assistant equipment sales manager of Electronics Product Sales Dept., N. Y.

Stanley Niciejewski appointed sales manager of Rectifier Div. of Sarkes Tarzian Inc., Bloomington, Ind. **Alfred Durso**, formerly sales engineer, promoted to assistant sales manager on

distributor sales and **Fred Lucas**, previously with Federal Telephone & Radio Corp., named assistant sales manager of industrial sales.

Robert S. Windt, vice president of David Alber Assoc., N. Y., public relations firm, to CBS-Columbia Inc., set manufacturer, as publicity and promotion manager.

Donald L. Clark of TV sales section of General Electric radio and television dept., Syracuse, N. Y., appointed marketing research manager of dept.

J. Owen Smith, 74, RCA consultant and amateur radio pioneer and employe for 11 years of Press Wireless, one-time subsidiary of RCA, died Sept. 3.

Program Services

Tommy Greenhow, radio producer and TV production supervisor, Frederic W. Ziv Corp., Hollywood, to Famous Artists Inc., Beverly Hills, as radio-TV director.

Trade Associations

A. A. Hoehling, Bell Telephone Laboratories, appointed public relations manager of National Assn. of Electrical Distributors, N. Y.

Marjorie Walker, promotion and program departments, ABC Hollywood, to Southern California Broadcasters Assn., that city, as assistant to managing director.

Bulletin To: Monochrome Television Engineers Who Wish To Advance in the Field of COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, Manager
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.



RADIO CORPORATION of AMERICA

MORE LOCAL ADVERTISERS USE WGAR!

More Than Ever Before

There's a reason why WGAR enjoys overwhelming acceptance by local advertisers—now more than 100! The reason—more sales per dollar spent! PROMOTION attracts listeners; quality programming keeps listeners. WGAR has both.

Typical WGAR promotions include:



COLORFUL BILLBOARDS

Heralding "The Big Show Wherever You Go", they feature local WGAR personalities, plus CBS stars—help merchandise WGAR advertisers!



MOVIE TRAILERS

Outdoor and neighborhood theatres are starring WGAR personalities and shows; boosting listening.

SPECIAL EVENTS

Fifteen hundred listeners joined in WGAR's annual excursion train to Ohio State Fair (4th year) and County Fair displays and broadcasts.

WINDOW DISPLAYS

Remind Northern Ohioans of WGAR stars and activities—boosting programs and advertisers alike!

In Northern Ohio



THE SPOT FOR SPOT RADIO

Cleveland
50,000 watts



CBS

Eastern Office: at
665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto



New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.
Birmingham, WJLN-TV (48), 12/10/52-Unknown.
Birmingham, WSGN-TV (42), 12/18/52-Unknown.
Decatur, WMSL-TV (23), 12/26/53-2/1/54.

ARIZONA

Phoenix KOOL-TV (10), 5/27/53-10/1/53, Blair TV share-time with KOY-TV.
Phoenix, KOY-TV (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, KVOA-TV (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, KIVA (TV) (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, KARK-TV (4), 6/18/53-2/1/54, Petry.
Little Rock, KETV (TV) (23), 10/30/53-Unknown.
Pine Bluff, KATV (TV) (7), 6/18/53-11/15-12/1/53, Avery-Knodel.

CALIFORNIA

Bakersfield, KERO-TV (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Berkeley-San Francisco, KQED (TV) (*9), 7/24/53-10/1/53.
Eureka, KIEM-TV (3) 2/11/53-9/27/53-ABC, CBS, DuM, NBC, Blair-TV.
Fresno, KJEO (TV) (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, John Paole (53), 8/12/53-Unknown.
Monterey, KMBY-TV (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Sacramento, KCCC-TV (40), 7/16/53-10/1/53, Weed TV.
Salinas, KICU (TV) (28), 1/15/53-Fall '53.
Salinas, KSBW-TV (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Diego, KFSD-TV (10), 3/19/53-Fall '53, NBC, Katz.
San Francisco, KBAY-TV (20), 3/11/53-Nov. '53.
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGilvra.
San Jose, John A. Vletar (48), 6/17/53-Oct. '54.
Stockton, KTVU (TV) (36), 1/8/53-Fall '53, Hollingbery.
Tulare-Fresno, KCOK-TV (27), 4/2/53-10/1/53-DuM, Fariae (N. Y.), Cal-Central Network.
Yuba City, KAGR-TV (52), 3/11/53-Unknown.

COLORADO

Colorado Springs, KRDO-TV (13), 11/20/52-9/20/53, NBC, McGilvra.
Denver, KDEN (TV) (26), 7/11/52-Unknown.
Denver, KIRV (TV) (20), 9/18/52-Unknown.
Denver, KLZ-TV (7), 6/29/53-11/1/53-CBS, Katz.
Denver, KOA-TV (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, KRMA-TV (*6), 7/1/53-1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54-Holman.

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53-Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52-Unknown.
Hartford, WEDH (TV) (*24), 1/29/53-Unknown.
New Haven, WELI-TV (59), 6/24/53-Summer '54, H-R Television.
New London, WNLC-TV (26), 12/31/52-Dec. '53-Hegdley-Read TV.
Norwich, WCTN (TV) (*63), 1/29/53-Unknown.
Stamford, Stamford-Norwalk TV Corp. (27), 5/27/53-Unknown.
Waterbury, WATR-TV (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, WHRN (TV) (40), 3/11/53-Unknown.

FLORIDA

Fort Lauderdale, WITV (TV) (17), 7/31/52-Nov. '53, DuM.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Fort Myers, WINK (TV) (11), 3/11/53-10/1/53-Weed TV.
Jacksonville, WJHP-TV (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, WOBS-TV (30), 8/12/53-Unknown.
Lakeland, WOTV (TV) (16), 12/31/52-Unknown.
Panama City, WJDM (TV) (7), 3/11/53-10/1/53, ABC, Hollingbery.
Pensacola, WEAR-TV (3), 6/3/53-Nov. '53, CBS, Hollingbery.
Pensacola, WPFA (TV) (15), 11/13/52-9/27/53, Young.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, WIRK-TV (21), 12/18/52-9/13/53, Weed TV.

GEORGIA

Columbus, Columbus Bcstg. Co. (4), 8/26/53-Unknown.
Columbus, WDAK-TV (28), 3/11/53-10/1/53-ABC, NBC, Headley-Read.
Columbus, WRBL-TV (4), 8/27/53-Nov. '53.
Macon, WMAZ-TV (13), 3/11/53-9/27/53-CBS, DuM, Katz (Ch. 13 assigned Warner Robins Ga.).
Savannah, WTOG-TV (11), 6/26/53-11/1/53-Katz.
Valdosta, WGOV-TV (37), 2/26/53-Nov. '53, Stars National.

IDAHO

Boise-Meridian, KBOI (TV) (2), 5/14/53-12/1/53.
Boise, KTVI (TV) (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, KID-TV (3), 2/26/53-Unknown, CBS.
Idaho Falls, KIFT (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, KBOI (TV) (2), 5/14/53-12/1/53.
Pocatello, KISJ (TV) (6), 2/26/53-Nov. '54, CBS.
Pocatello, KWIK-TV (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, KLIH-TV (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Bloomington, WBLN (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, WCIA (TV) (3), 2/26/53-11/1/53, Hollingbery.
Champaign, Champaign-Urbana TV Inc. (21), 7/22/53-Unknown.
Chicago, WHFC-TV (26), 1/8/53-Unknown.
Chicago, WIND-TV (20), 3/19/53-Unknown.
Danville, WDM-TV (24), 12/10/52-Unknown, Everitt-McKinney.
Evanston, Northwestern TV Bcstg. Corp. (32), 8/12/53-Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, Joliet TV Inc. (48), 8/21/53-Unknown.
Peoria, WTVH-TV (19), 12/18/52-9/15/53-Petry.
Rockford, WREX-TV (13), 5/14/53-Fall '53, ABC, CBS, H-R TV.
Springfield, WICS (TV) (20), 2/26/53-10/1/53-ABC, CBS, DuM, NBC, Adam Young.

INDIANA

Elkhart, WSJV (TV) (52), 6/3/53-Unknown.
Evansville, WFIE (TV) (62), 6/10/53-Mid-Oct. '53.
Fort Wayne, WKJG-TV (33), 5/22/53-11/1/53, NBC, Roymer.
Indianapolis, WJRE (TV) (26), 3/26/53-Unknown.
Indianapolis, WNES (TV) (67), 3/26/53-Oct. '53.
Marion, WMRI-TV (29), 3/11/53-Unknown.
Princeton, WRAY-TV (52), 3/11/53-10/15/53.
Waterloo, WINT (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, WMT-TV (2), 4/9/53-9/27/53-CBS, Katz.
Cedar Rapids, Cedar Rapids TV Co. (9), 8/12/53-2/1/54.
Cedar Rapids, Howkeys TV Co. (20), 7/30/53-10/15/53.
Davenport, KDIO (TV) (36), 3/11/53-Unknown.
Des Moines, Central Bcstg. Co. (13), 9/2/53-Unknown.
Des Moines, KOTV (TV) (17), 3/26/53-Fall '53, Hollingbery.
Fort Dodge, KQTV (TV) (21), 1/29/53-10/1/53-Pearson.

THE LATEST
WCKY
STORY

WCKY
50 GRAND IN WATTS
PROVIDING THE BEST
IN
PUBLIC SERVICE

The L. B. Wilson Station, Cincinnati



Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Sioux City, KCTV (TV) (36), 10/30/52—Unknown.
Waterloo, KWVL-TV (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, KOAM-TV (7), 2/26/53-10/15/53.
Topeka, WIBW-TV (13), 6/3/53—Late Fall '53, Copper Sales.

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Summer '53.
Henderson, WEHT (TV) (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, WKLO-TV (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, WLOU-TV (41), 1/15/53—Unknown.
Owensboro, WVJS-TV (14), 8/20/53—Unknown, Rambeau.
Richmond, WBGT (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lake Charles, KTAG (TV) (25), 12/18/52-10/13/53, CBS, ABC, DuM, Adam Young.
Monroe, KNOE-TV (8), 12/4/52-9/27/53, CBS, ABC, DuM, H-R Television.
New Orleans, WCKG (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WJMR-TV (61), 2/18/53-11/1/53—DuM, Bolling.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.

MAINE

Lewiston, WLAM-TV (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kestell-Carter (Boston).
Paland, WMTV (TV) (8), 7/8/53-4/1/54.
Portland, WCSH-TV (6), 7/30/53—Late '53, Weed TV.

MARYLAND

Baltimore, WITH-TV (60), 12/18/52-1/1/54—Forloe.
Frederick, WFMD-TV (62), 10/24/52—Winter 1953.
Salisbury, WBOC-TV (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, J. D. Wraether Jr. (44), 8/12/53—Unknown.
Brockton, Trans-American Enterprises Inc. (62), 7/30/53—Unknown.
Cambridge-Boston, WTAO-TV (56), 3/11/53-9/28/53, DuM.
Fall River, WSEE-TV (46), 9/14/52—Oct. '53.
Lawrence, General Bcstg. Co. (72), 6/10/53—Unknown.
New Bedford, WNBH-TV (28), 7/11/52—Fall, Walker.
North Adams, WMBT (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, WNOH (TV) (36), 1/23/53—Spring '54.
Worcester, WAAB-TV (20), 8/12/53—Unknown.
Worcester, WWOR-TV (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Boy City, North Eastern Michigan Corp. (5), 9/2/53—Fall '53, Headley-Reed.
Battle Creek, WBCB-TV (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, WWTV (TV) (13), 4/8/53-1/1/54.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52—Unknown.
Flint, WFDF-TV (12), Initial Decision 3/11/53.
Flint, WTAC-TV (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, WIBM-TV (48), 11/20/52-12/8/53, Forloe.
Lansing, WILS-TV (54), 2/5/53-9/20/53, DuM, Taylor.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.

MINNESOTA

St. Cloud, WJON-TV (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, WCOW-TV (17), 3/11/53-11/15/53.

MISSISSIPPI

Columbus, WCBI-TV (28), 3/11/53—Unknown.
Gulfport, WGCM-TV (56), 2/11/53—Unknown.
Jackson, WSLI-TV (12), 7/22/53—Jan. '54—ABC, Weed TV.
Jackson, WIDX (TV) (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, WCOC-TV (30), 12/23/53—Fall '53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Meridian, WTOK-TV (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUD-TV (30), 2/5/53—Unknown.
Columbia, KOMU-TV (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, KACY (TV) (14), 12/31/52-10/20/53.
Hannibal, KHQA-TV (7), 2/18/53-9/10/53—Weed TV.
Kansas City, KCMO-TV (5), 6/3/53-9/27/53, ABC, Katz, St. Joseph, KFEQ-TV (2), 10/16/52-9/27/53, CBS, DuM, Headley-Reed.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown.
St. Louis, KSTM-TV (36), 1/15/53-9/27/53, ABC, H-R Television.
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.
Springfield, KYTV (TV) (3), 1/8/53-10/1/53, ABC, NBC, Hollingbery.

MONTANA

Billings, KOOK-TV (2), 2/5/53-10/1/53, Hollingbery.
Billings, KRHT (TV) (8), 1/15/53—Early Fall '53.
Great Falls, KFBB-TV (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, KMON-TV (3), 4/9/52—Unknown, Hollingbery.
Missoula, KGVV-TV (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, KHOL (TV) (13), 7/22/53—Unknown.

NEVADA

Reno, KZTV (TV) (8), 12/23/52-9/27/53, Pearson.

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Manchester, WMUR-TV (9), 8/26/53—Unknown.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, WRTV (TV) (58), 10/2/52—Dec. '53.
Atlantic City, WOON (TV) (52), 1/8/53—Unknown.
New Brunswick, WDNH (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, WTTM (TV) (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, KGGM-TV (13), 3/11/53-9/27/53—CBS, Weed-TV.
Albuquerque, KOAT-TV (7), 6/18/53—9/15/53, ABC, Hollingbery.
Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Sante Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WROW-TV (41), 4/16/53-10/1/53, ABC, Bolling.
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Elmira, WECT (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, WHCU-TV (20), 1/8/53-11/15/53.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Unknown, NBC, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Jan. '54.
Rochester, WHEC-TV (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WYET-TV).
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, WVET-TV (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, Star Bcstg. Co. (15), 6/10/53—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53—Unknown.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, WAYS-TV (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, WCIG-TV (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.



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FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Greensboro, WCOG-TV (57), 11/20/52-10/30/53, ABC, Bolling.
 Greenville, WNCN (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
 Hendersonville, WHKP-TV (27), 3/11/53—Early '54, Headley-Reed TV.
 Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53, Clark.
 Wilmington, WMFD-TV (6), 7/30/53—Spring '54.
 Winston-Salem, WSJS-TV (12), 7/8/53-10/1/53—NBC, Headley-Reed.
 Winston-Salem, WTOB-TV (26), 2/5/53-10/1/53, ABC, H-R Television.

NORTH DAKOTA

Bismarck, KBSM (TV) (12), 3/4/53—Early Fall '53.
 Bismarck, KFVR-TV (5), 3/4/53—Oct. '53, Blair TV.
 Minot, KNDX (TV) (10), 2/11/53—Early Fall '53.
 Valley City, KXJB-TV (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, WICA-TV (15), 2/5/53-Fall '53, Gill-Perna.
 Cincinnati, WCIN-TV (54), 5/14/53—Unknown.
 Cleveland, WERE-TV (65), 6/18/53—Fall '53.
 Columbus, WOSU-TV (*34), 4/22/53—Unknown.
 Dayton, WIFE (TV) (22), 11/26/52-9/15/53, Headley-Reed.
 Lima, WIMA-TV (35), 12/4/52—Late '53, Weed TV.
 Massillon, WMAC-TV (23), 9/4/52-10/15/53, Petry.
 Portsmouth, Woodruff Inc. (30) Initial Decision 6/8/53.
 Steubenville, WSTV-TV (9), 8/12/53—Unknown, CBS.
 Youngstown, WUTV (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
 Oklahoma City, KLPB-TV (19), 2/11/53-10/1/53, Bolling.
 Oklahoma City, KTVQ (TV) (25), 2/11/53-10/1/53, H-R Television.
 Oklahoma City, KWTW (TV) (9), 7/22/53—Early Spring, '54, CBS.
 Tulsa, KCEB (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
 Eugene, Eugene TV Co. (13), 5/14/53—Oct. '53, Hollingbery.
 Portland, KOIN-TV (6), 7/16/53-10/15/53, CBS.
 Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
 Salem, KPIC (TV) (24), 1/29/53—Oct. '53.
 Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (57), 7/16/53—Unknown.
 Allentown, Queen City TV Co. (39), 8/12/53—Unknown.
 Chambersburg, WCHA-TV (46), 3/11/53-9/15/53, Farjoe.
 Harrisburg, WCM8-TV (27), 7/24/53-12/15/53—Cooke.
 Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
 Johnstown, WARD-TV (56), 11/20/52—Oct. '53, Weed TV.
 Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
 Lebanon, WLBR-TV (15), 6/26/53—Nov. '53.
 Lewistown, WMRF-TV (38), 4/2/53—Unknown.
 Philadelphia, WIP-TV (29), 11/26/52—Unknown.
 Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54.
 Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
 Scranton, WARM-TV (16), 2/26/53—Fall '53, Hollingbery.
 Williamsport, WRAK-TV (36), 11/13/52—Unknown.
 Wilkes-Barre, WILK-TV (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
 York, WNOW-TV (49), 7/11/52-10/12/53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
 Providence, Cherry & Webb Bcstg. Co. (12), 9/2/53—Unknown.

SOUTH CAROLINA

Camden, WACA-TV (15), 6/3/53—Jan. '54.
 Columbia, WIS-TV (10), 2/12/53—Oct. '53, NBC, Free & Peters.
 Greenville, Carolina TV Inc. (4), 7/30/53—Unknown.
 Greenwood, WCRS-TV (21), 4/8/53—Unknown.
 Spartanburg, WSCV (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
 Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
 Johnson City, WJHL-TV (11), 1/29/53—Oct. '53, Pearson.
 Knoxville, WROL-TV (6), 7/31/53-10/1/53, Avery-Knodel.
 Knoxville, WTSK (TV) (26), 3/26/53—10/1/53.
 Memphis, WHBQ-TV (13), 1/29/53-9/27/53—Blair TV.
 Nashville, WSIX-TV (8), 7/30/53-12/1/53, CBS, Hollingbery.
 Old Hickory, WLAC-TV [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Beaumont, KBMT (TV) (31), 12/4/52—Summer '53, Taylor.
 Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
 Dallas, KDTX (TV) (23), 1/15/53—Unknown.
 Dallas, KLIF-TV (29), 2/12/53—Unknown.
 El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
 Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
 Galveston, KTRV (TV) (41), 11/20/52—Early Fall '53.
 Harlingen, KGBS-TV (4), 5/21/53-10/1/53—CBS, Pearson.
 Houston, KNUZ-TV (39), 1/8/53-9/24/53, DuM, Farjoe.
 Houston, KTVP (TV) (23), 1/8/53—Unknown.
 Houston, KXYZ-TV (29), 6/18/53—Unknown.
 Longview, KTVE (TV) (32), 2/5/53-9/20/53—Farjoe.
 Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
 Marshall, Marshall TV Corp. (16), 6/25/53—Unknown.
 Midland, KNMD-TV (2), 7/1/53-11/1/53.
 San Antonio, KALA (TV) (35), 3/26/53—Unknown.
 Sherman, KSHM (TV) (46), 3/4/53—Late Summer '53.
 Sweetwater, Texas Telecasting Inc. (12), 8/26/53—Unknown, CBS, Avery-Knodel.
 Temple, KCEN-TV (6), 1/29/53-11/1/53, NBC, Hollingbery.
 Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
 Waco, KANG-TV (34), 11/13/52-10/1/53—ABC, Pearson.
 Weslaco, KRGV-TV (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-10/15/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53—Winter '53, Walker.
 Danville, WBTV-TV (24), 12/18/52—10/1/53, Hollingbery.
 Hampton, WVEC-TV (15), 2/5/53-9/19/53—NBC, Rambeau.
 Harrisonburg, WSWA-TV (3), 3/11/53-9/15/53 to 10/1/53, NBC, Devney.
 Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cooke.
 Newport News, WACH (TV) (33), 2/5/53—Summer '53.
 Norfolk, WTOV-TV (27), 7/8/53—Oct. '53, ABC, Forjoe.

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
 Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), Initial Decision 6/18/53.
 Yakima, KIT-TV (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, Appalachian TV Corp. (21), 6/25/53—Unknown.
 Charleston, WKNA-TV (49), 3/4/53—9/20/53, ABC, Weed TV.
 Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
 Parkersburg, WTAP (TV) (15), 2/11/53-9/21/53.
 Wheeling, WLTW (TV) (51), 2/11/53—Oct. '53.
 Wheeling, WTRF-TV (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, WRBJ (TV) (57), 2/11/53—Sept. '53, Clark.
 Eau Claire, WEAU-TV (13), 2/26/53—11/15/53, Hollingbery.
 Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
 Milwaukee, WKY-TV (19), 6/3/53-9/27/53, ABC, DuM, H-R Television.
 Neenah, WNAM-TV (42), 12/23/52—late Nov. '53, Clark.
 Superior, Ridson Inc. (6), Initial decision, 9/9/53.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
 Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, KFIA (TV) (2), 7/30/53-10/15/53, ABC, CBS.
 Anchorage, KTVA (TV) (11), 7/30/53—Unknown.
 Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, WAPA-TV (4), 8/12/53—Unknown.
 San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American.

* Indicates noncommercial, educational station.
 Note: Information provided by station executives, representatives, networks and sources considered reliable.



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ACTIONS OF FCC

Sept. 2 through Sept. 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—

megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Aug. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,462	546	101
CPs on air	14	33	152
Total on air	2,476	579	253
CPs not on air	117	18	270
Total authorized	2,593	597	523
Applications in hearing	76	0	122
New station requests	177	7	363
Facilities change requests	139	36	21
Total applications pending	928	104	517
Licenses deleted in Aug.	0	0	0
CPs deleted in Aug.	2	3	1

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

AM and FM Summary through Sept. 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,478	2,462	134	177	76
FM	579	546	52	7	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	164	264	428
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	169	61	230
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	828	337	653	511	1,165
Educational	50	24	24	26	50

Total 878 337 677 537 1,215

†Thirteen CPs (3 vhf, 10 uhf) have been returned.

‡One applicant did not specify channel.

§Includes 20 already granted.

¶Includes 448 already granted.

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B-T, Aug. 31, 24].

New TV Stations . . .

ACTIONS BY FCC

Des Moines, Iowa—Central Bcstg. Co. (WHO), granted vhf Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 779 ft., above ground 780 ft. Estimated construction cost \$676,120. first year operating cost \$450,000, revenue \$500,000. Post office address: 1002 Brady St., Davenport, Iowa. Studio location: 1100 Walnut St., Des Moines. Transmitter location: Mitchellville, Iowa. Geographic coordinates 41° 39' 12" N. Lat., 13° 20' 56" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President B. J. Palmer (8.5%), Vice President-Treasurer D. D. Palmer (57.8%), Executive Vice President Ralph Evans (1.5%), Vice President-Secretary P. A. Loyet (2.7%), Mabel H. Palmer Trust (7.6%), B. J. Palmer Trust (5%), Mabel H. Palmer Trust (5%). Grant was made possible by dismissal of competitive application of Independent Bcstg. Co. (KIOA) for \$25,000 for expenses incurred in prosecution of its bid. Central proposes to form new TV firm with Independent having option to purchase 40% interest after disposing of KIOA. If FCC denies approval to the transfer of the permit to the merger firm, the agreement provides that WHO pays KIOA an additional \$75,000. Granted Sept. 3.

Waterloo, Iowa — Black Hawk Bcstg. Co. (KWWL), granted vhf Ch. 7 (174-180 mc); ERP 50.1 kw visual, 25.1 kw aural; antenna height above average terrain 550 ft., above ground 587 ft. Estimated construction cost \$259,384. first year operating cost \$214,718, revenue \$250,000. Post office address: Hotel Russell Lamson, Waterloo. Studio and transmitter location: Westfield Avenue, Waterloo. Geographic coordinates: 42° 30' 14" N. Lat., 92° 21' 51" W. Long. Transmitter GE, antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President Ralph J. McElroy (50%); Vice President Donald M. Graham (2%); Directors Robert Buckmaster (6%), Vivian Johnson (2%), Robert Dunkelberg (2%), and C. K. Cropper (3%), Treasurer E. Harslund (3%), and Secretary Glen B. Beers (1%). Grant was made possible by dismissal of competitive application of KXEL for \$50,000 to cover cost of court litigation. KWWL purchases KXEL-FM's tower for \$25,000; obtains three-year lease for \$25,000 in KXEL building for transmitter space and takes over KXEL's TV equipment on hand and contracted for at cost. Part of the agreement involves dismissal of anti-trust suit and counter suit between KWWL and KXEL [B-T, July 13, Aug. 31, Sept. 7]. Granted Sept. 3.

Providence, R. I.—Cherry & Webb Bcstg. Co. (WPRO), granted vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 510 ft., above ground 457 ft. Estimated construction cost \$1,012,991; first year operating cost \$530,000, revenue \$600,000. Post office address: 24 Mason Street, Providence 2, Rhode Island. Studio location: 24 Mason Street. Transmitter location: Neutaconkanut Hill near Highway 14, near Providence. Geographic coordinates 41° 48' 12" N. Lat., 71° 28' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer James C. McNary, Washington. Principals include President William S. Cherry Jr. (44.9%), Vice President Anna Cherry Gross (44.9%) and Treasurer Charles W. Knowles (10.2%). Grant was made possible by dismissal of competitive applications of Hope Bcstg. Co. and Greater Providence Bcstg. Co. Cherry & Webb plans new TV firm with options for 25% interest going to Hope and 20% going to Greater Providence. C. George Taylor and Robert T. Engles, former principals in Greater Providence, receive joint option to purchase 13% interest, 11% from Cherry & Webb and 2% from Hope. Granted Sept. 3.

APPLICATIONS

Springfield, Ill.—WMAV-TV Inc., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 716 ft., above ground 751 ft. Estimated construction cost \$384,282, first year operating cost \$510,424.52, revenue \$567,294.48. Post office address 504 E. Monroe St. Studio and transmitter location U. S. Rt. 66. Geographic coordinates 39° 45' 34" N. Lat., 89° 37' 04" W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President Gordon Sherman (0.25%), president and 36.1% stockholder WMAV Springfield; First Vice President Lee Ruwitch



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HOOPER RADIO AUDIENCE INDEX

City:	Memphis, Tenn.							
Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	22.1	17.5	16.9	15.3	13.6	9.2	7.0	3.4
(Note: WDIA's share Sat.: 26.7; Sun.: 21.2)								

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Reps: GILL-PERNA
N.Y., CHI., La. & S.F.

(28.5%), vice president WTVJ (TV) Miami, Fla., president of Reela Films, Miami, producer of TV films; Second Vice President Sy Binkin (0.25%), treasurer and 24% stockholder WMAV; Third Vice President Richard S. Cohen (18%), restaurant owner; Treasurer Melvin Feldman (0.25%), treasurer and 25% stockholder WMAV; Secretary Robert Weiner (0.25%), secretary and 19.45% stockholder WMAV; Lincoln Bcstg. Co. (WMAV) (50%). Filed Sept. 4.

APPLICATIONS AMENDED

Savannah, Ga.—WJIV-TV Inc. (WJIV) amends application for new TV station on vhf Ch. 3 to change ERP to 28.94 kw visual and 17.36 kw aural. Filed Sept. 1.

Baton Rouge, La.—Southern TV Co. of Baton Rouge amends application for new TV station on vhf Ch. 2 to change ERP to 54.5 kw visual and 27.3 kw aural; change transmitter and studio location 18th and Fuqua Sts., Baton Rouge; antenna height above terrain to 517.8 ft. Filed Sept. 4.

Grand Forks, N. D.—Grand Forks Bcstg. Co. amends application for vhf Ch. 10 to change ERP to 11.51 kw visual and 5.76 kw aural. Filed Sept. 1.

APPLICATIONS DISMISSED

Oxford, Ohio—President and Trustees of Miami Univ. granted dismissal of bid for new noncommercial TV station on vhf Ch. 14 at request of applicant. Dismissed Aug. 28.

Houston, Tex.—South Texas TV Co. granted dismissal of bid for new TV station on vhf Ch. 13 at request of attorney. Dismissed Aug. 28.

Existing TV Stations . . .

ACTIONS BY FCC

WMIN-TV St. Paul, Minn.—WMIN Bcstg. Co. granted STA to operate commercially on vhf Ch. 11 for the period ending March 2, 1954. Granted Aug. 28; announced Sept. 9.

WLER-TV Lebanon, Pa.—Lebanon TV Corp. granted modification of CP for vhf Ch. 15 to change transmitter and studio location to on South Mt., approx. 5.7 miles SSE of Lebanon; ERP to 129 kw visual and 69.2 kw aural. Granted Sept. 1; announced Sept. 9.

KTTV (TV) Los Angeles, Calif.—KTTV Inc. granted CP for vhf Ch. 11 to change ERP to 134.5 kw visual and 70 kw aural; antenna height above average terrain 2,939 ft. Granted Sept. 3; announced Sept. 9.

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WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. (WOKY) granted modification of CP for vhf Ch. 19 to change ERP to 18.2 kw visual and 9.77 kw aural; transmitter location to 5407 W. Martin Drive, Milwaukee; antenna height above average terrain 410 ft. Granted Sept. 4; announced Sept. 9.

WSM-TV Nashville, Tenn.—WSM Inc. granted CP to increase ERP to 100 kw visual and 50 kw aural; antenna height above average terrain 682 ft. Granted Sept. 4; announced Sept. 9.

CALL LETTERS ASSIGNED

KVIE (TV) San Jose, Calif.—John A. Vietor Jr., vhf Ch. 48.

WSTF (TV) Stamford, Conn.—Stamford-Norwalk TV Corp., vhf Ch. 27.

WCUI (TV) Champaign, Ill.—Champaign-Urbana TV Inc., vhf Ch. 21.

KCRI (TV) Cedar Rapids, Iowa—Cedar Rapids TV Co., vhf Ch. 9.

WVJS-TV Owensboro, Ky.—Owensboro On The Air Inc., vhf Ch. 14.

WGLM (TV) Lawrence, Mass.—General Bcstg. Co., vhf Ch. 72.

WTEV (TV) New Bedford, Mass.—E. Anthony & Sons, Inc., vhf Ch. 28. Changed from WNBH-TV.

KHOL-TV Kearney, Neb.—Bi-States Co., vhf Ch. 13. Changed from KHOL.

WMUR-TV Manchester, N. H.—The Radio Voice of N. H. Inc., vhf Ch. 9.

WCBF-TV Rochester, N. Y.—Star Bcstg. Co., vhf Ch. 15.

WMFD-TV Wilmington, N. C.—WMFD-TV Inc. (WMFD), vhf Ch. 6.

WSTV-TV Steubenville, Ohio — WSTV Inc. (WSTV), vhf Ch. 9.

WQCY (TV) Allentown, Pa.—Queen City TV Co., vhf Ch. 39.

KMSL (TV) Marshall, Tex.—Marshall TV Corp., vhf Ch. 16.

KPAR-TV Sweetwater, Tex.—Texas Telecasting Inc., vhf Ch. 12.

WBEE (TV) Beckley, W. Va.—Appalachian TV Corp., vhf Ch. 21.

WMIL-TV Milwaukee, Wis.—Cream City Bcstg. Co., vhf Ch. 31.

ACTIONS BY FCC

KOY-TV Phoenix, Ariz.—KOY Bcstg. Co. granted modification of CP for share time on vhf Ch. 10 to change ERP to 316 kw visual and 158 kw aural; studio location to 509-511 Adams St., Phoenix; transmitter location to Mt. Suappa, 7 miles S of Phoenix; antenna height above average terrain 1,642 ft. Granted Sept. 4; announced Sept. 9.

KOOL-TV Phoenix, Ariz.—Maricopa Bcstrs. Inc. granted modification of CP for share time on vhf Ch. 10 to change ERP to 316 kw visual and 158 kw aural; transmitter location to Mt. Suappa, 7 miles S of Phoenix; studio location to 509-511 Adams St., Phoenix; antenna height above average terrain 1,642 ft. Granted Sept. 4; announced Sept. 9.

APPLICATIONS

KLZ-TV Denver, Colo.—Aladdin Radio & TV Inc. seeks modification of CP for vhf Ch. 7 to change ERP to 270 kw visual and 134 kw aural; antenna height above average terrain 1,013 ft. Filed Sept. 4.

WREX-TV Rockford, Ill.—Greater Rockford TV Inc. seeks modification of CP for vhf Ch. 13 to change ERP to 45.6 kw visual and 22.8 kw aural; antenna height above average terrain 707 ft. Filed Sept. 4.

WRAY-TV Princeton, Ind.—Southern Indiana Telecasting Inc. seeks modification of CP for vhf Ch. 52 to change ERP to 379.3 kw visual and 204.6 kw; antenna height above average terrain 473 ft. Filed Sept. 1.

KTUH (TV) Hutchinson, Kan.—Hutchinson TV Inc. seeks modification of CP for vhf Ch. 12 to change ERP to 240 kw visual and 120 kw aural; antenna height above terrain 803 ft. Filed Sept. 1.

WWOR-TV Worcester, Mass.—Salisbury Bcstg. Corp. seeks modification of CP for vhf Ch. 14 to change ERP to 14.55 kw visual and 7.85 kw aural; studio location to Asnebumskit Hill, Paxton, Mass.; antenna height above average terrain 812 ft. Filed Sept. 4.

WWTV (TV) Cadillac, Mich.—Sparton Bcstg. Co. granted modification of CP for vhf Ch. 13 to change studio location to RFD #1, Tustin, Mich. Granted Sept. 3; announced Sept. 9.

KOOK-TV Billings, Mont.—Montana Network seeks modification of CP for vhf Ch. 2 to change ERP to 10.5 kw visual and 10.1 kw aural; antenna height above average terrain 546 ft. Filed Sept. 1.

WAYS-TV Charlotte, N. C.—Inter-City Advertising Co. of Charlotte seeks modification of CP for vhf Ch. 36 to change ERP to 133 kw visual and 71.5 kw aural; change transmitter location to Oakdale Rd., NW of Charlotte; antenna height above average terrain 564 ft. Filed Sept. 1.

WCOS-TV Columbia, S. C.—Radio Columbia seeks modification of CP for vhf Ch. 25 to change ERP to 83.2 kw visual and 44.8 kw aural; antenna height above average terrain 649 ft. Filed Sept. 4.

New AM Stations . . .

ACTIONS BY FCC

Waverly, Ohio—Alice Hively, Donald Kinker and Warren Cooper d/b as Hi Kinco Bcstrs.

granted 1380 kc, 1 kw daytime directional. Estimated construction cost \$20,000, first year operating cost \$30,000, revenue \$36,000. Mrs. Hively holds notes of \$10,000 each for 1/2 interest of other parties. Post office address 127 Grosvenor St., Athens, Ohio. Granted Sept. 3.

Thayer, Mo.—Roy Neathery (KWPM West Plains, Mo.) granted 1290 kc, 1 kw daytime. Post office address % KWPM West Plains, Mo. Granted Sept. 3.

Commerce, Tex.—Memorial Bcstg. Co. granted 1450 kc, 250 w unlimited. Estimated construction cost \$14,400, first year operating cost \$24,000, revenue \$34,000. Memorial is solely owned by W. W. Mangum, Melissa, Tex., brick mason. Granted Sept. 3.

APPLICATIONS

Phoenix, Ariz.—James T. Ownby, 1400 kc, 250 w unlimited. Estimated construction cost \$9,350, first year operating cost \$54,000, revenue \$60,000. Mr. Ownby owns 16 2/3% WOTA-AM-FM Andalusia, Ala.; 16 2/3% WVIM Vicksburg, Miss.; 16 2/3% WJXN Jackson, Miss.; 40% WDOB Canton, Miss., and 30% of Ole Miss Bcstg. Co., applicant for new AM station in Oxford, Miss. Post office address P. O. Box 251, Jackson, Miss. Filed Aug. 13.

Crestview, Fla.—C. S. Henderson and James T. Whitaker d/b as Crestview Bcstg. Co., 1490 kc, 250 w unlimited. Estimated construction cost \$9,020, first year operating cost \$24,000, revenue \$30,000. Principals in partnership are C. S. Henderson (75%), 75% owner Radio Electric Co., Crestview, radio and TV installations and repairs, and James T. Whitaker (25%), electronics technician and 25% owner of Radio Electric Co. Post office address 501 S. Main St., Crestview. Filed Aug. 14.

Tallulah, La.—Evalena N. Woodell and Robert B. Lewis d/b as Tallulah Radio Bcstrs., 990 kc, 250 w daytime. Estimated construction cost \$15,450, first year operating cost \$37,250, revenue \$50,000. Principals in partnership are Evalena N. Woodell (83 1/3%), stockholder in KBWL Blackwell, Okla., and Robert B. Lewis (16 2/3%), commercial manager KBWL. Post office address Box 70, Blackwell, Okla. Filed Aug. 13.

Booneville, N. Y.—Black River Radio Inc., 1050 kc, 1 kw daytime. Estimated construction cost \$15,400, first year operating cost \$39,000, revenue \$46,800. Principals include Livingston Lansing (99%), broker, Treasurer Harry Blagbrough (0.5%), artists supplies, and Secretary Edith B. Lansing (0.5%). Post office address % Livingston Lansing, Booneville. Filed Aug. 25.

Statesville, N. C.—Harry A. Epperson Jr., 1580 kc, 1 kw daytime. Estimated construction cost \$14,430, first year operating cost \$46,000, revenue \$56,500. Mr. Epperson is engineer at WPAQ Mt. Airy, N. C. Post office address Avarat, Va. Filed Aug. 26.

APPLICATIONS AMENDED

Lafayette, Ga.—J. A. Gallimore and Virginia F. Gallimore d/b as Radio Dixie amends application for new AM station on 1540 kc, 10 kw daytime to specify 1590 kc and 5 kw. Filed Sept. 4.

Parkersburg, W. Va.—Clarence E. Franklin amends application for new AM station on 1400 kc, 100 w unlimited to specify 1050 kc, 250 w daytime. Filed Sept. 4.

Existing AM Stations . . .

ACTION BY FCC

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. granted CP to change from 1290 kc, 500 w daytime to 1300 kc, 1 kw daytime. Granted Sept. 3.

KPAS Banning, Calif.—Pass Bcstg. Co. granted request for extension of authority to remain silent for period of 60 days from Aug. 28. Granted Sept. 3; announced Sept. 9.

KOKO Warrensburg, Mo.—Clinton Bcstg. Co. granted modification of CP to change transmitter location to 0.29 mile N of junction of Hwys. 13 and 50 and studio location to 221 N. Holden St., Warrensburg. Granted Aug. 31; announced Sept. 9.

WHED Washington, N. C.—Beaufort Bcstg. Co. granted extension of authority to remain silent for period of 90 days from Oct. 5. Granted Sept. 3; announced Sept. 9.

KVAS Astoria, Ore.—KVAS Inc. granted request for authority to remain silent for a period of 90 days in order to permit financial reorganization. Granted Aug. 31; announced Sept. 9.

WTKM Hartford, Wis.—The Kettle-Moraine Bcstg. Co. granted extension of authority to remain silent an additional 90 days from Sept. 3. Granted Sept. 3; announced Sept. 9.

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One station in Each city being approached.
Inquiries are really not necessary.
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CALL LETTERS ASSIGNED

WCLB Camilla, Ga.—Capel Bcstg. Co., 1540 kc,
250 w daytime.
KUAM Agana, Guam—Radio Guam, 610 kc, 1
kw unlimited.
WHCO Sparta, Ill.—Hirsch Communication En-
gineering Corp., 1230 kc, 250 w unlimited.
WGAW Gardner, Mass.—Gardner Bcstg. Co.,
1490 kc, 250 w unlimited. Changed from WHOB.
WOHO Toledo, Ohio—The Midwestern Bcstg.
Co., 1470 kc, 1 kw unlimited, directional.
KADO Anadarko, Okla.—Caddo Bcstg. Co., 1250
kc, 500 w daytime.
KCOV Corvallis, Ore.—Mid-Land Bcstg. Co.,
1050 kc, 1 kw daytime.
WMTS Murfreesboro, Tenn. — Murfreesboro
Bcstg. Co., 860 kc, 250 w daytime.

KVLB Cleveland, Tex.—Cleveland Bcstg. Co.,
1410 kc, 50 w unlimited, directional.
KCCT Corpus Christi, Tex.—International Ra-
dio Co., 1150 kc, 1 kw daytime, directional.
KEDM Edmonds, Wash.—King's Inc., 630 kc, 1
kw daytime.

APPLICATIONS

KVRW Victorville, Calif.—Apple Valley Bcstg.
Co. seeks modification of CP to change trans-
mitter location to 400 ft. N.W. of Rincon Rd. and
Seneca Rd.; change studio location to Apple Val-
ley Inn, Hwy. 18 and Standing Rock Ave., Apple
Valley, Calif. Filed Sept. 1.
KSYL Alexandria, La.—KSYL Inc. seeks mod-
ification of license to change studio location from
1710 Jackson St., Alexandria, to one block out-
side city limits on Hwy. 71, near Bolton Ave.,
Alexandria. Filed Sept. 4.



CLASSIFIED ADVERTISEMENTS

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Help Wanted

Managerial

Commercial manager, 250 watt Mutual affiliate in small, good market. Send full details to Box 727X, B.T.

Station manager wanted, strong on sales. 250 watt Mutual affiliate in good Kentucky market. Send full details to Box 728X, B.T.

General manager wanted. Unusual opportunity for sales manager with record in metropolitan market. Box 779X, B.T.

General manager wanted. Must have had previous experience as general manager in small community. Outstanding opportunity to change to metropolitan area. Box 780X, B.T.

Client station has opening for assistant manager-commercial manager of regional station. Good small market. Must be experienced in small markets. Excellent opportunity for right party. Write or wire Bob Baird, John E. Pearson Company, 825 Fidelity Union Life Building, Dallas, Texas.

Salesmen

Salesman wanted. Immediate availability for an aggressive man looking for a good future in radio and television. One AM station and TV station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 752X, B.T.

Salesman needed. Proven sales experience. Advise background, salary requirement. Guarantee against 15%. Box 759X, B.T.

Hawaii! Excellent opportunity radio and television sales for competent, experienced man. Excellent earning opportunities. Write full details first letter. Box 822X, B.T.

Experienced radio-minded local salesman. CBS outlet in excellent market. Must be dependable, sober. Liberal drawing account on 15 per cent commission. Excellent opportunity in good promotion-minded organization. Send complete information, first letter. Box 825X, B.T.

KABQ, Albuquerque offers a good salesman a real opportunity to build and grow with a popular and progressive station. Liberal guarantee and commission for an experienced salesman with a good record. Albuquerque—a city of gracious living—ranks high in the nation's business indexes. Ideal year-round climate highly recommended for those with respiratory ailments. Family man preferred. Experienced salesman airmail complete details, background, references and photo to Bert Arnold, KABQ, Albuquerque, New Mexico.

Immediate opening, salesman. Guarantee \$100. weekly against 15 per cent commission. Car necessary. Send photo, references. KCHJ, P. O. Box 262, Delano, Calif.

KOCA, Kilgore, Texas, fulltime independent, has immediate employment for salesman with announcing ability and sports knowledge. \$65.00 salary plus 15% commission.

Young man. Here's an opportunity to join a leading independent in the rich eastern Pennsylvania market. Sales experience not necessary if you really want to get into this end of the business. Must have some radio background. Guarantee plus car allowance. Our staff knows of this ad. Write Manager, WCOJ, Coatesville, Pa.

Announcers

Florida—\$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B.T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000 watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B.T.

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B.T.

Help Wanted—(Cont'd)

Straight staff announcer. If you want a good job with a good station in a good single-station market, you'll want to investigate this one. Operate control. No transmitter duties. 40 hour week. Pay average or better for size of market and station. Old, established 250 watt network affiliate midwest. No coast applicants. No beginners. Send resume, no tape. Box 733X, B.T.

\$85.00 start for announcer-disc jockey in mid-south market. Definite TV future. Enclose full particulars with audition. Box 784X, B.T.

Experienced versatile announcer for general staff work in central Pennsylvania fulltimer. Good working conditions and salary. Send tape or disc, resume, photo and phone number to Box 797X, B.T.

Announcer-engineer. 1st ticket. Station 100 miles from New York. Box 810X, B.T.

Experienced announcer, salary open. Long established ABC affiliate. Rush tape and background to A. Van Alstyne, Manager, KATE, Albert Lea, Minn.

Dependable staff announcer. Send resume. KFRO, Longview, Texas.

Announcer-sports man. Immediate opening. Contact KHMO, Hannibal, Missouri.

Combination man with car. 5000 watt regional station. \$75 a week. KJAY, Topeka, Kansas.

Immediate opening for top level announcer capable of all phases announcing at midwest 1000 watt daytime station. Write, wire or phone for interview Stan Whitman, Manager, KNUJ, New Ulm, Minn.

Experienced announcer with mature selling type voice for 50,000 watt NBC station. 40 hour 5 day week at basic salary. If competent, opportunity for additional talent fees on affiliated TV station. Excellent living conditions. Rush tape, photo, details to KOB, Albuquerque, New Mexico.

Experienced announcer-copywriter. KTNM, Tucumcari, New Mexico. Start \$70. week.

Announcer, salary commensurate with experience. All replies considered. KVRH, Salida, Colorado.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Announcer with some experience and good voice. Contact Manager, WCOJ, Coatesville, Pennsylvania, between 9 and 5.

Suburban New York City station wants announcer with proven record personality show in major market. Send tape, resume, salary requirements, photo to Program Director, WGSM, Huntington, New York.

Immediate opening. Announcer with experience. Permanent position. State background, salary requirements, first letter. WMLT, Dublin, Georgia.

Announcer wanted for morning trick. Rush full information to Al Kahn, Program Director, WPKE, Pikeville, Kentucky.

Experienced announcer, with or without first class ticket, wanted by outstanding small market, NBC fulltime affiliate in western North Carolina. Top pay, ideal working conditions. WPNF, Brevard, North Carolina.

New TV Station allows us to staff 3 announcer-control room operators on dominant CBS Regional Radio. Send full information and audition immediately to Ralph Lewis, Production Manager, WTAD, Quincy, Ill.

Help Wanted—(Cont'd)

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B.T.

Combo engineer-announcer 250 watt network north Georgia. Box 781X, B.T.

Chief engineer. Must have best technical and personal references. Commensurate salary. Write Box 789X, B.T.

Technical director, for construction and operation of combined AM and TV (VHF) operation in middle west. Complete administrative charge of all engineering matters and personnel. Position with established AM station and pays well. Applicant must be qualified, experienced engineer with proven executive ability. Personal interview given qualified applicants. Send resume to Box 793X, B.T.

New VHF CP in rich midwest market needs technical director capable of full administrative and technical supervision of both AM and TV engineering; qualified man as AM and TV sub-chiefs. Present AM operation 5 kw directional, proposed TV 316 kw ERP. Box 828X, B.T.

1000 watt midwest daytimer has immediate opening for engineer with first phone ticket; no announcing. Write, wire or phone Stan Whitman, General Manager, KNUJ, New Ulm, Minn.

Chief engineer one thousand watt directional AM and FM also transmitter engineer with first ticket. Telephone Herb Nelson, KOKC, Keokuk, Iowa.

Wanted immediately two combination men. Wire or call Ed Bishop, KXIT, Dalhart, Texas.

Immediate opening for first class operator. No announcing. Experienced man preferred. \$65 for 40 hours. WJPF, Herrin, Illinois.

First class licensed engineer and announcer at once. We pay \$82.50 for 50 hours. WKNK, 5000 watt fulltime, Muskegon, Michigan.

First class transmitter engineer. AM and FM \$67.50 for 45 hour week. Hours arranged for greatest convenience. Station WKRT, Cortland, New York.

Engineering position open at WLEC, Sandusky, Ohio. Vacationland station offers fine career to some interested person. Modern air-conditioned studios. Ideal working conditions with hospital plan and vacation with pay. Please contact Chief Engineer, WLEC, Sandusky, Ohio.

Engineering supervisor for Honolulu TV station. Give experience and salary expected. Care of Chief Engineer, WMT, Cedar Rapids, Iowa.

Production-Programming, Others

Program and production assistant for southeastern 50 kw. Starting at \$65 weekly with opportunity. Send qualifications, references, photo and date available in first letter. Box 653X, B.T.

Newsman. 250 watt N. Y. indie emphasizing local news wants experienced or college trained man. Position requires some announcing. Give experience, education, references. Box 782X, B.T.

Wonderful earning opportunities for morning deejay. Smooth style preferred, but welcome any auditions. Send full details, experience, qualifications with audition to Box 823X, B.T.

Copywriter, experience not essential. WVOB, Liberty, N. Y.

Television

Managerial

Studio manager, rolled-shirt sleeves type, capable of producing, directing, coordinating operations. Target date October 1. State experience, references, financial requirements. WOKY-TV, 704 W. Wisconsin Ave., Milwaukee, Wis.

Salesmen

TV salesman. Must be experienced in TV sales and know small markets. Excellent opportunity for right man to head commercial department. Send complete details to Troy McDaniel, KGBS-TV, Harlingen, Texas.

Help Wanted—(Cont'd)

Announcers

Gals! Gals! Gals! Several needed with good voices, personalities, figures and looks for air work in one of Florida's fastest growing and most enjoyable cities. TV affiliation. Send audition, full particulars and photo first letter. Box 824X, B.T.

Experienced announcer. 40 hour week, eight hours overtime. Contact Hal Kennedy, Program Director, KCJB-TV, Minot, North Dakota.

Technical

Wanted one chief engineer and several engineers with first class license for television station in southern city of 50,000. Station affiliated with four networks. Address all replies to Box 790X, B.T.

Need experienced first phone men for new Texas VHF. Include experience, Salary requirements first letter. Box 796X, B.T.

A chance to move ahead in television. New VHF operation in one of midwest's richest areas needs cameramen, directors, announcers, film men, with experience. Unlimited opportunity. Box 829X, B.T.

Situations Wanted

Managerial

Experienced combo man. Good Announcer and salesman. Desires job as general manager. Family man. Box 799X, B.T.

General manager. Twenty years experience. Initiative ability, excellent references. Interested in radio or TV. Box 804X, B.T.

General and/or commercial manager. 17 years radio executive experience. Thoroughly familiar all phases. Strong sales background. Welcome investigation. Radio or TV. Box 807X, B.T.

Manager, small medium market. Built present successful station. 35, married, veteran, active civic affairs, top references. Thoroughly experienced all phases. Seeking more challenge with permanency. Presently midwest. Box 814X, B.T.

Salesmen

Manager-sales manager. Long experienced radio, success record. Mature, good sales, fine appearance, character. Prefer medium to small market. Box 750X, B.T.

Announcers

No salary necessary—talent fee only. Expert quiz master, emcee, disc jockey on radio and television. Box 705X, B.T.

Competent, versatile announcer. Married, excellent references. Any station California. Box 724X, B.T.

Three years experience. Relaxed DJ, news. Employed large market midsouth ABC affiliate. College graduate, 25, veteran. Prefer northeast city over 100,000. Box 787X, B.T.

Recent radio school graduate, veteran, college degrees. Melifluous voice, starting in the Autumn. Box 792X, B.T.

Veteran announcer, DJ, program director, assistant manager. Abilities almost unlimited, capable with ambition. Desire security with opportunity. Midwest or west. 31 years old, single, ex-musician. Good recommendations. Presently employed, desire change for many reasons. Brochure on request. Box 801X, B.T.

Announcer, pitchman, creative, dynamic personality. Air salesman extraordinary. Tops on commercials, ad-lib, DJ, variety. Opportunity paramount. Salary secondary. Great potential. Box 802X, B.T.

Announcer, beginner with promise. Light experience. Draft exempt. College graduate. Willing to start at bottom. Conscientious, ambitious, versatile, news, sports, DJ. Box 803X, B.T.

Excellent announcer, versatile, 3 years in metro and non-metro stations. Sober family man. Strong on news. Minimum \$80.00. Box 805X, B.T.

DJ, authoritative news and selling commercials. One and a half years of experience. Deep, friendly voice. Operates board. Presently employed. Available immediately. Resume, tape, references. Box 812X, B.T.

Announcer-engineer. First phone license. 2½ years experience. News and commercials. Last 21 months ABC net station. Desires combo job with newscast. Disc and photo. Full details please. Box 818X, B.T.

Situations Wanted—(Cont'd)

14 years experience, all phases, announcer, MC, DJ, highly versatile, reliable, sober, authoritative news, prefer southwest. Box 820X, B.T.

Top calibre announcer desires permanent position where ability counts. Eight years solid radio announcing experience, three years television experience on camera. Box 826X, B.T.

Excellent announcer, family, wants permanent Illinois-Indiana location. 6 years radio. Interested TV. Box 831X, B.T.

2½ years experience. Good voice and excellent background desires position within five hundred miles of New York. Experience in both independent and network stations. Box 832X, B.T.

Announcer, vet, age 24, short on experience, but has had good professional training including sustaining shows. Good voice, excellent references. Experienced at editing news, knows music. Available any two days a week as relief man. Will guarantee to work at least one year without pay for any station willing to give me chance. Station must be within 250 miles radius of New York City. In person audition, upon request. Contact Larry Black, Editorial Research Library, New York Herald Tribune, New York City, New York.

All-round staff duties, strong on sports, play-by-play, personable DJ, control board, veteran, tape. Lenny Cane, 1444 43rd St., Brooklyn, New York. Gedney 6-0850.

Announcer, commercials, news, DJ, sports, board, write continuity, limited experience. Veteran. Tape. Ronald Hart, 82-29 Kent Street, Jamaica, New York.

Announcer, single, draft exempt. For staff connection, limited experience, news, commercials, DJ. Handle control board play-by-play sports. Reliable 3rd class ticket. Resume, tape, references. Hal Greene, 709 Fairmont Place, Bronx 57, New York.

Announcer, young, versatile, limited experience, high potential, permanent station staff. News commercials, sports, DJ. Control board. Draft exempt. 3rd ticket. Travel, tape resume. Roy A. Williams, 15 Hackensack Ave., Ridgefield Park, New Jersey.

Technical

Engineer. Technical school graduate six years experience in transmitter, studio, recording and remotes operation and maintenance also complete station construction. Presently employed chief engineer. South Central U. S. section preferred. Box 775X, B.T.

First phone. One year AM experience. Desire technical with TV opportunity. Available immediately. Box 800X, B.T.

First class engineer, 8 years experience wants better position. Can announce and interested in South America. Box 813X, B.T.

Engineer, first phone. RCA graduate. Electronic experience. Seeking permanent position. Box 827X, B.T.

1st phone, 1st telegraph, amateur, some experience. Technical sales background. 31. Personable, single, distinctive voice. Desire to break into broadcasting. Will start low. Ferd Hartmann, 844 Devon St., Arlington, N. J.

Production-Programming, Others

Newsman; 3 years experience; BJ degree. Polio victim in 1930. Car, braces, crutches, Box 631X, B.T.

Looking for woman experienced in continuity, programming, production, administration? Proven success in air work, writing copy that sells, working under pressure, assuming responsibility. Northern location preferred. Box 675X, B.T.

Situations Wanted—(Cont'd)

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sports editor and program director. Available now. Box 714X, B.T.

Desire to move to larger station. Five years solid radio experience. College graduate. Currently working program director, chief announcer net affiliate. Good references. Box 777X, B.T.

Newsman. Three years writing and airing popular noontime commentary over eastern NBC affiliate. Newswriting and production for radio and television. Present position entails only part-time work in this capacity. Looking for full-time work radio and/or television news. Box 785X, B.T.

Attention new TV station owner. Helped put new station on air as continuity-traffic chief. Six years combined radio, television experience in continuity, traffic, production. Available in three or four weeks. Resume on request. Box 791X, B.T.

Experienced newsman. Seven years radio and TV. Available February, earlier if necessary, 25, family, AB in Journalism, history. Tape, photo, resume. Box 806X, B.T.

Can you use me? I've had network and local radio, TV, film production experience. Will relocate anywhere. Box 815X, B.T.

News director-program director. Solid radio-TV-newspaper background. Authoritative voice. Have traveled major world news centers. Top network references. Family health requires dry climate. Prefer Arizona, New Mexico, Colorado. Box 821X, B.T.

Experienced newsman, program director, seeks position. Small progressive station. Box 830X, B.T.

Television

Television executive. Nine years experience with major television company. Broadcasting, research, equipment sales. Seeking management or sales position with TV network or equipment manufacturer. Box 776X, B.T.

TV announcer-cameraman, booth announcer, KUHT, world's 1st educational TV station. Cameraman, WOR-TV, N. Y. C. chief cameraman, KVHT. College, S.R.T. graduate. Single, veteran, age 26, travel anywhere. \$85.00 minimum. Write Bob Werbel, 4117 Anita, Houston, Texas.

Technical

Experienced newsman, program director, seeks Ohio, Indiana, Michigan. 1st phone, Xmnt. camera, switcher, remotes, recordings. Microwave relays. Presently employed not a floater. Box 798X, B.T.

Studio technician thoroughly trained at camera, audio, video, and remotes. Draft exempted. Will relocate. Resume on request. Box 816X, B.T.

Production-Programming, Others

Producer-director. Looking for TV station seeking imaginative young man. Have written, directed, produced, also expert photographer. Video films available, view my ability. Presently employed NYC station. Prefer midwest. Box 817X, B.T.

Profitable TV operation requires successful film management. For experienced guidance of your program, film and operations departments, write H. Wegbreit, 71 St. Marks Place, New York 3, New York.

(Continued on next page)

MR. AND MRS. TEAM AVAILABLE OCTOBER PACKING PUNCH AND SALES RESULTS

This successful Mr. and Mrs. team not only can sell their accounts off the air but will also produce a topnotch daily program for radio or TV. Personality plus sales ability adds up to profits for the station owner. Major metropolitan market only.

Box 795X, B.T

New FM Stations . . .

ACTIONS BY FCC

Spokane, Wash. — Louis Wasmer (KREM) granted CP for new Class B FM station on Channel 225 (92.9 mc); ERP 6 kw; antenna height above average terrain 720 ft. Granted Sept. 3.

Existing FM Stations . . .

ACTIONS BY FCC

WMAS-FM Springfield, Mass. — WMAS Inc. granted CP to change ERP from 3.2 kw to 1.35 kw; antenna height above average terrain from 975 ft. to 175 ft. Granted Sept. 3.

WIMA-FM Lima, Ohio — Northwestern Ohio Bcstg. Co. granted CP to change ERP from 15 kw to 9.5 kw; antenna height above average terrain from 250 ft. to 190 ft. Granted Sept. 3.

WSTV-FM Steubenville, Ohio — WSTV Inc. granted CP to change ERP from 2 kw to 3.1 kw; antenna height above average terrain from 440 ft. to 880 ft. Granted Sept. 3.

WFIL-FM Philadelphia, Pa. — Triangle Publications Inc. granted modification of CP to change antenna height above average terrain from 590 ft. to 270 ft. Granted Sept. 3.

Ownership Changes . . .

ACTIONS BY FCC

WDBO-AM-FM Orlando, Fla. — Orlando Bcstg. Co. Dr. Meredith Mallory and Addison L. Williams, executors of the estate of George C. Johnston, granted voluntary transfer of control through sale of 390 shares of stock for \$35,575.20. Principals include President Harold P. Danforth (18.4%), formerly 8%; Vice President James E. Yarbrough (18.4%), formerly 8%; William C. McBride (13.7%), formerly 3.3%; Henry S. Jacobs (11.7%), formerly 1.3%; and John M. Pedrick (13%), formerly 2.6%. Granted Sept. 3.

WION Ionia, Mich. — Kenneth Neubrecht and Monroe MacPherson d/b as Ionia Bcstg. Co. granted assignment of license to MacPherson through sale of 50% interest by Neubrecht for \$1,500. MacPherson will now own 100%. Granted Sept. 3.

WMIT (FM) Clingman's Peak, N. C. — Mt. Mitchell Bcstrs. Inc. granted consent to W. Olin Nisbet Jr. to relinquish positive control through issuance of new stock to other stockholders. Granted Sept. 3.

APPLICATIONS

KULA Honolulu, Hawaii — Pacific Frontier Bcstg. Co. seeks voluntary relinquishment of control by WMT-AM-TV Cedar Rapids, Iowa, through sale of 15.56% interest for \$45,000. WMT retains 41.11% interest. Principals are William B. Quanton (5.0%), vice president of WMT; E. P. Franklin (7.5%), 10% stockholder KJBS San Francisco, and Stanley G. Breyer (2.5%), commercial manager KJBS. KJBS has 33.33% interest in KULA. Filed Aug. 17.

KNEM Nevada, Mo. — Cecil W. Roberts seeks voluntary assignment of license to John Blake, E. William George and Galen O. Gilbert d/b as Radio KNEM for \$30,000. Principals in partnership are John Blake (52%), 1/2 owner County Progress Magazine, Brownwood, Tex.; Galen O. Gilbert (28%), 3/4 owner KSTV Stephenville, Tex., and E. William George (20%), commercial manager KUOA Siloam Springs, Ark. Filed Aug. 14.

KHOL (TV) Kearney, Neb. — Bi-States Co., a partnership, seeks voluntary assignment of CP to corporation of same name. No change in ownership. Filed Aug. 21.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
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HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

KOAT-TV Albuquerque, N. M. — Alvarado Bcstg. Co. (KOAT) seeks voluntary assignment of CP to Alvarado TV Co. for \$20,000. Principals are Albuquerque Exhibitors Inc. (33%), motion picture exhibitor; Pearce C. Rodey (3%), Albuquerque attorney, and J. B. Stephenson (2%), Albuquerque accountant. KOAT retains 60% interest. Filed Aug. 21.

WCKG (TV) New Orleans, La. — CKG TV Co. seeks voluntary transfer of control of permittee corporation from R. Zehner et al to Lester Kamin, Billy B. Goldberg and Pat Coon through cancellation of prior agreement to purchase two-thirds interest. Principals, stockholders of WWMRY New Orleans and KCIJ Shreveport, La. Filed Aug. 19.

WCUE Akron, Ohio — Akron Bcstg. Corp. granted voluntary acquisition of control by Edwin Elliot through sale of 50% interest by Herberlich-Hall-Harter Co. to Elliot for \$31,800. Elliot, Philadelphia manufacturer's representative, will now own 60% of licensee. Granted Sept. 3.

KGWA Enid, Okla. — Public Bcstg. Service Inc. seeks voluntary transfer of control to George B. Failing Supply Co. through sale by G. W. Athey and George Hutchinson of 150 shares each for \$70,000 and cancellation of loans totaling \$20,000. Mr. Failing will now own 100% interest. Filed Aug. 21.

Hearing Cases . . .

INITIAL DECISION

Erie, Pa. — New TV, uhf Ch. 35. Hearing examiner Annie Neal Hunting issued initial decision looking toward grant of application of Great Lakes TV Co. for new TV station on uhf Ch. 35. Action Sept. 8.

FINAL DECISION

Farrell, Pa. — New AM, 1470 kc. FCC announced its decision and order granting application of Sanford A. Schaftz for CP for new AM station on 1470 kc, 500 w daytime, and denied application of Greater New Castle Bcstg. Corp. for CP for new AM station on 1460 kc, 1 kw daytime in New Castle, Pa. Action Sept. 4.

OTHER ACTION

TV Allocation — FCC finalized rule-making and amended table of TV Channel assignments by adding Ch. 12 to Ardmore, Okla., adding Ch. 10 to Ada, Okla., substituting vhf Ch. 11 for vhf Ch. 10 at Fort Worth, Tex., substituting vhf Ch. 10 for vhf Ch. 11 at Waco, Tex., and substituting uhf Ch. 26 at Elk City, Okla., effective immediately. Changes are results of proposals by John F. Easley, Ardmore, and Eastern TV Corp., Ada. Action Sept. 3.

Routine Roundup . . .

September 2 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Benito Gaguine

Radio Wisconsin Inc.; Badger Television Co., Madison, Wis. — Ordered that hearing conference in this proceeding (Docket 8959; BPCT-410) (Docket 10641; BPCT-1472) designated for Sept. 11, be advanced to Oct. 2, 1953 (Action 8/28).

WALT Tampa, Fla., Tampa Bcstg. Co. — Ordered that proceeding re application to change frequency, power, hours of operation, etc. (Docket 9341; BP-6537) will reconvene Sept. 25, at Washington, D. C. (Action 8/27).

By Hearing Examiner William G. Butts

Azalea Bcstg. Co., Mobile, Ala. — On examiner's own motion, scheduled hearing in this proceeding (Docket 9964; BP-7830) for Oct. 12, 1953, in Washington, D. C. (Action 8/31).

Chief, Broadcast Bureau — Granted petition for extension of time from Sept. 8 to and including Sept. 14, 1953, for filing of proposed findings of fact and conclusions re application of Orange Belt Telecasters, San Bernardino, Calif. (Docket 10579; BPCT-1252) (Action 8/27).

Orange Belt Telecasters, San Bernardino, Calif. — Granted motion for record to be reopened in proceeding re TV application (Docket 10579; BPCT-1252) for sole purpose of receiving certain documents in evidence and record closed (Action 8/27).

By Hearing Examiner Elizabeth C. Smith

Westinghouse Radio Stations Inc.; Portland Television Inc.; North Pacific Television Inc.; Cascade Television Co., Portland, Ore. — Upon agreement of parties, ordered that record in proceeding re applications for CP's for new TV stations on Ch. 8 and transcript of oral argument held on July 7, 1953, in connection with this proceeding be corrected in various respects (Docket 9138; BPCT-494).

By Hearing Examiner Annie Neal Hunting
Great Lakes Television Co., Erie, Pa. — Granted petitions of Aug. 27 for leave to amend its TV application (1) to change cost of construction, credit, deferred payments, etc., and (2) to show execution of new agreement relating to future ownership of stock (Docket 10612; BPCT-1286).

By Hearing Examiner H. Gifford Irion

Gulf Coast Bcstg. Co.; Baptist General Convention of Texas, Corpus Christi, Tex. — In statement and order recited action and rulings taken at hearing conferences on Aug. 3, which will control subsequent course of hearing in this proceeding (Docket 10559; BPCT-723) (Docket 10560; BPCT-906) (Action 8/28).

Superior Television Inc.; KEYS-TV Inc.; K-SIX Television Inc., Corpus Christi, Tex. — On examiner's own motion and upon agreement of parties, continued from Aug. 27 to Sept. 9, 1953, further hearing conferences (Docket 10556; BPCT-1031 et al) (Action 8/26).

By Hearing Examiner Basil P. Cooper

Booth Radio & Television Stations Inc., Saginaw, Mich. — Granted petition for leave to amend its TV application re method of financing proposed (Docket 10635; BPCT-1229).

By Hearing Examiner James D. Cunningham

Colonial Television Inc., Montpelier, Vt. — By memorandum opinion and order denied petition for continuance of hearing in proceeding re application for TV CP on Ch. 3, from Sept. 11 to Oct. 26, 1953; on Commissioner's own motion, hearing was continued to Sept. 15, 1953 (Docket 10643; BPCT-1557).

By Hearing Examiner H. Gifford Irion

Baptist General Convention of Texas, Corpus Christi, Tex. — Granted petition for leave to amend its TV application to correct certain errors in program data and to add the names of members of its Radio Committee and report changes in applicant's officers (Docket 10560; BPCT-906).

Gulf Coast Bcstg. Co., Corpus Christi, Tex. — Granted petition for leave to amend its application with respect to its financial showing, its program structure and its technical equipment (Docket 10559; BPCT-723).

WKRQ-TV Inc., Mobile, Ala.; The Mobile Television Corp., Mobile, Ala. — Upon agreement by parties to this proceeding, advanced date of further hearing from Sept. 11 to Sept. 8, 1953 (Docket 10457; BPCT-690) (Docket 10458; BPCT-990).

By Hearing Examiner Herbert Sharfman

Delaware Bcstg. Co., Wilmington, Del. — Granted petition for leave to amend its TV application by submission of certificate of amendment of its certificate of incorporation (Docket 10633; BPCT-1712).

Ridson Inc., Superior, Wis. — Granted motion for leave to amend its TV application by bringing it up to date (Docket 10291; BPCT-728).

By Hearing Examiner Elizabeth C. Smith

WIRL Television Co., Peoria, Ill. — Granted petition for leave to amend its TV application by addition of supplement to Exhibit 4A-1 thereof with regard to financing plans and addition of words "Executive Vice President" after name of Paul C. Brines (Docket 10542; BPCT-702).

September 2 Applications

ACCEPTED FOR FILING

Modification of CP

KECC Pittsburg, Calif., KECC Inc. — Mod. CP (BP-8599) as mod. and reinstated, which authorized changes in nighttime maximum expected operating values, for extension of completion date to 2/1/54 (BMP-6302).

KIKI Honolulu, KIKI Ltd. — Mod. CP (BP-8165) as mod., which authorized change in frequency, increase in power and installation of new trans., for extension of completion date to 3/1/54 (BMP-6301).

September 3 Decisions

BY COMMISSION EN BANC

Modification of CP

KVPI Ville Platte, La., Ville Platte Bcstg. Co. — Granted mod. CP specifying trans. site and ant. system (BMP-6250).

McFarland Letter

Ole Miss Bcstg. Co. (P. O. Box 786, Jackson, Miss.), Oxford, Miss. — Is being advised that its application (BP-8784) for new AM station to operate on 1230 kc, 100 w, unl., indicates necessity of hearing.

W. Gordon Allen (260 Hansen Ave., Salem, Ore.), Springfield, Ore.; KCOV Corvallis, Ore., Mid-Land Bcstg. Co. — Are being advised that applications of Allen (BP-8910) for CP for new AM station to operate on 1240 kc, 250 w, unl., and KCOV (BMP-6245) for mod. CP to change facilities from 1050 kc, 1 kw-D, to 1240 kc, 250 w, unl., indicates necessity of hearing (Comr. Hennock not participating).

WAIN Columbia, Ky., Tri-County Radio Bcstg. Corp. — Is being advised that its application (BP-8779) to change facilities from 1 kw-D to 500 w-N, 1 kw-LS, unl., operating on 1270 kc, indicates necessity of hearing.

Chick Capitol Bcstrs. Inc. (% Carrol F. Jackson, 122 W. Kingston St., Laurel, Miss.), Rogers, Ark.; Ozarks Playground Bcstrs. (% John V. Turner, Courthouse, Russellville, Ark.), Neesho, Mo.; G. Don Thompson (2001 East 17th Pl., Tulsa, Okla.), Rogers, Ark. — Are being advised that applications for new AM stations indicate necessity of hearing; Chick (BP-8552) seeks 1390 kc, 1 kw-D; Ozarks (BP-8880) seeks same frequency with 500 w-D; Thompson (BP-8923) asks 1370 kc, 1 kw-D.

Ernie the Whip

7:00 A.M.-

3:30 P.M.-

8:30 A.M.

5:30 P.M.

3.2

2.5

PULSERATING*

PULSERATING*



*Pulse of New Orleans (May-June '53)

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PET MILK Now In 3rd Year . . .

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Enjoy rising sales and keep good company with Gold Medal Flour, Maine Sardines, Coca Cola, Lou Ana Oil, Bayer Aspirin, Bond Bread, Calumet Baking Powder, Carnation Milk, 7 Up, Dixie Beer, C.D.M. Coffee, Water Maid Rice, and others. The only 100% Negro programmed station, only all-colored announcing staff, WMRV does the big job in the important Greater New Orleans Negro market.

600KC "THE SEPIA STATION"

WMRV

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

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39 BROADWAY, N. Y. C. 6

Modification of License

WJHP WJHP-FM Jacksonville, Fla., Jacksonville Journal Co.—Waived Sects. 3.30(a) and 3.205(b) of rules and granted mod. of licenses to change location of main studio to location outside city limits which is not trans. location (BML-1551 and BMLH-67).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KABQ Albuquerque, N. M.; KALG Alamogordo, N. M.; KCID Caldwell, Idaho; KELK Elko, Nev.; KELY Ely, Nev.; KFVN Las Vegas, Nev.; KFXD Nampa, Idaho; KGAK Gallup, N. M.; KGEM Boise, Idaho; KGGM Albuquerque, N. M.; KGOS Torrington, Wyo.; KGPH Flagstaff, Ariz.; KID Idaho Falls, Idaho; KJAM Vernal, Utah; KJRL Pocatello, Idaho; KLAS Las Vegas, Nev.; KLIX and Aux., Twin Falls, Idaho; KMUR Murray, Utah; KOAT Albuquerque, N. M.; KOH Reno, Nev.; KOLD Yuma, Ariz.; KOPP Ogdén, Utah; KORK Las Vegas, Nev.; KOWB Laramie, Wyo.; KPBM Carlsbad, N. M.; KPOW Powell, Wyo.; KRAL Rawlins, Wyo.; KRIZ Phoenix, Ariz.; KRLC Lewiston, Idaho; KRSH Los Alamos, N. M.; KRTR Raton, N. M.; KRXX and KRXX-FM Rexburg, Idaho; KSUB Cedar City, Utah; KSUN Bisbee, Ariz.; KSVK Richfield, Utah; KSVR Artesia, N. M.; KSWR Roswell, N. M.; KTFI Twin Falls, Idaho; KTVI Coeur d'Alene, Idaho; KVOC Casper, Wyo.; KVRB Rock Springs, Wyo.; KWEI Weiser, Idaho; KWJB Globe, Ariz.; KWOR Worland, Wyo.; KWRN Reno, Nev.; KENO-FM Las Vegas, Nev.; WABI Bangor, Me.; WRHC Jacksonville, Fla.; KTHT Houston, Tex.; KLPR Oklahoma City, Okla.; KATO Reno, Nev.

September 4 Applications

ACCEPTED FOR FILING

License to Cover CP

WRUM Rumford, Me., Rumford Publishing Co.—License to cover CP (BP-8382) as mod., which authorized new station (BL-5101).
KDEF Albuquerque, N. M., Frank Quinn—License to cover CP (BP-7759) as mod., which authorized new station (BL-5102).
KTRN Wichita Falls, Tex., Texona Bcstg. Co.—License to use composite trans. as auxiliary for daytime use, N.W. on U. S. Highways 70 and 287, The Marie Meyer Farm, 4.2 miles from center of Wichita Falls (present location of main trans.) to be operated on 1290 kc, power of 1 kw, employing directional ant. night (BL-5106).

Modification of CP

KFUO Clayton, Mo., The Lutheran Church—Mo. Synod—Mod. CP (BP-8592) which authorized mounting TV ant. on new AM ant.; make changes in ant. system and change trans. location (coordinates only) for extension of completion date (BMP-6300).
KMJ-TV Fresno, Calif., McClatchy Bcstg. Co.—Mod. CP (BPCT-449), as mod., which authorized new station, for extension of completion date from 9/29/53 to 1954 (BMPCT-1367).
WSUN-TV St. Petersburg, Fla., City of St. Petersburg, Fla.—Mod. CP (BPCT-665) as mod., which authorized new station, for extension of completion date to 3/13/54 (BMPCT-1369).
WKNX-TV Saginaw, Mich., Lake Huron Bcstg. Corp.—Mod. CP (BPCT-1200) as mod., which authorized new station, for extension of completion date to 12/2/53 (BMPCT-1373).
WCSC-TV Charleston, S. C., WCSC Inc.—Mod. CP (BPCT-808) as mod., which authorized new station, for extension of completion date to 1954 (BMPCT-1368).

Replacement of CP

WPAG-TV Ann Arbor, Mich., Washtenaw Bcstg. Co.—CP to replace expired CP (BPCT-1119) as mod., which authorized new station (BPCT-1765).

Remote Control

Following stations request to operate transmitters by remote control:
WAJF Decatur, Ala., J. B. Falt Jr. (BRC-163);

KSYL Alexandria, La., KSYL Inc. (BRC-164); WLBR Lebanon, Pa., Lebanon Bcstg. Co. (BRC-161); WMAJ State College, Pa., Centre Bcstrs. Inc. (BRC-165); KWSC Pullman, Wash., State College of Wash. (BRC-162); KFBC Cheyenne, Wyo., Frontier Bcstg. Co. (BRC-160).

Renewal of License

Following stations request renewal of license:
WALA Mobile, Ala., Pape Bcstg. Co. (BR-770); KRUX Glendale, Ariz., Radio Ariz. Inc. (BR-1507); KTKT Tucson, Ariz., Thomas J. Wallace (BR-2762); KHSL Chico, Calif., Golden Empire Bcstg. Co. (BR-843); KNCS Hanford, Calif., Hanford Bcstg. Co. (BR-1967); KGFH Los Angeles, Ben S. McGlashan (BR-21); KFI Los Angeles, Calif., Earle C. Anthony Inc. (BR-13); KVCV Redding, Calif., Golden Empire Bcstg. Co. (BR-903); KROY Sacramento, Calif., KROY Inc. (BR-921); KRNO San Bernardino, Calif., Western Empire Bcstrs. Inc. (BR-1876); KCOY Santa Maria, Calif., News-Press Publishing Co. (BR-1504); WBIS Bristol, Conn., The Bristol Bcstg. Corp. (BR-2171); KGNO Dodge City, Kan., The Dodge City Bcstg. Co. (BR-787); KFJM Grand Forks, N. D., U. of N. D. (BR-657); KAUS Austin, Minn., Cedar Valley Bcstg. Co. (BR-2221); WRXO Roxboro, N. C., Roxboro Bcstg. Co. (BR-2286).

APPLICATION RETURNED

Renewal of License

KSIJ Gladewater, Tex., Gladewater Bcstg. Co.—Application for renewal of license returned (BR-2254).

September 8 Applications

ACCEPTED FOR FILING

Modification of CP

WKAB-TV Mobile, Ala., Pursley Bcstg. Service Inc.—Mod. CP (BPCT-988) as mod., which authorized new station, for extension of completion date to 11/1/53 (BMPCT-1376).
KFUO-FM Clayton, Mo., The Lutheran Church, Mo. Synod—Mod. CP (BPH-1810) which authorized changes in existing station, for extension of completion date (BMPH-4845).
WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Mod. CP (BPH-1743) as mod., which authorized new station, for extension of completion date (BMPH-4846).

License to Cover CP

WHAS-TV Louisville, Ky., WHAS Inc.—License to cover CP (BPCT-817) which authorized changes in existing station (BLCT-152).
WRUS Russellville, Ky., South Ky. Bcstg. Co.—License to cover CP (BP-8333) as mod., which authorized new station (BL-5105).
WSEL (FM) Chicago, Ill., Chicago Skyway Bcstg. Co.—License to cover CP (BPH-1809) which authorized new station (BLH-915).
WFUL-FM Fulton, Ky., Ken-Ten Bcstg. Corp.—License to cover CP (BPH-1862) which authorized new station (BLH-914).
WHYN-FM Holyoke, Mass., The Hampden-Hampshire Corp.—License to cover CP (BPH-1799) as mod., which authorized changes in station. Amended to specify studio location as 55 Main St., Springfield, Mass. (BLH-910 amended).
WRRR (FM) Ithaca, N. Y., Northeast Radio Corp.—License to cover CP (BPH-1845) which authorized new station (BLH-916).
WLSL-FM Roanoke, Va., Shenandoah Life Stations Inc.—License to cover CP (BPH-1800) which authorized changes in existing station (BLH-917).

Replacement of CP

WYSN (FM) New Castle, Ind., New Castle-Henry Township Schools—CP to replace expired CP (BPED-206) which authorized new station (BPED-235).

Renewal of License

Following stations request renewal of license:
KBOX Modesto, Calif., Stanislaus County Bcstrs. Inc. (BR-2680); KMOD Modesto, Calif.,

ALLEN KANDER

Negotiator

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Radio Modesto Inc. (BR-2483); KSMA Santa Maria, Calif., John I. Groom and James Hagerman (BR-1236); KXOB Sockton, Calif., KXOB Inc. (BR-1795); KNOB (FM) Long Beach, Calif., Ceritos Bestg. Co. (BRH-630); KTEM-FM Temple, Tex., Bell Bestg. Co. (BRH-186); WITJ (FM) Ithaca, N. Y., Ithaca College (BRED-52); KTTV (TV) Los Angeles, Calif., KTTV Inc. (BRCT-64); KPRE Fresno, Calif., Calif. Inland Bestg. Co. (BR-934); KPOL Los Angeles, Calif., Coast Radio Bestg. Corp. (BR-2735); KWSD Mt. Shasta, Calif., Shasta Cascade Bestg. Corp. (BR-1722); KFSD San Diego, Calif., Airfan Radio Corp. Ltd. (BR-39).

Remote Control

Following stations request to operate transmitter by remote control:

WRIO Rio Piedras, P. R., The Master Bestg. Corp. (BRC-166); WAIM Anderson, S. C. (BRC-167); WCAC (FM) Anderson, S. C., Wilton E. Hall (BRCH-54); WLBR-FM Lebanon, Pa., Lebanon Bestg. Co. (BRCH-53).

BY COMMISSION EN BANC

McFarland Letter

WFIG Sumter, S. C., Radio Station WFIG Inc.—Is being advised that application (BP-8792) to change AM operation from 1340 kc. 250 w. unli., to 1290 kc. 1 kw, DA-2, unli., involves engineering considerations which indicate necessity of hearing.

Renewal of License

The following stations were granted renewal of licenses on a regular basis:

KAVE Carlsbad, N. M.; KBIM Roswell, N. M.; KDYL and aux., Salt Lake City, Utah; KLER Lewiston, Idaho; KUTA and aux., Salt Lake City, Utah; KWAL Wallace, Idaho; KVSF and aux., Santa Fe, N. M.; KSL-FM Salt Lake City, Utah; KCKY Coolidge, Ariz.; KGFL Roswell, N. M.; KICA Clovis, N. M.; KOLO Reno, Nev.; KOOL Phoenix, Ariz.; KOVO Provo, Utah; KPHO and aux., Phoenix, Ariz.; KRAM Las Vegas, Nev.; KSEI and KSEI-FM Pocatello, Idaho; KSPT Sandpoint, Idaho; KTNM Tucumcari, N. M.; KTUC Tucson, Ariz.; KYMA Yuma, Ariz.; KALL Salt Lake City, Utah; KCHS Truth or Consequences, N. M.; KRPL Moscow, Idaho.

BY BROADCAST BUREAU

Action of September 8

Remote Control

WCAC Anderson, S. C., Wilton E. Hall—Granted authority to operate trans. by remote control.

Actions of September 4

Remote Control

The following stations were authorized to operate transmitters by remote control:

WAIM Anderson, S. C.; WRIO Rio Piedras, P. R.

Modification of CP

WKAB-TV Mobile, Ala., Pursley Bestg. Service Inc.—Granted mod. CP for extension of completion date to 11/1/53.

WVAM-FM Altoona, Pa., The General Bestg. Corp.—Granted mod. CP for extension of completion date to 11/1/53.

Actions of September 3

Remote Control

The following stations were authorized to operate transmitters by remote control:

WAJF Huntsville, Ala.; WMAJ State College, Pa.

Granted License

KLCN Blytheville, Ark., Harold L. Sudbury—Granted license covering change in frequency and increase in power; 910 kc. 5 kw-D (BL-5099).

KSON San Diego, Calif., KSON Bcstrs.—Granted license covering change in trans. location (BL-5092).

KWRT Boonville, Mo.—William R. Tedrick—Granted license for AM broadcast stations; 1370 kc. 1 kw-D (BL-5097).

KPHO Phoenix, Ariz., Meredith Engineering Co.—Granted license covering installation of new trans. (BL-5100).

Granted CP

WEBQ Harrisburg, Ill., Harrisburg Bestg. Co.—Granted CP to install new trans. (BP-8981).

Actions of September 2

Remote Control

The following stations were authorized to operate transmitters by remote control:

WLBR Lebanon, Pa.; KFBC Cheyenne, Wyo.; KWSC Pullman, Wash.

Modification of CP

The following stations were granted mod. CPs for extension of completion dates as shown:

WSUN-TV St. Petersburg, Fla., to 3/13/54;

WXEL (TV) Cleveland, Ohio to 12/31/53; KGUL-TV Galveston, Tex., to 3/28/54; WKNX-TV Saginaw, Mich., to 12/2/53; KFUD-TV Clayton, Mo., to 7/4/54; KMJ-TV Fresno, Calif., to 3/29/54; WEOK-TV Poughkeepsie, N. Y., to 11/26/53; WCSC-TV Charleston, S. C., to 4/4/54; WGN-TV Chicago, Ill., to 3/27/54.

Action of September 1

Remote Control

WLBR-FM Lebanon, Pa., Lebanon Bestg. Co.—Granted authority to operate trans. by remote control.

Actions of August 31

Remote Control

WVIM Jackson, Miss., Radio Mississippi Inc.—Granted authority to operate trans. by remote control.

KOGT Orange, Tex., Sabine Area Bestg. Corp.—Granted license covering changes in the antenna parameters; condition (BL-5034).

Granted CP

KFBB Great Falls, Mont., Buttrey Broadcast Inc.—Granted CP to mount TV ant. on top of AM tower; change trans. location (redescription and change in coordinates only) (BP-8908).

WHMA Anniston, Ala., Anniston Bestg. Co.—Granted CP for installation of new trans. (BP-8980).

WLQU Louisville, Ky., Robert W. Rounsaville—Granted CP to mount TV ant. on top of AM tower (increase in height); condition (BP-8954).

Modification of CP

KCMR McCamey, Tex., Sprayberry Bestg. Co.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6135).

The following stations were granted mod. of CPs for extension of completion dates as shown:

WICC-TV Bridgeport, Conn., to 3/2/54; WEZB Homewood, Ala., to 10/1/53.

UPCOMING EVENTS

Sept. 14: Arkansas Broadcasters Assn. meeting, Little Rock.

Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.

Sept. 17: NBC Radio Affiliates meeting, Chicago.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21-23: Assn. of National Advertisers, annual meeting, Hotel Drake, Chicago.

Sept. 21-24: Premium Show, sponsored by Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 21-Nov. 23: Chicago Federated Ad Club-Women's Ad Club, Advertising workshop, Chicago.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 23: Survey of advertising course, sponsored by AWRT, registration, Hotel Astor, New York.

Sept. 23-25: Board of Governors, Canadian Broadcasting Corp., meeting, Winnipeg.

Sept. 25: Assn. of Canadian Radio & TV Artists, 10th anniversary banquet, Toronto.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 17-18: Dist. 16, Statler Hotel, Los Angeles.

Sept. 20-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbia Club, Indianapolis.

Oct. 1-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

TOO YOUNG TO TANGO

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 JOEL GREY (MGM)
 SUNSHINE RUBY (Vic.)
 JUNE ANTHONY (Okeh)

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Pushing Their Luck

SINCE the lifting of the television freeze 17 months ago, some 35 stations have been authorized through non-litigated settlements. These have been through merging of applicants, dropping out of competitive applicants, and the provision for split-time operation.

In some measure, the FCC has encouraged these moves. They result in establishment of new services in under-served areas. They also eliminate costly and time-consuming hearings. And they relieve pressure-points in the quest for TV facilities.

But the FCC now is taking a closer, harder look. There's no question about settlements that involve only the payment of "out-of-pocket" expense to the applicant who drops out. And the FCC is not averse to mergers where the parties have good records of performance in radio.

Where the trouble comes is in the payment of inordinate amounts, over and above expense incurred in preparing applications, or in cutting-in on stock ownership excessively to effectuate a dropout. Such deals, some Commissioners believe, would encourage the filing of "strike" applications by those looking ahead to the "pay-off."

There can be no real question that it's good business for the best qualified applicant to pay the expenses of his competitor to get an unopposed, quick grant. Some TV hearings have cost the applicants in excess of \$100,000, and to date only a handful of hearing cases have been decided. Months, even years, could be lost in this litigation process.

The FCC, of course, will continue to appraise merger and dropout cases on their individual merits. So far, there have been no denials. But we venture that if a case developed wherein the least-qualified applicant, by sheer force of his dollars, bought out the best qualified, the FCC would promptly inquire into the reasons. This, despite the acknowledged view of the FCC majority that it does not regard competitive business matters as its concern.

There will be other mergers and dropouts. In evolving them we hope that the dominant parties, who have every reason to believe they would win in hearing, will not strain the FCC's patience, nor push their luck too hard. They will invite FCC repercussions if they over-pay their weaker competition, either in money or in stock interest.

Honest Promotion

THE Better Business Bureau of St. Louis has been conducting a campaign to get television set distributors, dealers and servicemen to be honest in their advertising. The bureau believes that some ads for uhf equipment have been less frank.

Telecasters would be well advised to join any well-considered effort to maintain standards in the advertising of television receivers. It is quite natural that in the exuberance occasioned by a rapidly growing business and because of the general lack of experience in installing uhf sets, some dealers and servicemen are apt to make promises that cannot be entirely fulfilled. The objective should be to keep the promises within range of predictable performance.

The telecaster's stake in this problem is clear. To the extent that the public becomes disenchanted with the TV receiving apparatus in the home, to the same extent it is apt to become disenchanted with the advertising messages for other products which that apparatus delivers. The receiver is the only link which the public has with the station. If receiver performance does not measure up to advance advertising, the public is bound to associate a lack of honesty with everything connected with TV.

The first obligation of the new television station—whether uhf or vhf—is to be honest in its own promotion. A necessary corollary is to urge those selling and installing sets to be equally aboveboard.

Shortchanging Radio

A LETTER from Richard W. Sidenberg, research supervisor of the Rural Radio Network, in OPEN MIKE last issue suggested that radio was seriously shortchanging itself by clinging to an out-of-date method of measuring its circulation in terms of radio homes.

He proposed that radio be measured in terms of radio individuals, on the theory that the steady volume of radio set production and



Drawn for BROADCASTING • TELECASTING by Dick Wang

"We're not quite set up for three dimensional TV just yet. However, if you'd care to leave your card . . ."

distribution can mean only that radio listening is becoming individual listening. True, there is much group listening to the family radio set. But, more and more, Johnny is listening to his private radio and Mother is listening to hers.

Mr. Sidenberg has a point. Would it not give radio a powerful sales tool to have the full measurement of its strength? Among the advertising media, radio's ability to reach both the family unit and its individual members is unique. Can any newspaper claim to sell more than one copy per home in any but freak circumstances?

It is a regrettable fact that only recently has radio thought it necessary to size up the out-of-home audience, a vast body that has really been thrown in as a bonus to advertisers. It would seem logical that a further step toward refinement of measurements is indicated, that of finding out in detail how the individual listening is done within the home as well as without.

Obviously, gathering radio audience facts in terms of people instead of family or home units will require modifications of existing research technique—probably expensive modifications. The subject is worth serious exploration, however. Conceivably, better measuring could be done at cost increases that would be justified by the sales they would produce.

Way Out for Britain?

HAUNTED by the specter of an increasing deficit of the tax-supported and noncommercial British Broadcasting Corp., Parliament is being urged by the Conservative cabinet to let advertisers pay the bill for video.

In advocating the new system, which would be separate from BBC, Earl De LaWarr, postmaster general and the proposed head of commercial television in Britain, explained that while sponsoring in the American sense would be outlawed, advertisers would be permitted to buy commercial messages between programs. One columnist compared these commercials to the slides that silent movies used to show between reels.

Debate on the "commercial" television plan was held over until the autumn session of Parliament when its proponents decided to redraft the original document.

Such a step would go a long way toward converting the British to commercial radio and television. More important, broadcasting on the American plan might, in turn, go a long way toward solving Britain's continuing financial problems.

Television would not only become self-supporting but would offer a powerful new medium that would help the British move their manufactured goods, the slow sales of which are an important stumbling block in their post-war financial structure.

In Kansas City...



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Channel



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And most important—that now-famous CBS Television “eye,” identified with the nation’s top television network!

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