WHAT'S OUTSIDE WITHTOWN?

WITHtown is what we call the area covered by W-I-T-H. It's Baltimore City and the heavily populated parts of the surrounding counties.

Outside WITHtown is some of the most beautiful farm land in America. But mighty few people. Mighty few prospective customers.

Inside WITHtown are 375,000 radio homes. No other station in Baltimore—regardless of power or network affiliation—can offer you substantially more than that, because network affiliates overlap each other in coverage.

At W-I-T-H's low rates, you get more listeners-per-dollar than from any other station in town.

We'd like you to hear the whole story about W-I-T-H and its dominant position in the rich market of Baltimore. Just ask your Forjoe man.
Fables of the leopard and the hippo — II

ON “BRASS TACKS”

THE HIPPO: “We’ve got men on all the bases... So I’ll have to belt a homer now!”

THE LEOPARD: “But getting down to brass tacks, a well-hit single can win this and many a game with just the run you need.”

THE MORAL: Wily advertisers, too (like the Spotted Leopard) should get right down to brass tacks often.

Those who do, use Spot TV.

Because they always find Spot TV’s flexibility gives them just the local “plus” they need. On which their own products’ local sales depend. And which nails down more sales where most sales can be made. Always within their budgets.

They use Spot TV as a basic advertising medium.

Find out how Spot TV can solve your brass tacks selling problems. Through these sixteen outstanding stations.

WSB-TV Atlanta
WBAL-TV Baltimore
WFAA-TV Dallas
KPBC-TV Houston
KECA-TV Los Angeles
KSTP-TV M’p’/s-St. Paul
WSM-TV Nashville
WABC-TV New York
WTAR-TV Norfolk
KMTV Omaha
WENS Pittsburgh
WOAI-TV San Antonio
KFMB-TV San Diego
KGO-TV San Francisco
KOTV Tulsa
KEDD Wichita

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
There's a *Master Key* to Detroit's 1¼ Million Home Radios... and ¾ Million Car Radios

Just as easily and frequently as Detroiters turn their radio dials to WWJ, you can turn your products into profits in the great Detroit market.

Compare rates and ratings and you’ll see that WWJ costs you less than the average cost-per-thousand listeners for radio time in Detroit!

Surveys show that Detroit's ¾-million car radios are turned on soon as the motors are started up. And in Detroit more people depend on the auto for spot-to-spot transportation than in any other major metropolitan area.

**WWJ**

Basic NBC Affiliate

AM—830 Kilocycles—1000 Watts
FM—Channel 245—87.7 Megacycles
Associate
Television Station WWJ-TV

**THE WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEO. P. HOLLUNDBERY COMPANY**
In its fifth year...
serving people
selling products

An enviable record of public service, an enthusiastic, buying
audience—that’s the WGAL-TV story as another anniversary
rolls around. In the years to come WGAL-TV will continue to give its
advertisers profit for their sales message . . . continue to serve its
ever-growing loyal viewing audience with the best in stimulating
local-interest and public service programs, top shows from four
networks. The Channel 8 large, rich Pennsylvania market area—
including Harrisburg, York, Reading, Lebanon, Lancaster—offers
advertisers a great profit potential. Increase your sales, profitably,
economically—buy WGAL-TV, Channel 8.

Represented by MEEKER
New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
Steinman Station
Clair McCollough, President

ELEVENTH HOUR telegraphic protest against vhf Ch. 9 time-sharing grant in Kansas City to KMBC and WHB (see story page 61) got short shift at FCC last Wednesday. Stanley Durwood, Kansas City motion picture theatre operator and licensee of KEDD (TV), uhf Ch. 16, Wichita, telegraphed that he intended filing for Ch. 9. FCC did not construe telegram as formal appeal. Moreover, it was said all concerned had been on notice since April 14, 1952 (when freeze was lifted) on Kansas City allocations.

UP IN ARMS over NARTB board's action opposing his baseball bill (S 1376), Sen. Edwin C. Johnson (D-Colo.) may explode any day on Senate floor. He's particularly incensed over purported network support of NARTB resolution and reportedly threatens "monopoly" investigation. Senator, who's president of Western League, has called network representatives on the carpet and has prepared bombastic speech. Comment heard from Capitol Hill: "NARTB's honeymoon is over."

VIRTUALLY unanimous approval of one year extension of contract amendment, under which CBS Radio guarantees no reduction in radio rates for one year from Aug. 24, reported last Friday. William A. Schudt, CBS Radio station relations vice president, said count was 96%, with prospect that all 170 "rate stations" will approve. Minimum of 85% of domestic rate card is necessary.

WELL OILED campaign of FCC Chmn. Rosel H. Hyde to eliminate red tape may bring broadcasters windfall in abolition of annual financial form for both radio and television stations. Budget Bureau, which must approve all forms, understood to be backing Hyde proposal on ground that it works tremendous hardship, not only on stations but also on over-stressed FCC staff.

GENE AUTRY, famed showman and station owner (KMPC Los Angeles, KOOL Phoenix, KOPO Tucson and KNOG Nogales), found himself riding two political horses during last fortnight. He visited President Eisenhower on Wednesday and had long personal chat with him. Following Saturday he was honor guest at Texas State Society meeting in Washington and went all-out for Texas Senate Minority Leader Lyndon B. Johnson as Democratic nominee for President. Some folks, it's reported, took good natured ribbing from White House habitues.

FCC LAST week hardly scraped surface of its agenda, even though it did get through mass of material having to do with theatre television, common carrier operations and initial miscellaneous revisions of its final TV allocation report. Still pending are numerous policy matters, including new TV processing procedure, daytime skywave and personnel appointments.

RATIFICATION of North American Regional Broadcast Agreement by Senate is now race against adjournment. Although latest postponement was unintentional, new hearing date is July 8-10. Outlook is dimming in light of possible adjournment end of July or first week in August, and crush of "must" legislation. Clear channels are opposing ratification; State Dept., FCC and some non-clears are in support, with networks represented as being not opposed.

BIG BLOCK type accented RCA advertisement for color TV engineers in Washington Post last week. Ad did not appear outside Capital.

FUR CONTINUES to fly on move to name John H. Gayer, son-in-law of Sen. Dwight Griswold (R-Neb.) to International Frequency Registration Board, established to implement Atlantic City Telecommunications Convention of 1947. McIntosh, chief FCC Frequency Allocation and Treaty Division, had been recommended for this international post by State Dept., FCC and other agencies identified with international communications. He sold home and booked passage July 8 for Geneva. Appointment to be made by State Dept. expected soon.

PROPOSAL that recently formed Television Information Committee of NARTB, set up to resist anti-radio-TV programming crusades, appoint full-time public relations counsel has been deferred. Committee itself plans to function during next quarter through NARTB headquarters without outsider assistance. If circumstances indicate later that outside counsel is desired, it's believed some of top names in radio-TV public relations will be considered.

CONTEST for leadership in production of high power uhf transmitters may get underway full-tilt in first half of 1954, RCA shooting for production early next year of 10-12 kw transmitters with 250 kw ERP potential, but it hasn't set target date. Meanwhile, General Electric, using Klystron, has been only top manufacturer which has invaded highly complex field of high power uhf.

IN THIS ISSUE

LEAD STORY

Will color television be a reality by early 1954? RCA-NBC studies have come up to FCC in a lengthy (697-page) petition asking for the way to be paved toward approval of the RCA-NTSC compatible TV system for commercial telecasting. Pages 31 to 39.

ADVERTISERS & AGENCIES

Popularity of radio news programs is reflected in buys by seven firms. Page 40.

FILM

Crosby Enterprises official says federal defense demands and competition may force early release of its video tape system. Page 44.

FACTS & FIGURES

NRDGA study finds that in 1952 radio and TV get only three cents of the department store's dollar, while newspapers got 61 cents. Page 54.

GOVERNMENT

Kansas City competitors for Ch. 9 get share-time grant. KMBC-TV and WHB-TV will maintain separate studios, but will share a common transmitter site, to put that city's second vhf outlet on the air, they say, within 60 days. Other TV grants made at New Haven, Conn., Marshall, Tex., and Beckley, W. Va. Page 61.

STATIONS

Storer Broadcasting Co. follows its purchase of KABC San Antonio for $700,000 by sale of WMMN Fairmount, W. Va., at a reenotred $340,000, to Peoples Broadcastine Corp. Page 70.

Since the thaw, 80 TV stations have gone on the air. Total U. S.-Hawaii operating stations now number 198. Page 72.

NETWORKS

NBC Soot Sales launches drive to expand its list of station representations. Page 75.

FEATURES

How the Bank of America uses California radio to sell its services and spread its name. Page 93.

Television news can pay off, and any station can support a local newscast. Page 94. Using teletype circuits for baseball recreation. Page 99.

This TV station provides its own sports events and the sponsor loves it. Page 100.

UPCOMING


June 30-July 1: BAB and BMI Sings and Program Conference, Utah Hotel, Salt Lake City, and Asxley House, Atlanta.


July 6-7: BAB-BMI Conference, Northern Hotel, Billings, Mont.

July 8-10: Hearing on NARBA, Capitol, Washington.

(For other Upcomings, see page 112)

June 29, 1953 • Page 5
Some spots are better

Some people have to be blasted out of bed. But millions of Americans are up long after midnight, listening to Post-Midnight Radio.

Post-Midnight Radio reaches a wide-awake audience, at a time when competition for attention is at a minimum. It will bring your sales message to myriads of new listeners, who cannot be reached at any other time.

For the best spot, at the right time, at the right place
From midnight to dawn, the five Radio stations represented by NBC Spot Sales DELIVER 18 MILLION LISTENER IMPRESSIONS PER MONTH, AT THE LOW COST OF 35 CENTS PER THOUSAND.*


*Source: Special Nielsen Audience Study, Midnight to 6:00 AM

SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.

Chicago  Cleveland  Washington  San Francisco
Los Angeles  Charlotte*  Atlanta*  *Romar Lowrance Associates
Things have changed in ARKANSAS, too!

Arkansas has come a long way since the old "mule-and-plow" days—the majority of farms are now far more mechanized . . . electrified . . . prosperous. Result: Arkansas Farm Income is 132.3% greater than it was ten years ago—a 16.0% greater increase than for the Nation as a whole.*

There have been other changes in Arkansas, too. Almost all the State can now be covered with one radio station, KTHS in Little Rock—now CBS and the only Class 1-B Clear Channel station in the State. KTHS offers primary daytime coverage** of more than a million people. Secondary, interference-free daytime coverage*** adds 2,369,675 people and includes practically all of Arkansas!

Write direct or ask The Branham Company for all the facts on the big, new KTHS!

*U. S. Dept. of Agriculture figures.
**Half millivolt.
***One-tenth millivolt.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Broadcasting • Telecasting
NBC Radio Affiliates To Organize July 27

ORGANIZATION meeting of new NBC radio affiliates committee to be held July 27 at Drake Hotel, Chicago, with NBC President Frank E. White invited to sit with station delegates. Invitations to attend being sent out over weekend to all regular NBC affiliates by Robert D. Swezy, WDSU New Orleans, chairman of informal study committee that has been planning project.

New committee to parallel NBC-TV Affiliates Committee formed in 19). It will operate as committee-of-the-whole, with special committees named for specific projects, judging by present plans. Group will explore problems facing NBC radio affiliates. Suggestion had been made that affiliates invite Brig. Gen. David Sarnoff, NBC board chairman, to meeting but study committee felt group should get into operation and develop program before asking him to meet with stations.

Mr. Swezy told B+T he thought idea developed by NBC TV Affiliates Committee sourested step forward in station relations in many years. He said Chicago session is "in any sense a protest meeting."

Ziv Considering Transferring Headquarters

FREDERIC W. ZIV Co., considering transfer of headquarters to New York and Hollywood, expected to reach final decision within two months. If decision is affirmative, most of Cincinnati operations of Ziv Co., Ziv TV programs, and World Broadcasting System probably would relocate in N. Y., which already is headquarters for TV Sales, World, public relations and some radio production, while present Hollywood production and sales operations, plus new research department, would be located at new site company is seeking.

JOHNSON WANTS BASEBALL SUSTAINING

SEN. EDWIN C. JOHNSON (D-Colo.) late last week unveiled legislative stinger understood to be leveled at strong broadcaster (particularly NARFB) opposition to his baseball bill (see early story, p. 19). Sen. Johnson amended his bill, which would permit baseball to restore radio-TV restrictive Rule 1 (d), so as to give this effect:

Any radio or TV station in U. S. could broadcast, rebroadcast or recreate any baseball game anywhere and at any time providing the program was sustaining.

Sustaining was defined by Sen. Johnson as "any program which is neither paid for directly or indirectly, to the licensee by any sponsor nor interrupted by any spot announcement."

His amendment also defined "spot announcement" as "any announcement made for renumerated and any other announcement except (1) a station identification announcement of the call letters, location, identification of the licensee, and network affiliation of such station, (2) an announcement devoted exclusively to a noncommercial and nonprofit cause or activity, or (3) a promotional announcement of a sustaining program."

It was understood that Sen. Johnson introduced his amendment with this philosophy in mind: If broadcasters say Rule 1 (d) will hurt radio-TV coverage and therefore public interest, here is chance for broadcasters to carry any games they wish in public interest. Rub is that broadcasters could not get paid for any baseball coverage that would violate Rule 1 (d).

Rule 1 (d) when it was effective prohibited radio-TV broadcasts of games within 50-mile territory around home team's ball park.

Language of amendment also would permit stations from carrying network programs whereby they conflicted with Rule 1 (d) unless carried sustaining.

First reaction around industry observers was that Johnson amendment is "peculiar nature" and possibly points to baseball as being more commercial operation than "sport."

It was understood that Sen. Johnson is incensed over NARFB opposition to bill. Senator is president Western League baseball circuit.

EARLY START TREND

FOLLOWING trend of advertisers to start early in summer to build audience for fall season, Campbell Soup Co. will start its new program Campbell TV Soundstage (NBC-TV, Fri., 9:30-10 p.m.) on July 10. Agency: Ward-Wheelock Co., Philadelphia.

ing in California's San Fernando Valley [B+T, May 11].

Distribution department probably would remain at Cincinnati. Space in new building at 48th St. and Fifth Ave. being considered for N. Y. headquarters if move is made.

Additional possibility in event of change: Frederic W. Ziv, president of Ziv Co. and World and board chairman of Ziv TV, might move from Cincinnati to N. Y. and John Sinn, president of Ziv TV and executive vice president of World and Ziv Co., might transfer from N. Y. to Hollywood.

F. D. R. Jr. Wants Equal Time To Answer Commercial.

EQUAL time or facilities asked CBS-TV by Rep. Franklin D. Roosevelt Jr. (D-N. Y.), B+T learned. Rep. Roosevelt took exception to commercials broadcast on Sunday show You Are There by sponsoring electric companies. Congressman in letter to Frank Stanton, CBS president, charged commercials lent support to drive in Congress to "turn over Niagara Falls to the private utilities for the development of its hydroelectric potential." Rep. Roosevelt wants to counter what he called "political propaganda" in companies' institutional advertising. He also complained to Justice Dept. and Internal Revenue Bureau, with copy of letter to Stanton sent to FCC. CBS was non-committal as of Friday with no decision reached.

• BUSINESS BRIEFLY

PACKARD IN 186 MARKETS • Packard cars planning spot radio campaign in 186 markets, effective July 13. Schedule will run for two weeks, off two weeks, and on again for another two weeks, totaling 20 spots for each station. Spots will promote new 1953 car. Maxon Inc., N. Y., is placing.

BLOCK TO NAME • Block Drug, Jersey City, expected to name Kastor, Farrell, Chesley & Clifford, N. Y., to handle account.

15 MINUTES FOR AIR FORCE • Air Force dickering for 15-minute TV network show featuring service band. Details, including network, not yet worked out. Show would be Washington-produced but emanating from New York live or by kinescope. Air Force also switching its Guide Right program on DuMont TV from Thursday 8 p.m. N. Y. time to Friday 8:30 p.m. N. Y. time and picking up additional stations in Cincinnati, Cleveland, Philadelphia and Bridgeport, effective on or about July 10.

100-MARKET RADIO DRIVE • Philip Morris cigarettes, through Blows Co., N. Y., placing radio spot campaign in 100 scattered non-TV markets, effective July 6 for 13 weeks.

STOCKING SPOTS • Burlington Mills (Cameo stockings) expected to place radio-TV spot campaign in 20 markets starting in fall, probably around Sept. 14, for 13 weeks. Donahue & Coe, N. Y., is agency.

ABC Sells American New Danny Thomas Show

IN ITS BIGGEST sale since merger with United Paramount Theaters last March, ABC has signed American Tobacco Co. to sponsor its new Danny Thomas show on alternate-week basis, starting in October, and also has company's commitment to sponsor another half-hour ABC-TV program in fall. Announcement being made today (Monday) by Robert E. Kintner, ABC president, who led network negotiations on sale, and Paul M. Hahn, American Tobacco Co. president.

Time and talent costs on Thomas show estimated unofficially to be about $75,000 per program. Exact time of series uncertain, but officials said earlier in week, before sale was disclosed, that Thomas program probably would go into a weekday 9:30-9 or 9:30-10 p.m. spot. Negotiations for other ABC-TV show still in progress with time and program undecided. Agencies for American Tobacco: BBDO New York (Lucky Strike cigarettes), and Sullivan, Stauffer, Colwell & Bayles, N. Y. (Pall Mall cigarettes).

BAB Joins AFA

AFFILIATION of BAB with Adv. Federation of America announced Friday by Elton G. Burton, AFA president, and William B. Ryan, BAB president. AFA, which now has 16 national advertising associations as members, named Mr. Ryan to represent BAB on its board of directors.
July, 1953, marks the Fifth Anniversary of WSPD-TV.

WSPD-TV is happy to salute you, the Sponsors and Advertising Agencies, who pioneered with Television by foreseeing the limitless possibilities offered by this new baby of the radio industry.

To you who became members of the WSPD-TV family of sponsors in 1948, when we could offer only 1800 TV set circulation, and to you who have joined our family in the intervening five years and now enjoy a Billion Dollar Toledo Market, we humbly say, “THANK YOU,” 

Speedy

Storer Broadcasting Company

Represented Nationally by KATZ
at deadline

KDFY-AM-FM-TV Sale Gets Green Light; Other Actions

TIME INC.'s $2.1 million purchase of KDFY-AM-FM-TV Salt Lake City from Sidney S. Fox and associates was approved by FCC Friday (B+T, May 21, 18, April 6) and closing of sale will be Tuesday (tomorrow), according to G. Reynolds Song, who becomes president-general manager and 20% owner under Time Inc. ownership.

TLP Bestg. Corp., 80% owned by Time Inc. and remainder owned by Mr. Larson, former vice president-general manager of WPIX (TV) New York, assumes operation Wednesday. No changes in personnel or representation (Blair) is contemplated at this time, he said.

Other broadcast actions by FCC:


KDYL-TV Hattiesburg, WFTO, Charleston, SC, eta. 3,000,000 deal purchase of WAFP radio TV outlets there was approved earlier by FCC.

KULA Honolulu transferred control from Interstate Bertg. Corp. (KLO Ogel, Utah) to WEMC, licensee to American Stations Inc. (WMT Cedar Rapids) and KJBS (KCBS San Francisco).

NCNA-AM-TV Tucson, Ariz., granted acquisition of WDRK Erskine Cavello owner, 31% owner, through purchase of $45,000. WAPD, formerly owned by William Johnson, William A. Small and Clare Elwood.

KZQZ Tucson granted assignment from Charles Wilbur Lamar Jr. to KCCL, incorporated by Denver B. Bramson, one-third owner WACL- channel, Co., Georgia, February 14, for 30-day public hearing with option to buy for $52,000.

WYRT-DTV Buford, Ga., application for assignment of Ch. 22 permit from Seranton Bests, Inc. to MCL TV Corp. was set for hearing on date to be set later. MCL is set for ownership on date to be set later. MCL is set for ownership.

FCC dismissed petition by WNOE New Orleans against new station grant to Villette Platte, Co. Inc., on Aug. 18 to operate WLEK, instant channel.

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At deadline

KFMB-AM-TV Petry Named In Branhom Co. Damage Suit

Suit for $400,000 damages, listed as potential return on contract to retransmit positive for KFMB-AM-TV San Diego, filed in Los Angeles Superior Court by Branhom Co. Defendants named are Wrathrer-Alvarez Broadcast Corp., friends of station; J. D. Wrathrer Jr., Helen Alvarez; Edward Petry & Co., and Edward Petry.

Branhom Co. charges breach of contract and inducing of breach, contending its agreement to retransmit KFMB-AM-TV was to run to August 1955. Pact said to have been made with Kennedy Broadcasting Co., which sold stations to Wrathrer-Alvarez Broadcasting Inc. several months ago. Charge made that Edward Petry & Co. induced new owners to cancel representation effective July 1 though pact had two years to run.

TV Target Dates

JULY 15 is on air date set by KEDD (TV) Wichita, Kan., uhf Ch. 16, with commercial programming scheduled before Aug. 1. Ben Baylor, general manager, said Friday. Station will be affiliated with both NBC-TV and ABC-TV. He added building is nearly completed and tower going up rapidly.

Bill Ware, KSTM-TV St. Louis president, sadly reported building strike has stopped construction of station; he hopes early settlement will still allow uhf Ch. 36 station to go on air in September.

KMTV (TV) Omaha, pre-freeze uhf Ch. 3 station, reported hundreds of letters and calls after power boost beyond maximum allowed (other starting dates, page 72).

relay stations at Osceola, Ark., and Kenneth, Mo., to transport TV programs to local distribution. FCC appears likely whether such operation would be common carrier, how rates would be handled and nature of property rights in program material on program of originating TV stations and community distributors.

Three new TV applications tendered Friday:

Toledo, Ohio—Maumee Valley Best, Co., uhf Ch. 11, ERP 192 kw visual. Principals include Hubert Taft Jr. and David G. Taft, associated in Taft-family-owned WKRC-AM-FM-TV Cincinnati and WHTN (TV) Columbus. Five others are heard for Ch. 11.

Grand Forks, Minn.—Peninsula Best, Co., uhf Ch. 32, ERP 216 kw visual. Principals include drive-in movie exhibitor John D. Loece and associates. Ch. 32 hearing has been ordered by FCC. Other applicants: WGGF, TV; W. Butterfield Theatres Inc.

Browswick, Mass.—Trans-American TV Enterprises, uhf Ch. 26, ERP 192.5 kw visual. Principals include Marjorie negotiating with Harry E. Frank, part owners WESX Salem, Mass.

Legal right of Notre Dame U. under state corporation laws to seek commercial TV station through subsidiary firm, Michiana Telecasting Co., challenged by WTWH South Bend, Ind., in petition Friday to enlage issues in uhf Ch. 46 hearing ordered by FCC.

WTKH Jackson, Mich., petitions for allocation of uhf Ch. 10 to nearby Parma, Mich. WHPE High Point, N. C., asks amendment of Zone 1 to include West Virginia and for substitution of uhf Ch. 4 for Ch. 6 at Beckley, substitution of Ch. 3 for Ch. 6 at Wilmington, N. C., and assignment of Ch. 6 to High Point.

PEOPLE

JON DONALDSON, 39, timebuyer at Ruth- rauff & Ryan, N. Y., died suddenly in N. Y. Friday morning. Mr. Donaldson had been with A&R and the Harry B. Cohen Adv. Agency, N. Y.

MAKTIN B. MONROE and ARTHUR DAW- SON, WOR N. Y., account executives, were honored Friday for bringing in $1 million in net billings since previous joint station.

WILLIAM ORCHARD, 65, copy editor of BBDO, died Thursday at his home in N. Y. He joined Geo. Batten Co. in 1919 and remained when it merged with Barton, Durstine & Osborn in 1928. He taught advertising for 27 years at Columbia U., Pace Institute and Washington Irving High School. Surviving are his wife, Mrs. Mildred Peck Orchard, and two sons, William Jr. and Joseph T. Orchard.

PAUL TIEMER, New England manager of Paul H. Raymer Co. and previously sales manager of N. Y. office of firm, appointed to staff of Bertha Bannon, Boston, radio and television representative.

LEAVITT J. POPE, assistant to general man- ager of WPIX (TV) N. Y., named operation manager of station in addition to his present duties.

BILL LAUTEN, manager of business pub- licy, NBC press department, has resigned effective July 2. Future plans not announced.

CARL L. SHIPLEY, Washington radio-TV at- torney, named special associate by U. S. At- torney General Herbert Brownell Jr. Mr. Shipley will continue private practice.

Florida Broadcasters Protest Johnson Bill

VIGOROUS protest against Johnson Bill (S. 1376) to exempt baseball from antitrust laws in radio-TV contracts made by Florida Assn. of Broadcasters at Friday meeting. FAB approved proposed NARBA treaty and reaffirmed long-standing opposition to radio over power over 50 kw.

L. Herschel Graves, WTAL Tallahassee, elected president. John B. Browning, WSB Savannah, was elected president elect. Mrs. John C. Gitchrist, WMTC Orlando, second vice president; A. B. Letson, WCNH Quincy, secretary-treas- urer. Directors elected were H. Denison Par- ker, WFLA Clearwater; C. J. Bauk, WPLW Ft. Lauderdale; Owen E. Bridget, WQAM Miami; Charles E. Davis, WPFW Palm Beach, and George W. Thorpe, WVCG Coral Gables.

Music Licensing Group Meets

ALL-INDUSTRY Local TV Music License Committee, at first meeting in N. Y. Thursday, made plans for opening negotiations with ASCAP for blanket and per program licenses. Group will collect information to advance negotiations and suit brought by 56 stations seeking per program rates. No date has been set for first meeting with ASCAP.

Eight New Y & R VP's

EIGHT EXECUTIVES of Young & Rubicam, N. Y., have been promoted to vice presidents, according to J. G. Sorgard Sr. & R, N. Y. They are Edward L. Bond, Aldis P. Butler, Robert W. Clayton, Wilson H. Kierstead, G. M. Miller, Bernard Pagenter, P. C. Richard- son and Luis G. Weil.

WORZ Names Taylor

WORZ ORLANDO Fla., names O. L. Taylor Co. as its representative, effective July 1.

Broadcasting • Telecasting

June 29, 1953 • Page 11
Fill out this list according to your studio's requirements. Then—either show it to your area's General Electric representative or send it directly to General Electric Co., Section 263-29, Electronics Park, Syracuse, New York.

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<td>Studio or Film Camera</td>
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**TC41A:** Newest and finest G.E Relay Switching System offers outstanding versatility in control of programs and commercials. Provision to switch, fade or dissolve up to twelve non-composites plus facilities for switching three composite inputs! Block-built for easy, economical expansion.

**TC30A:** Switches, fades and dissolves manually or electronically. Local, remote or network switching with three-position selector switch. Two sets of projector controls for remote operation. Use for rehearsals without disturbing on-air signal with bypass switch. Five-position monitor selector switch.

**TC40A Control Panel**
General Electric offers you switching systems to meet any and all studio requirements!

One studio? Two studios? Three studios? General Electric's switching systems answer all your requirements. G.E. offers such a wide variety of TV switching combinations that you can quickly pinpoint the unit that best fits your needs, today! And if you plan to enlarge your operation in a few years, G.E. also provides that extra margin for expanding facilities when necessary. Any General Electric switching system you buy will not only give you the most for your money, but will also assure you minimum maintenance worries, plus operation ease that's always greatly appreciated. For further, complete information, please write today to: General Electric Company, Section 263-29, Electronics Park, Syracuse, New York.

TC31A: Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at two different rates. Manual faders permit superposition of any of the non-composite channels. Clamping and sync-mixing save cost of a Stabilizing Amplifier. Instantly by-pass any input to output during rehearsals.

TC39A: New broadcasters! Need a one-man TV equipment operation? G.E. has designed a special minimum investment package just for your purposes. Integral part is new switching panel. Panel provides facilities you need, all the quality necessary for outstanding performance, with just a single operator!

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
Executive and Publication Headquarters
870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

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In this 5-Station Market,

WSYR is FIRST

Any way you look at it

PULSE OF SYRACUSE
April, 1953

WSYR FIRST . . . in 50 periods
WSYR SECOND in 22 periods

WSYR FIRST by 47% to 212%
WSYR FIRST by 29.8% to 239%

WSYR-AM-FM-TV – the Only Complete Broadcast Institution in Central New York

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed
IN THE LEAD...AND THEN SOME!

KNXT heads the field
in Los Angeles television!
Out front with...

Biggest ratings, daytime
and night...
35% bigger during the day!

Greatest share-of-audience...
9.2% greater all week long!

The most top programs
...network and local,
day and night!

And you are even farther ahead!

KNXT delivers its greater
audiences at an average cost
of less than a dollar
per thousand viewers.

If you're looking for the most
customers at the least cost in the 10-billion dollar

Source: ARB, May 1953.
Los Angeles TV market, the hunt ends at **KNXT** Channel 2

CBS Television's key station in Hollywood

Represented by CBS Television Spot Sales
IN REVIEW

WILLYS THEATRE

CBS-TV, alternate Thursdays, 8:30-9 p.m.
Sponsor: Willys Motors Inc.
Agency: Ewel & Thurbert, N.Y.
Executive Producer: William Dozler.
Director: Bob Stevens.
Writer: Ben Hecht.

UNLESS things pick up later in the series, Ben Hecht's excursion into television will enhance his bank account far more than his reputation, even if, as it to be doubted, he is working at minimum scale.

The first offering on the new Willys Theatre, an every-other-week presentation of Hecht scripts, opened with a narration in praise of New York, and no cliches were spared in describing the city as big, small, heartless, kind, crowded, lonely, not to mention hot and cold. The story that followed the introduction maintained the same standards of originality.

A Cedar Rapids girl who had once unsuccessfully attempted an acting career in New York returns to the big city for a vacation with her Cedar Rapids husband, who raises cows. Trouble is that although she had never had a part, she had told the folks back home she was the toast of Broadway. Naturally her husband believes she is a crony of the illustrious and expects to be introduced to all the famous of the New York stage.

Needless to say, her fraud is at last exposed, but Cedar Rapids love triumphs over New York gliter. "I lied," she says miserably. "No, darling," says the cowherd, "you were only daydreaming." Is this the author who helped to write "The Front Page"?

BLIND DATE

DuMont Television Network, Tues., 8:00-
8:30 p.m. EDT.
Sponsors: Toni Co. and Hazel Bishop Lipstick.
Producer: Mike Dutton for Bernie Shubert.
Director: Larry Schwab Jr.
Announcer: Terry O'Sullivan.
M.C.: Jan Murray.
Orchestration: Ray Bloch.
Agency for Toni: Weiss & Geller.
Agency for Hazel Bishop: Raymond Spec- dor Agency.

WAY up on the list of contrived "spontaneous" telecasting is a recent addition to the DuMont Television Network's Tuesday evening schedule called Blind Date, a program idea nearly as old as the practice it purports to explore. On the basis of the June 23 show, it's a format that is not growing old gracefully. If the program were to attract a sizable audience, it would be because of interest in the intrigue accompanying plots of the boy-meets-girl variety. But what happened last Tuesday night gave rise to a suspicion that these boys and girls had met before—probably at a run-through preceding the telecast. The show was disturbingly rehearsed.

In each go-round two young men, competing for a date with a pretty young girl, are introduced by Jan Murray, the show's m.c. Each is given a chance to talk with his prospective date explaining his reason for wanting to escort her round the town for an evening. Since the young lady wears a blindfold, her date choice is based solely on one boy's ability to out-talk the other.

The television audience can get into the act too. If you have a friend interested in dating a well-known personality, Mr. Murray is the man to contact. You will be instructed to lure your unsuspecting companion to the studio where the celebrity will be on hand. Your friend will have her desired blind date if she chooses correctly between the celebrity, who on June 23 turned out to be violinist Florian Zabach, and a stand-in participant of a sort, comedian Henny Youngman.

Blind Date offers no surprise, no suspense, no new twist. The format, rather than being limited to the amusement that might accompany date arrangements sight-unseen, serves as a comic vehicle for Jan Murray. Mr. Murray isn't very funny to begin with. Subordinating format to his comic antics does more to harm the show than to help it.

Several sets are used on the show. They are used well by the director. The camera smoothly moves the viewer from one setting to another for different portions of the telecast, giving some visual interest to the program. Toni, which co-sponsors Blind Date with Hazel Bishop lipstick, is aiming its home permanent sales message at the junior-high-school age group and at the woman whose gray hair need no longer be a permanent problem thanks to a new Toni product. Before-and-after shots stress the necessity of getting a "Toni" immediately after shots persist. As this girl convinces you that Hazel Bishop Lipstick "can't smear off!" The latter company insists in using printed caption on its TV commercials in the tradition of foreign films or silent pictures. A practice that seems redundant since the lady doing the talking speaks English, or something very like it.

* * *

BOOKS

BEGINNING TELEVISION PRODUCTION, by Melvin R. White, Burgess Publishing Co., 426 S. Sixth St., Minneapolis 15, Minn. 111 pp. $2.50.

STUDENTS who are concerned with the high cost of textbooks should greet with enthusiasm this television production book. Not only is the book relatively inexpensive for a text containing the information and pictures that this one does, but also it covers virtually all facets of television production. Mr. White discusses the problems of black and white television, personnel needed for TV production and equipment and lighting requirements. Some of the most valuable portions of the book, however, are those which take on TV properties and sets, costing, makeup for TV and the vitally important, but sometimes overlooked (in textbooks), acting and directing requirements of television. Mr. White is an authority on theatre and TV, being supervisor of Walt Whitman Hall and the George Gershwin Theatre, at Brooklyn College.


WRITTEN for the design engineer, student and experimenter, this book has been 12 years in preparation since the third edition in 1940 and is more than four times as large as the latter. It contains 1,000 illustrations, cross index of 7,000 entries and 2,500 references.

Covering design, theory and construction of radio and audio circuits and equipment, its 38 chapters are under seven major headings including radio tubes; general theory and components; audio frequencies; radio frequencies; rectification, regulation, filtering and hum; complete receivers, and sundry data including tables and graphs.

Page 18 • June 29, 1953
IN AND AROUND AUSTIN THERE'S A MARKET OF

535,028 TEXANS

that can be reached by Austin's first and only TV station—KTBC-TV.

FOR YOUR FACT BOOK:
- 100,000 Watts-Channel 7
- Antenna 740 Feet Above Average Terrain
- 535,028 population, 0.1 mv/m coverage
- $506,960,000.00 1952 Retail Sales, 0.1 mv/m coverage
- 336,447 population, “A and B” Contour Coverage
- $327,783,000.00 1952 Retail Sales, “A and B” Coverage
- Capitol of Texas
- 5th City in the State
- 68th City in the Nation
- CBS NBC ABC DUMONT NETWORKS

KTBC-TV

CHANNEL 7 • AUSTIN, TEXAS

Represented nationally by The O. L. Taylor Company

Population and retail sales data from Sales Management, adjusted to contour map calculated by A. Earl Cullum, consulting engineer, Dallas; Sales Management figures are copyrighted and may not be reproduced without permission.
KTBC-TV
Multiplies Power by FIVE!

KTBC-TV is now radiating 100 kw ERP with an RCA 10-kw VHF Transmitter (Type TT-10AH)—and a new RCA High-Gain, 50-kw rated Antenna (see illustration).

Says J. C. Kellam, General Manager of KTBC-TV: "The RCA 12-section Antenna is performing in splendid fashion. As a matter of fact, its performance exceeds the promise made by your Sales Representative."

Reports Ben Hearn, Chief Engineer of KTBC-TV: "KTBC engineers liked the ease of broadbanding and the simplicity of 'tune-up' while the station was broadcasting test patterns. The high-level modulated transmitter provides full power output of peak visual and aural power."
Make certain YOU get the same top operating performance that has been achieved by KTBC-TV. Specify the finest television equipment you can buy—RCA! There's an RCA antenna-and-transmitter combination to meet your specific coverage and power needs. And remember, RCA antenna-transmitter combinations have been "proved-in" by TV stations "on-the-air."

If your requirements are best met with a low-power transmitter and a high-gain antenna, **RCA has the combination.** However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, **RCA has that combination, too.**

Ask your RCA Broadcast Sales Representative to sit down and help you plan the most practical and economical equipment set up for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on-the-air"... with the power you want. Call him today. Or write RCA Engineering Products Department, Camden, New Jersey.
FIRST IN RADIO!
NOW FIRST IN TV!
in Wichita Falls Texas!
CBS AND DuMONT TELEVISION NETWORKS

IN THE SUMMER of 1949, when a midwest network TV sales department was on the planning boards of top CBS Television Network officials in Manhattan, a native New Yorker was persuaded to become a Chicagoan.

The results proved beneficial both for CBS Television and for George Arkedis, who put the network's midwest TV sales office on record with a fistful of sales.

It was probably inevitable that H. Leslie Atlass, vice president in charge of CBS Central Div., should install Mr. Arkedis as sales manager of WBMM-TV when this outlet came into being last spring with CBS' purchase of the old WBKB (TV).

And, once again, Mr. Arkedis moved in where other salesmen might have feared to tread—as a one-man sales force at the outset.

The transplanted New Yorker has rolled up an impressive record for the CBS outlet.

Local TV selling is a little different from network selling, he admits. "You're closer to a sale and closer to a man's dollar," is the way he puts it.

Mr. Arkedis was born in New York on Sept. 26, 1913. He was graduated from Fordham U. with a bachelor of arts degree. His first job was with Kimball, Hubbard and Powell. He joined Morgan Richner & Co. in 1938.

Two years later, young Arkedis joined Pedlar & Ryan as assistant account executive on Procter & Gamble's Chipso. In 1941 he moved to Joseph Hershey McGillvra, radio station representative, a tenure that was interrupted by service in the Navy. He was mustered out as lieutenant commander in May 1946 and rejoined McGillvra.

In the summer of 1946, Mr. Arkedis joined WCBS New York, working for Arthur Hull Hayes and staying about two years. Then he shifted to CBS-TV Network sales in New York for a year and a half. Next came Chicago.

As manager of CBS TV network sales, he helped build many of the Garry Moore accounts and also induced Ekco Products and Jules Montenier to sign network TV pacts. Other business: SOS, Brown Shoes, Pillsbury, General Mills, Quaker Oats, Frigidaire, Household Finance.

As sales manager for WBMM-TV, he has sold General Foods, Shell Oil, Standard Oil, Mennen's, Ward Bread and American Family. Ford Motor also took its first dip into local TV on WBMM-TV.

Mr. Arkedis married the former Sally Payne in 1946. They have two children, George Jr., 5, and Janie, 3. His hobby is golf.
Located in the heart of the nation's newest major oil field, the Williston Basin, KFYR booms your message out to a wealthy, rapidly expanding market ... gives saturation coverage in one of the country's richest farm regions. Loud and clear in a larger area than any other station in the nation—where coverage counts!

**KFYR**

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

*Represented by JOHN BLAIR*
Can you find
Are you ever unwittingly caught in a crowd... finding yourself aimlessly buffeted about amid scores of others?

Yet, that's just the way your identity can be lost among a maze of call letters and personalities. For productive results, we sincerely believe that each station must receive plenty of individual, concentrated attention.

No station is ever "lost in a crowd" with us because we render "Personalized Representation". This means that serious thought is given to your individual needs... special plans made to cope with them. It means, too, that all your prospects receive intensive sales coverage... not now and then... but consistently, steadily, efficiently.

Are you lost in a crowd? Let us show you how very successful "Personalized Representation" has been for our stations and can be for you.

PAUL H. RAYMER COMPANY, INC.
RADIO AND TELEVISION STATION REPRESENTATIVES
NEW YORK - CHICAGO - DETROIT - BOSTON - ATLANTA - SAN FRANCISCO - HOLLYWOOD
Four consecutive years!

For the fourth consecutive year, the National Safety Council has honored WPRO with a Public Interest Award ... "for exceptional service to safety." During a recent broadcast on which he presented the 1952 Award to WPRO, H. Benton Garvin, Director of Safety of the Automobile Club of Rhode Island, said, "This is an event we look forward to each year—in fact, we expect it since WPRO has for many years carried out an outstanding campaign in the interest of public safety." But, more important than the award is the knowledge that WPRO has helped save lives and prevent accidents.

To best accomplish that objective, WPRO presents its safety and other public interest programming with showmanship. That’s one of the reasons why—more New Englanders listen to WPRO than any other Rhode Island station!

Radio-TV Support Cancer Drive

BROADCAST support of the 1953 educational and fund raising campaign of American Cancer Society was well ahead of that of previous years, according to a preliminary analysis of ACS references on network radio and TV programs released by Walter King, director of radio and television for the health organization.

There were 360 radio network references this spring, compared to 346 in the spring of 1952, and 370 TV network references, up from 208 last year. Mr. King reported, a reference being anything from a "Fight Cancer" announcement to a complete program built around the campaign theme. These figures are incomplete even for network programs and do not include the many ACS plugs broadcast by individual stations, he pointed out, noting that cancer messages were integrated during the campaign month in the script services of World Langworth, and AP.

Manchester Trio Helps

CONTRIBUTIONS for tornado victims of the Worcester, Mass., area were raised during a pooled broadcast June 20 by three Manchester, N. H., radio stations. WFIA WMUR and WKBR there joined forces to present the show. WTAG Worcester lent an assist when the Manchester broadcasters went to the disaster areas to record features for the show.

Julie Blanks, WFIA home service director; Tom Power, WMUR news director, and Norm Bailey, WKBR program director, handled the show. That day was Worcester Relief Day in Manchester, and WFIA’s George Christie arranged a baseball game between American Legion posts to benefit the relief fund.

WNBW Benefits CPs in D. C.

PLEDGES totalling $117,379 to benefit United Cerebral Palsy organizations of the Washington, D. C., area were brought in June 20-21 by WNBW (TV)’s 14½ hour Celebrity Parade, according to Carlton D. Smith, vice president and general manager, NBC in Washington.

Seventy-five per cent of the money collected will go to the local organizations with 25% donated to the national unit. An array of talent, including such stars as Jane Pickens, Ted Mack, Warren Hull, June Valli, Gabby Hayes, Bob and Ray, and a number of local personalities, appeared.

Raises $1,000 for Baseball

WMJM Cordele, Ga., raised $1,000 during a 7½-hour marathon to assist the Cordele Athletics, members of the Georgia-Florida Baseball League. The marathon included interviews with club officials, city officials, fans and players. WMJM broadcasts all the Cordele club’s road games.

KXYZ Aid in Disaster

WHEN 45,000 pounds of fireworks explosives accidentally exploded in Houston, killing four and injuring others, KXYZ that city had news- men on the spot within minutes, with its short wave mobile unit, to make remote broadcasts on coverage and public announcements to maintain order. KXYZ canceled all commercial schedules for three and a half hours to give continuous coverage. The station says it has received many messages of gratitude and commendation for this public service.

IN PUBLIC SERVICE

CHERRY & WEBB BROADCASTING CO.
5000 Watts on 630 Kc in PROVIDENCE
NIELSEN PROVES
WBOK
REACHES MORE HOMES
PER $ THAN ANY OTHER
NEW ORLEANS
STATION!

more LISTENERS per dollar!

Nielsen shows that WBOK penetrates 34 counties with a potential of 1,645,200 of which 537,400 are negroes. This vast market in the Gulf area is available to you at the lowest cost of any station in New Orleans.

more RESULTS per dollar!

Tested by the largest food accounts in America. Retested by the largest drug accounts. Proven successes in beverage, bread, milk and appliances . . . WBOK is the lowest cost purchase per dollar of sales and carries more national and regional advertising than all 6 other independent stations combined.

more COVERAGE per dollar!

Along the Gulf Coast WBOK dominates the market that has the money to spend . . . the mass market . . . with annual family income from $5500 a year. You can reach this rich, active and easy to sell market quicker, more often and more effectively for less cost on WBOK.

Write, Wire or Phone

AND THE OK GROUP CAN DO IT TOO!

Nobody . . . but nobody can reach more people or sell more goods in the gold coast of the Gulf Area than the Ok Group stations, WBOK, New Orleans, WXOK, Baton Rouge and KAOK Lake Charles at a lower cost per thousand.
On October 1, 1953...
The NBC Radio affiliate in the nation’s 9th largest metropolitan market

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

550 on the dial...
joins the distinguished list of leading Radio Stations

represented by

SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte* Atlanta* Bomar Lowrance Associates
On October 1, 1953 . . .

the ONLY Television Station in the
nation's 9th largest metropolitan market

THE ST. LOUIS POST-DISPATCH
TELEVISION STATION

. . . 100,000 watts on Channel 5
joins the select list of
top market Television Stations

represented by

SPOT SALES
80 Rockefeller Plaza, New York 20, N. Y.
Chicago Washington Cleveland San Francisco
Los Angeles Charlotte Atlanta Bomar Lowrance Associates
Appreciative Author
EDITOR:
May I add a post script to B*T's excellent article on the Kraft Television Theatre [B*T, June 15] and it from a writer's viewpoint.

The cooperation, the respect, and the consideration a writer receives from the entire J. Walter Thompson Co. warms the creative coals of any writer's heart. Too often the professional television writer has to contend with those individuals who think a rating is some sort of life force, and that dramatic art is an appendage to the commercial.

Mr. Ed Rice and company may not be unique in their treatment of a writer as a normal one-headed homo sapiens, but there are definitely them that do—and them that don't. A vote of thanks to the above gentlemen and those others who recognize television as being as much an art form as it is a display counter.

Rod Serling
Cincinnati

Disinterested
EDITOR:
On page 56 of your June 15 issue is an item regarding the protest of Gordon Allen to the TV grant to Eugene Television Inc. The statement as reported in your story is incorrect. Neither Mr. C. H. Fisher nor C. O. Fisher has ever held any sort of interest in KORE, and do not at present nor plan in the future to hold any interest in KORE. KORE and KUGN are under completely separate ownerships and are 100% competitive radio stations...

Lee Bishop, President
KORE Eugene, Ore.

ABC's In College
EDITOR:
Thank you very much for the copy of "The ABC of Radio and Television."

Congratulations to the writer and to your company for making such an excellent booklet available.

Henry Leff, Director Radio-TV
City College of San Francisco

Footnote
EDITOR:
What with a typo ("CBS" instead of "CBC") at the bottom of page 56 [B*T, June 8] and no mention of what TV recordings were used by NBC and ABC or by what magic they were available at the time they were, the story [of the coronation coverage] isn't very complete.

The first of three Royal Air Force Canberras laid on by CBC left London at 12:36 GMT and arrived in Goose Bay at 17:45 GMT, making the flight of 2,425 miles in five hours and nine minutes.

CBC television recordings were to be flown to Montreal by the Royal Canadian Air Force using a CF-100 all-weather jet fighter. The CF-100 took off about three minutes after the Canberra landed—leaving Goose Bay at 2:06 p.m. EDT and making the 750-mile flight to Montreal in one hour and 25 minutes. The television recordings were flown from the airport to the Radio Canada building by helicopter, and the CBC-TV network began its coronation coverage at 4:14 p.m. EDT. These were the pictures seen in the United States on ABC and NBC, the latter network having joined CBC before 4 p.m...

The material that arrived on the first Can-berra was not "official BBC films." The pictures seen were television recordings of BBC coverage, made in London on CBC equipment by a crew of CBC technicians...

R. S. Bryden
Assistant to Director
Press and Information Services
Canadian Broadcasting Corp.
Toronto

Dig That Crazy Jock
EDITOR:
As the real cool disc jockeys say—"crazy, man, crazy." I refer to the picture and mention of the signing up of Roger Clark on WNOR's All Night Show on page 94 of B*T, June 15.

Gee whiz, it isn't every day I get a sponsor to buy 6 hours a night 7 nights a week. And look what happens when your sponsor gets his photo published, the WNOR acct. exec., the sponsor's sales manager—but they clipped my smiling face...Roger Clark
WNOR Norfolk, Va.

FREE RIDES
EDITOR:
...Today Braniff Airways sent our news room a press release calling attention to their 25th anniversary; in today's local newspaper they bought a half page ad calling attention to their birthday. No radio time was purchased.

Band leaders come to town. They want radio interviews; but do the promoters buy radio time? Hell no.

Record companies want you to spin their records. Many stations must pay for the records. Then the fool spinning the records gives free plugs by saying here is a "Decca," "RCA," "Capital" or what have you...

To me all this is ridiculous...

David M. Segal, Gen. Mgr.
KUDL Kansas City, Mo.

Target Missed
EDITOR:
When your good magazine makes an error, it's unusual. When you make an error twice on the same page, it's unique. When both of the errors concern us, it's downright unfair.

For the record, WDAK-TV will go on the air Oct. 1. We will be affiliated with NBC and represented by Headley-Read...

Allen M. Woodall, President
WDAK-AM-TV Columbus, Ga.

Working Audience
EDITOR:
The carrier-current Radio Voice of Lackland is making a study of listening habits in offices and factories in an effort to determine the effect listening while you work has upon efficiency, absenteeism and office morale. We would be interested in hearing from other stations on results of any surveys on this topic, together with information on what type of programming seems to be the most effective.

A1/c James W. Rassbach
Radio Voice of Lackland
Base Personnel Services
Lackland Air Force Base
San Antonio, Tex.

End of Search for Researchers:

WJBO's Greater Baton Rouge Market

.... $955,107,000 in effective buying income in 1952 for WJBO's coverage area.
(Source: Sales Management's Survey of Buying Power.)

Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hallingberry Co.

WJBO
WBRL (FM)

... that's what you like about the South

Page 26 • June 29, 1953
PILOT runs an ad for Hi-Fidelity Pilottoners and Amplifiers without listing features!

Yes, — listing of features on hi-fi equipment is important. But — it would take a good four pages of fine type to list all the outstanding features of these superb PILOT instruments.

So may we suggest, — send in the coupon below for our beautifully illustrated, completely descriptive color folder. Read it in comfort, at your leisure. Compare PILOTUNERS and AMPLIFIERS, feature for feature, with any others on the market. See PILOT’S superiority for yourself. You’ll be glad you did!

FAMOUS PILOT "FIRST!!"
1927... First home short-wave receiver

FAMOUS PILOT "FIRST!!"
1937... First truly portable battery receiver

FAMOUS PILOT "FIRST!!"
1928... First Government licensed TV station, WRNY

PILOT RADIO CORP., "The Standard of Excellence," LONG ISLAND CITY, N. Y.
JIMMY DUDLEY

JACK CRANEY

Two great sportscasters who bring the Cleveland Indians, at home and away, to WBBW's vast audience.

GET THE PLUS AUDIENCE

WITH THIS GREAT COMBINATION

WBBW's highly rated local music, news and sports programs—

PLUS

the added attraction of the exclusive broadcasts by Jimmy Dudley and Jack Craney of all the Cleveland Indians ball games both at home and away.

MODESTLY—WE DELIVER MORE THAN CAN BE EXPECTED

SERVING OHIO'S THIRD LARGEST MARKET

our respects

to STERLING QUINLAN

IT IS conceivable that his book treating sociological conditions might have been published and he might have become somewhat of a John Steinbeck, thus depriving television of his industriousness.

As it turned out, Sterling (Red) Quinlan has no regrets. ABC apparently agrees. The network has appointed him general manager of WENR Chicago, its owned-and-operated radio outlet, and of WBKB (TV) Chicago.

In this dual capacity, Mr. Quinlan will have his work cut out for him. But if imagination and hard work are prime requisites for the job—not to mention varied background and experience—he comes to these posts (officially July 1) well fitted.

ABC has indicated that it wishes to enhance its Chicago facilities as a radio and television program production center. To Mr. Quinlan will fall a share of the responsibilities—mostly on the operating level—formerly held by John H. Norton Jr., who resigned as vice president in charge of the ABC Central Div.

Until recently, Mr. Quinlan had been WBKB program director, an appointment given him last May after the ABC-United Paramount Theatres Inc. merger. He came up through the ranks of the old Balaban & Katz WBKB when it operated on Ch. 4. (WBKB now operates on Ch. 7).

Joins Newspapers at 13

"Red" Quinlan's experiences in life were many. Soon after the death of his father he worked on community newspapers, Column Index and the South End Reporter, when he was only 13.

At the age of 14, Mr. Quinlan convinced Ralph Atlass, then head of the old WJKS Gary, Ind. (now president-general manager of the successor WIND Chicago), he was the man to handle an amateur talent show.

Messrs. Quinlan and Atlass parted company in 1935 when Mr. Quinlan got a migratory itch. With two other colleagues, the carrot-topped youth traveled westward on a series of trips during which he slept in freight cars and jotted down notes.

Even then he was a man with a purpose: Compiling information for a story on the devastating dust storms and the subsequent migration of families in the mid-'30s. Along about that time, John Steinbeck was working on his famous novel, The Grapes of Wrath.

In his travels Mr. Quinlan visited Los Angeles, San Francisco and other West Coast cities. The youth then met radio people of that time, including Carlton Morse, the script-writer, and Sid Strozo, then NBC Chicago executive. Mr. Quinlan tried—but failed—to induce Mr. Morse to introduce a new character into his One Man's Family, based on young Quinlan's sociological observations.

Mr. Quinlan then returned East to New York where if young Quinlan had taken the advice of his agent and condensed his work (from a prodigious three part book to one) and made other changes, his career as an author might have been launched.

The Quinlan writing efforts, however, were not for naught. The material later formed the basis for an NBC Red Network documentary series, titled The Open Road, and subtitled "The Adventures of a Modern Tom Sawyer." Young Quinlan wrote the scripts and played the leading role.

Later, in January 1936, Mr. Quinlan joined WTAM Cleveland as a staff announcer and continuity chief. The next three years he shuttled between Chicago and Hollywood, writing for such shows as Curtain Time, the Rudy Vallee Show, First Nighter and Silver Screen Theatre.

In November 1940, "Red" Quinlan began five years in the Navy as chief petty officer. It was perhaps inevitable that Mr. Quinlan should decide to make his home in Chicago from 1947 on through the years. Although a native of Maquoketa, Iowa, where he was born on October 23, 1916, he moved to Chicago's South Side at the age of seven. He attended Fenger High School (as well as other schools—Western Reserve U. in 1936-37, New York U. in 1945, and Roosevelt College).

Sterling Quinlan got his early TV grounding at the nation's pioneer TV outlet—B&K's WKBK (TV)—in April 1947 at the time Capt. William C. Eddy began pioneering this station and leaving his own mark on Chicago TV. Mr. Quinlan worked on remote crews and other odd jobs around the WKBK studio, moving to the engineering department and becoming assistant director, and then to the stage crew. In 1950 he was named publicity chief and finally director and program director in 1951.

When WENR-TV got the old WKBK call letters in the ABC-UPN merger and CBS bought B&K's WKBK, Mr. Quinlan moved to ABC along with the nucleus of other B&K stalwarts. He became program director of WKBK for the second time last May 11.

Mr. Quinlan is vice president of the Chicago Television Council and was vice chairman of Chicago Unlimited. He has served as vice president of Sterling Television, a B&K subsidiary set up in 1947 to merchandise and distribute the multiscope television projector.

"Red" Quinlan married the former Elizabeth Longton. They have a child, David, 7.

Young Quinlan—he'll be 37 next October—is a handball and table tennis enthusiast. He lives on Chicago's South Side.
This month CKLW is celebrating its twenty-first birthday and a fitting memorial to this one score and one milestone is the announcement that in the early months of 1954 you will enjoy CKLW-TV with Channel Nine.

The successes we've enjoyed over this short span of years are many. As a youngster we were powered by a 5,000 watt transmitter which was expanded in step with our continual progress to its present 50,000 watt strength.

The intervening years since 1932 have been a succession of successes—a challenge to serve equally the local listening regions of two nations in war, in peace, in good times and bad as "The Good Neighbor Station."

Our many awards for outstanding public service and character of broadcasting are testimony to how well we've met our challenge.

All of this—and there's much, much more—but today is one of our proudest. The announcement that soon we will be broadening our service to these great regions with the twentieth century wonder, television.

'The knot is tied. Work is now in progress to bring you channel nine in the shortest possible time. We're proud of the "marriage" and pledge that our family of broadcasting and televising will be consistent with the fine quality and meritorious service of the past that have made possible this great new step forward.
Another Reason Why WPTF is North Carolina’s Number One Salesman

DREAM BOAT . . . . . . . . . . . JIMMY CAPPS!

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

90 per cent of the night time college-high school audience in the WPTF market listen to a program called “Our Best To You.” It’s an atmosphere show as romantic as the fabled Carolina moon. Pilot for this record dream boat is Jimmy Capps. If your product is used by the under 35 year group, take a sales ride with Jimmy Capps. And don’t be surprised if us oldsters buy, too. He is a proven purchase juvenator on the team which makes WPTF the Number One Salesman in North Carolina, the South’s Number One State.

North Carolina’s Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

Page 30 • June 29, 1953
COLOR TV IN YEAR?
RCA PUTS IT UP TO FCC

RCA-NBC's plans for color TV are outlined in last Thursday's RCA-NBC petition for rule-making proceedings looking towards approval of compatible color standards. Brig. Gen. Sarnoff, board chairman, emphasizes that RCA-NBC is ready to act quickly to get commercial color under way.

COLOR television, most spectacular of all advertising media, will become a new commercial art early in 1954 if FCC accepts the new RCA-NTSC (National Television System Committee) standards by autumn.

The color question was again dropped firmly and in elaborate detail, into the Commission's lap last week when RCA-NBC filed a petition asking rule-making proceedings leading to approval of compatible color standards for the RCA dot-sequential color TV system on a commercial basis.

As submitted, the RCA-NBC 697-page petition embraces the standards developed by NTSC, which has spent two years pouring industry brains into standardization of the compatible technique developed and demonstrated by the RCA-NBC staff. No existing TV sets will be rendered blind to the color transmissions, RCA-NBC emphasized.

Next to come (probably July 22) will be a petition by NTSC itself in which FCC will be asked to approve the color standards, according to Dr. W. R. G. Baker, General Electric Co., NTSC chairman (see NTSC story page 36).

What then?
The answer depends on FCC, and on the steps to be taken by electronic manufacturers.

There's no surface sign now, but some elements in the manufacturing industry would much prefer to hold up color and focus on black-and-white sets as TV finally enters the full-scale expansion following FCC's unbawing of this medium. They would like, too, to solve all their uhf set problems before starting to design sets under the new color standards.

It's too soon to predict whether any individual manufacturer will try to throw legal hooks into the RCA-NBC color TV.

FCC Isn't Talking
FCC isn't talking at this time. At best, assuming everybody were happy about the RCA-NTSC petitions, FCC could slash red tape furiously and solve the whole thing in a month.

That would amaze even the most violent color advocates. More realistic is the optimistic hope of a decision in three or four months, with another month or more before final effective date of commercial color TV using compatible standards, according to those familiar with Commission procedures and attitudes (BT, June 12).

Complications, however, could ensue. CBS still is sure of the lone color TV system bearing FCC's official sanction. Other color systems could suddenly appear, though RCA-NBC point out they know of no such prospect. The CBS field sequential system has been haunted by the need of converting existing receivers if they are to receive CBS color pictures in black-and-white, a dilemma the RCA-NBC-NTSC system has avoided via its technique.

If RCA-NBC are guilty of alleged attempts to stall off color TV, there's no indication to that effect in the enthusiastic petition filed Thursday. This four-pound book was delivered formally to the FCC in petition form, and to appropriate legislators and committees on Capitol Hill. Its contents, along with a statement by Brig. Gen. David Sarnoff, RCA-NBC board chairman, emphasize readiness to act quickly in an effort to get commercial color under way by this time next year.

Make Patents Available
RCA-NBC promise to make all patents and the knowledge gained by many years of costly ($25 million by the end of 1953) research available to the entire electronics and broadcasting field. Gen. Sarnoff said RCA-NBC stand ready to invest an additional $15 million during color TV's introductory year to establish the service on a solid foundation (see Gen. Sarnoff's statement page 34).

RCA-NBC promise to expedite production of color receivers and tri-color tubes, along with broadcast station equipment. First sets are expected to sell for $800-$1,000 but costs will come down rapidly under mass production and competitive influences.

Forty-one NBC affiliates have already agreed to start telecasting network-originated color programs promptly, the petition says (also see WHAM-TV story page 39).

Gen. Sarnoff hopes the 210 set makers and
COLOR TV IN YEAR? RCA PUTS IT UP TO FCC

70 tube makers, as well as 190 TV stations now on the air, "will participate in the effort to take the color television "baby" out of the cradle and teach it to walk."

The new standards permit development of individual receiver systems and leave room for future perfection of the color art.

GC have a test laboratory on Long Island. RCA TV will be "revo-

lutionary in its effect upon communications." He reminded that color "greatly enhances the beauty and attractiveness of objects and scenes."

It gives more information, increasing powers of memory and identification, he said, "a powerful aid to advertising."

Pilot Work in Spring

Pilot production of color sets can start next spring, according to Dr. C. B. Jolliffe, RCA vice president and technical director, if FCC approves the standards by the end of this sum-

mer. Broadcast transmitting equipment, he promised, will be produced on a custom basis to enable broadcasters "to proceed with color television early in 1954." (See text of Dr. Jolliffe's statement page 36).

There's one point in the FCC's 1951 color criteria that worries RCA-NBC—the proposal that petitioners put a color signal on the air in Washington. RCA-NBC want to originate pro-

grams in black-and-white, he contends, then send a suitable studio in Washington; net-

working a New York program to Washington and then putting it on the air involves facilities over which petitioners have no control; NBC-

Washington is built remodeling its WNBW (TV) plant; NBC has New York studios fully equipped; WNBTV (TV) New York is ready to transmit color; WPX(N) (TV) New York is equipping its facilities for the system; RCA-

NBC offer to make laboratory, studies and all equipment and facilities freely available to the Commission and its staff for tests.

Dr. Jolliffe recalled the first 12-inch black-and-white receivers cost $560 in 1939, or $1,050 in terms of today's dollars. If the FCC standards need not equip studios if they wish to carry network color programs. He said that petition prices covering cost of equipment are pre-

liminary estimates and substantial price cuts will be made on standardized and production increases (see story page 33 on cost of station equipment).

Cost of equipping stations, under these pre-

liminary estimates, ranges from $24,500 to transmit network-originated programs to a total of $187,850 for complete facilities that in-

clude slide camera gear, film pickup equipment and color camera for live local pickups.

Dr. Jolliffe feels the prices are not "so high as to make the system; RCA has set up a pilot plant at Lancaster, Pa., to produce tri-color picture tubes, he said, with production capable of reaching 2,000 a month within a few months. With increasing demand, operations can be greatly expanded.

He explained factory space for RCA color sets is available and test equipment has been determined. No unusual manufacturing problems are involved.

"While a substantially increased number of component parts are required for a color tele-

vision receiver as compared with a black-and-

white receiver," he continued, "and circuits require a great deal of testing and adjust-

ment, manufacturing techniques will be ba-

sically the same as for black-and-white tele-

vision receivers."

He said the technical specifications allow for future improvement of the tuner and receiver without need for a change in stand-

ards and without making receivers obsolete.

NBC outlined its color programming plans and policies in the Thursday petition. Assum-

ing FCC approval of the signal specifications, the network first proposes an "introductory year" of experience and training for all en-

gineering and programming groups.

This would be done by producing present black-and-white television shows in color pre-

miered.

NBC would accomplish actual transition to a color broadcasting schedule within the black-

and-white schedule, gaining experience in such matters as time rates, telephone line charges, production charges, station television policies and program control—all in an effort to insure continuing excellence of the black-and-white service during color shows inasmuch as all existing TV sets could get a monochrome picture under the compatible system.

A rough schedule of colorcasts has been pre-

pared for two New York studios. Colonial Theatre, that city, that has been set up for broad-

casting. The schedule is being prepared for use on the NBC-TV schedule. Radio City's 3H Studio has been set aside for continued technical experiments.

Prefers Premiere Policy

NBC proposes to identify itself with present TV sponsors and parties to begin scheduling of each colorcast. All the processes and personnel involved will be given experience during the introductory year. NBC prefers the premiere policy to an FCC recommendation that it operate a minimum number of hours in color.

"If any such minimum hour policy were adopted," according to NBC, "not only would we restrict color experience by increasing the number of hours on the air to a fixed stand-

ard, and reducing the quality and variety of the entertainment offered, but we would be transmitting series which would serve neither the trade in showing a range of color experi-

ment in all show types and all production tech-

iques, in all time periods; nor would it offer the public any inducement to become at-

tracted to color.

"Today our great stars are working in black-and-white. Our best creative staffs are now working to do the best shows they can devise, using a large plant with many facilities which have been developed over a number of years of experimentation in all phases of television shows, or some of them, in color, or varia-

tions on these shows, as color programming techniques are learned—these are the shows that the public have been told to look for in color."

NBC promises it will not allow the "substantial commercial color programming itself on a regular basis" during the introd-

ucatory year. This hinges on delivery and installa-

tion of color equipment already ordered and on complexity of the problems that develop.

The network has 20 color cameras and chins, with remote gear, on order. This is enough to broadcast from five additional studios. The "great sound stage in Brook-

lyn that we purchased from Warner Brothers into a huge color studio, to equip or build new color studios in Hollywood, to equip theatres and studios in New York, depending on what we learn about color programming tech-

nology."

NBC posed this promise for the future: "The real possibilities of the great art of color pro-
duction have yet to be learned. We do not be-

lieve that we should attempt to force audiences to watch us experiment in program-

ming techniques in color. Under our plans, by the time the manufacturers have tooled up for mass distribution of color receivers, and a large audience watches our programming work, we will have learned the program tech-

nology just as our engineers have learned the proper use of their new tools. Meanwhile, be-

Page 32 • June 29, 1953

Broadcasting • Telecasting

Compatible Color at Bat

RCA-NBC has broken the compatible color barrier. It has petitioned the FCC for approval of new standards, and is putting $15 million on the line to back up its claim of feasible, compatible color television, in keeping with the specifications of the National Tele-

vision System Committee.

Thus, just two years after the great de-

bate over compatible versus incompatible color television, the FCC may now have the color issue again. Two years ago CBS was the victor. But the exigencies of a defense economy, plus the unwilling-

essness of the manufacturing industry to get behind an incompatible system while the black-and-white market was far from ex-
hausted, blocked its flowering.

RCA-NBC makes a formidable presenta-

tion, claiming the FCC is the only way to solve the color issue. It assures the public that not a single black-and-white re-

ceiver will be obsolete—they will still receive the colorcasts in black-and-white.

But things won't happen overnight. Implicit in the FCC regulations is the re-

quirement for rule-making procedure. First the FCC must examine the petition to as-

certain whether it meets all of its criteria (RCA says it does). Then it must allow time for other parties in interest to come forward. What will CBS' position be? And that of DuMont? There appears little doubt that the NTSC will go along, since RCA worked diligently with the committee in the formulation of the compatible system.

Unlike the acrimonious situation of a few

years ago, when CBS pressed for and won FCC approval, the manufacturing industry appears to be ready for the introduction of color. Color, at best, will be a gradual process, assuming FCC finds the NTSC standards acceptable.

There can be no doubt that the advertisers will want perfected color. Its potency can't be exaggerated. If black-and-white shook up the whole advertising art, color is destined to force renewal of all of the creative and visual advertising. Radio should feel little or no new effect—its appeal is to the ear only.

For the telecaster, color presents a vexa-
tious problem. The pioneers, who have had the opportunity to write down their original investments, will be in a position to convert to color in tempo with the networks (it will be available to all). The newcomer will have little in the way of additional invest-

ment, we are told, if he is to transmit net-

work-produced color only. The big costs come in conversion for local transmission, with the sentinal installations not only of equipment but of studios adapted for color-

casting.

All eyes today are on the FCC. How fast will it move? What repercussions will there be from other manufacturers and net-

works? And, assuming FCC approval, quizzical eyes will be focused upon NBC's promised "introductory year" during which there will be two commercial colorcasts per week, totaling an hour of transmission time.

AN EDITORIAL

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Thus, just two years after the great debate over compatible versus incompatible color television, the FCC may now have the color issue again. Two years ago CBS was the victor. But the exigencies of a defense economy, plus the unwillingnessness of the manufacturing industry to get behind an incompatible system while the black-and-white market was far from exhausted, blocked its flowering.

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What Would Color Conversion Cost The Individual Station?

TELEVISION stations can adapt their transmitting equipment to carry network-originated programs for a cost of around $25,000 in the early days of the art, according to requirements listed in RCA's color TV petition filed at the FCC Thursday.

Adding three more types of service—slide camera and related gear, film pickup equipment and live pickup apparatus—the total cost of color TV gear was estimated at $187,850.

All these prices are based on present equipment designs and very limited production, it was explained, with substantial price reductions "when commercial product designs are finalized and the production of color equipment is placed on a standardized basis."

The RCA-NBC petition explained that 41 NBC-TV affiliates already have signed a color TV supplement to their affiliation contracts agreeing to equip their stations to carry NBC color programs and receiving first refusal rights to color programs in their areas.

Cost 'Not So High'

Dr. C. B. Jolliffe, RCA vice president and technical director, said (see text of statement page 36) the cost of station apparatus is "not so high as unduly to restrict the class of persons who can afford to operate a television station." He added that the amount and total cost of equipment will depend on the kind and amount of local color program material the broadcast station elects to provide.

Dr. Jolliffe told B&T the detailed lists of equipment are "minimum amounts" and each station will want to determine its own special needs. It may have some of the items already, he said, adding that a network-only color station might want to include extra equipment listed in other types of service—a color bar generator, for example.

The RCA petition, in an appendix, lists in detail the kind and cost of equipment required for various types of color broadcast service. These services are described as follows:

Stage 1. Network Operation Only. In the early days of commercial color television broadcasting, it is likely that most color programs will be originated in the studios of the major networks. The only steps that the owner of an existing television station must take to provide color service are the adjustment of his transmitter to radiate a color signal, and the provision of equipment to monitor the signal received from the network.

Stage 2. Provision for Slides. Still pictures in color may be produced at a local broadcast station by the addition of a color slide camera and the auxiliary equipment needed to produce a color signal in accordance with the provisions of network specifications.

Stage 3. Film Pickup. More intense local programming may be provided by the addition of color film scanning equipment. The auxiliary equipment needed to process the signals is the same as that already provided in Stage 2.

Stage 4. Live Pickup. Eventually, most broadcast stations will want to originate live programs in color from their own studios or from points of interest in their own communities. To do this, they will require live cameras and monitors, plus the studio and distribution facilities to provide the programming flexibility provided in present-day black and white studios. The amount of this equipment will vary widely from station to station depending on individual requirements.

The equipment for Stage 1 (network only) service follows:

1. Stabilizing amplifiers, tricolor monitor, low-frequency phase equalizer, high-frequency phase equalizer, transmitter, conversion kit, dependency kit, color meter, $11,500. Miscellaneous standard power supplies, racks and hardware, $3,000.

The following recommended test equipment (depending on individual station requirements): Convergence dot generator, color monitor, color bar generator, $29,750. Delivery of Stage 1 items expected to start in February. The estimated cost of Stage 1 equipment, $84,500.

Equipment for Stage 2 (slides) follows:

Color slide camera, color frequency standard, burst flag monitor, color monitor, master monitor with auxiliary unit, additional test equipment, $18,000. A line-up of auxiliary equipment is as follows:

- Color program analyzer, $2,000.
- Color circuit analyzer, television oscilloscope, square wave generator, $1,700.
- Deliveries of Stage 2 items expected to begin in mid-March. The estimated cost of Stage 2 equipment, $50,000.

Equipment for Stage 3 (color film gear):

16mm film chain, colorplexer, tricolor monitor, master monitor, $43,500. Standard stock items, including power supply, $2,000. Distribution of color equipment, including color monitor, $25,000. Standard stock items, including set of standard TV lenses for camera, studio pedistal or tripod mounting for camera, color monitors, color heads, circuit breakers, meters, etc., $1,700. Color equipment and hardware, $12,000.

Delivery of Stage 3 items expected to start in first quarter of 1954. Total for Stage 3, $95,000.

Equipment for Stage 4 (live pickup in color) follows:

- 3-tube camera, view finder and hood, set of camera control equipment (circuits for control of image orthicon, for color signals), master monitor with auxiliary unit, color monitor, $28,500. Standard stock items, including set of standard TV lenses, filters, $25,000. Color equipment total, $53,500. Delivery of Stage 4 items expected to begin in mid-March. The estimated cost of Stage 4 equipment, $53,000.

RCA described the four stages as "a logical pattern of growth for the majority of broadcast stations" but recognized some will want to start in a big way. It will accept orders for larger quantities of custom-made equipment on a mutually agreed upon basis and will fabricate and distribute individual units for local and national networks.
Johnson Delighted

LONG-TIME exhorter on behalf of quick action to bring color TV service to the nation, Sen. Edwin C. Johnson (D-Colo.), voiced delight at filing of the RCA-NBC petition calling for FCC approval of compatible standards. He is a member and former chairman of the Interstate & Foreign Commerce Committee.

Sen. Johnson told BPT: "I am glad that color has reached this essential stage in its development. I look for steady progress from now on until the people are blessed with color television. I stand by my original prediction that color service will come in certain areas by July 1, 1954, and will spread quickly. "RCA and NTSC have done a marvelous job in producing a compatible system and deserve great credit. I hope the day of dog-in-manger tactics within the industry will be relegated to the dim and distant past."

(See Sen. Tobey's color comments, page 36).

Upper Adjacent Channel Interference—Color is somewhat more severe in the monochrome (6-8 db) in the present tests. Transmitter attenuation in the adjacent channel is the determining factor to interfering carrier of -16 db for tolerable interference is well above the ratio of 9 db set by the FCC.

Random Noise—Color is only slightly more susceptible to random noise than black and white. Sine Wave Interference—Color is more susceptible to sine wave interference than only in the vicinity of 4-7 db. Multipath—Color is only slightly more susceptible—only about 1-2 db. Impulse Noise—Color and monochrome are substantially equally susceptible. A well-illustrated section describes fully the terminal equipment needed for the RCA color system.

An appendix lists broadcast station equipment requirements.

NBC's operating experience with the RCA color system is reviewed, including Washington field tests three years ago and subsequent New York tests. Following October, 1951 tests, equipment was modified to conform to proposed NTSC color field test specifications released Nov. 21, 1951. After "relatively simple circuit changes in the encoder unit and synchronizing generator counters," field tests were begun using NTSC specifications.

Looking toward uhf, NBC transmitted 160 hours of color programs and technical tests over its former uhf experimental transmitter at Bridgeport, Conn. These tests led to this prediction: "It is our belief that color broadcasting on uhf can be accomplished as successfully as on vhf and should present no particular problems."

Problems of networking color TV are dealt with. Having transmitted over the 4 mc bandwidth microwave relay circuits of AT&T, RCA set about squeezing its color information into the same microwave path provided by coaxial cables. Pictures were difficult to distinguish from those carried by the wider microwave facility, it is explained, after the process had been developed. RCA is convinced distance is not a serious problem with transmission of television signals from one city to another over AT&T microwave and coaxial cable facilities.

The RCA-NBC petition asks FCC to "institute rule-making proceedings in order to do justice to the purpose of adopting new technical signal specifications as standards for commercial color television broadcasting."

Original black-and-white FCC standards adopted in 1941 "have made possible the miraculous growth and development" of present TV service, it is pointed out, and the Commission "should now take a similar stand in respect of adoption of standards for color television" to encourage rapid growth of the service.

Signing the petition are John T. Cahill, Robert L. Werner, Ray B. Houston and Eugene E. Beyer Jr., attorneys.

The petition exhibits and appendixes represent work by many persons in the RCA-NBC organization, it is stated. Among those are the RCA-Laboratories Division mentioned in the petition are E. W. Engstrom, A. V. Baun, A. C. Bell, E. Don Engstrom, Jr., D. W. Epstein, G. L. Fredendall, E. W. Herold, W. H. Kell, and Reddock and A. C. Schroeder.


The ever larger screen. It makes better what we have learned to present on the screen. Its particular values do not obscure the true overall service pattern of television, which is to present the whole range of information and entertainment which millions of people want and need.

As we take up this new financial burden, it is important to realize that under the RCA compatible color system, the average family will have only minimum expense, in light of its black and white investment, to modify its facilities to receive color stations and programs.

The substantial capital costs will be in studio equipment for networks now and stations in the future. It is right that the preliminary expenditures and experience be undertaken by the network, so that station commitments can be made after more experience is gained by the network.

With this in mind, during the introductory year NBC will set up procedures to give technical and financial help to the stations which add color programs to their schedules. The program is being presented on a June 2-5 audience reaction study conducted at Center Theatre, New York (see story page xx). The survey showed a decided public preference for color TV.

A detailed history of principles and development of color TV systems covers 250 pages. The history and development of tri-color kinescopes and associated components is treated at length, leading up to the pilot production plans for mass production of tubes.

Receivers are given thorough treatment, from development of early models to plans for production and development work on larger color picture models. Early receivers will have a 14-inch picture, equivalent of the image on a normal 16-inch picture tube.

The subject of interference susceptibility is summarized this way:

Co-channel Interference—Color and monochrome are equally susceptible. Lower Adjacent Channel Interference—Color and monochrome are substantially equally susceptible. The lower edge is the dominant cause of interference. Receiver attenuation in lower adjacent channel is a determining factor.

OUR POSITION as a pioneer imposes upon us not only the responsibility, but the privilege, of being among those who have a major share in establishing the same world-wide stage in color television as the black-and-white television industry. If we succeed, the classified services of radio, television and the Internet will go forward with us in the next great stage of communications.

RCA and NBC risked $80 million in developing and introducing black-and-white television before getting a cent in return. We are now spending $40 million in creating this new industry of color television. This is an extraordinary expenditure, by any standard of mass production in manufacturing and substantial broadcasting of color programs.

The need for the achievement of our scientists and engineers into color programs on the air and color sets in the nation's homes. This calls for a broad-scale effort by the entire radio-television industry.

There are approximately 210 set manufacturers and 70 tube manufacturers in the radio-television industry, and approximately 190 television sets now in use. It is my great hope that all of them will participate in the effort to take the color television "baby" out of the cradle and make it walk. It is a major task, but it will be done. It is a great duty, but it will be done. It is a great duty, but it will be done. It is a great duty, but it will be done. It is a great duty, but it will be done.

RCA is following the same policy in introducing color as it did in black-and-white television, making the inventions available to the entire industry. In addition, we will manufacture and sell component parts, including the color tube, the color camera, and color picture elements, which will make it possible for anyone to build color receivers.

NBC will make its color programs available to all stations and networks, both commercial and non-commercial, in an equitable manner, and will market its own receivers. We will also market receivers and components to the public.

RCA and NBC are also making available information on color television production, use and operation for educational purposes, including color television equipment, color camera, color program production, color studio facilities, and color program distribution.

The radio-television industry can avail itself of the industrial and scientific knowledge that will be derived from the experience that is being gained in the production and broadcasting of color television. This knowledge is valuable to the industry as a whole, and the radio-television industry as a whole is committed to the use of this knowledge for the benefit of the industry.

I am confident that those members of the industry who have the opportunity to be a part of the development and production of color television will be able to profit from the experience of those who have already taken the first steps in color television.
Petition of Radio Corporation of America and National Broadcasting Company, Inc.

1. Radio Corporation of America and National Broadcasting Company, Inc. (hereafter referred to as "Petitioners") petition the Commission to institute rule-making proceeding and adopt new technical signal specifications as standards for color television and for the development of a color television system. The Commissioners of the radio and television field have been unable to develop a compatible color system and programs broadcast using the RCA system can be received in natural colors by those equipped with the appropriate color receiver. The Petitioners believe that an incompatible color television system is an obstacle to the growth of television broadcasting and would require Petitioners to make substantial expenditures.

2. Petitioners have developed the RCA color television system which is based on the NTSC standards proposed in this Petition. These standards have been approved by the NTSC. The Petitioners believe that the proposed color system and programs broadcast using the RCA system can be received in natural colors by those equipped with the appropriate color receiver. The Petitioners believe that an incompatible color television system is an obstacle to the growth of television broadcasting and would require Petitioners to make substantial expenditures.

3. The RCA color television system satisfies all of the requirements for a color television system. As was the case with the introduction of black and white television, the introduction of a color television system will necessitate the purchase of additional equipment and in high definition black and white televisions standards already in the hands of the American public without changing these black and white receivers.

4. The color standards proposed in this Petition and technical signal specifications were proposed in February, 1951, by outstanding engineers and scientists of the radio and television field, including members of Petitioners' staffs, through the National Television System Committee (NTSC). Petitioners' proposal was received with approval of the American public.

5. The high standards adopted by the Commission in 1941 for black and white television broadcasting made possible the minimum growth and development of the present black and white television service to the American public. Petitioners submit that the Commission should now take a similar stand in regard to adoption of standards for color television and adopt new standards for color television broadcasting which will encourage rapid growth and development of color television as a service to the American public.

6. Petitioners have already expended over twenty-one and a half million dollars in research and development work on an experimental phase of the development of the RCA color television system. The development of the RCA color television system would serve the public interest by affording the public the advantage of color television service at a tolerable cost and by diminishing the present monochrome service to the more than 34,000,000 black and white color television receivers.

7. If the Commission approves the proposed color television standards, Petitioners, Radio Corporation of America and National Broadcasting Company, Inc. will expedite production of color receivers, television tubes, and studio equipment for sale to the public, to television manufacturers, and for use in the network of affiliated stations of the Petitioners throughout the United States. Forty-one NBC affiliated television stations have already amended their network affiliation agreements to provide that they will, on approval of the proposed standards, make plans relative to the purchase of additional equipment to enable them promptly to commence broadcasting color programs.

8. Petitioners believe that the present field sequential color television standards based on an incompatible color television system are an obstacle to the growth of television broadcasting and that there would result in a signal which would be "blind" to incompatible color broadcast. The Petitioners believe that the proposed color television system is superior to the NTSC system in terms of technical signal specifications and would be the preferred system by the American public.

9. The Commission's Public Notice 65008 of June 19, 1951, called for comments on the proposed color television system. The Petitioners believe that the proposed color television system is superior to the NTSC system in terms of technical signal specifications and would be the preferred system by the American public.

10. The Petitioners believe that the proposed color television system is superior to the NTSC system in terms of technical signal specifications and would be the preferred system by the American public. The Petitioners believe that the proposed color television system is superior to the NTSC system in terms of technical signal specifications and would be the preferred system by the American public.

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VIEWERS ENJOY COLOR, OR FINDS

Survey of 671 non-industry persons who viewed RCA color programs during NBC tours in New York shows 85% think color TV is "much more enjoyable than black-and-white. They liked quality, too.

COLOR television is more enjoyable than regular black-and-white, according to the virtually unanimous opinion of those interviewed in a survey conducted by Opinion Research Corp. last June 2-5. The survey was designed to test the effect of obtaining color images in the RCA color television programs shown in the lounge of Center Theatre, New York.

The audience was composed of members of the public from NBC tours. Viewers filled out their own questionnaires after receiving instructions. The same program was presented three times a day for the four days. For each of the 12 tests, programs were transmitted from the theatre studio over a telephone circuit to the RCA Bldg. and then to a miniature transmitter in the theatre building, with this output fed by cable to color receivers.

For the preceding two tests the programs were transmitted on microwave relay and coaxial cable to a point near Washington and back to the miniature transmitter. The 671 non-industry persons reported these findings in a survey which is more enjoyable, color or black-and-white, much more enjoyable 85%; somewhat more enjoyable 13%.

Asked about overall quality of the pictures, 76% said excellent, 37% very good, 11% good, 3% fair only.

As to clearness of detail, 46% said excellent, 13% very good, 12% good, 2% fair only. Other findings:

- True-color-to-life of colors—Excellent 38%;
- Variety of colors—Limited variety 19%; wide variety 60%; in between 15%.
- Vividness of colors—Too vivid 29%; about right 73%; too weak 2%.
- Overall brightness of screen—Much too bright 2%; a little too bright 17%; just about right 76%; a little too dim 4%.
- Quality of pictures in action scenes—Excellent 34%; very good 44%; good 18%; only fair 3%.

About one-fourth (24%) of non-industry audience, asked if they found anything wrong, said there were some "false colors" but a major part of the group indicated the defects they noted interfered only a little with their enjoyment of the programs.

Answering a question calling for other comments brought this result: Favorable comments 81% favorably and unfavorable 4%. Among those who commented favorably, 25% thought color TV "wonderful.

Detailed tables showing the results of the survey do not show many marked differences in the attitudes of subgroups. These broad generalizations, with the warning they should be interpreted with caution in view of fact that different groups are small and subgroups themselves are small, were made:

- AGE—Persons over 40 were slightly more favorable than were those between 20 and 39. Those under 20 tended to be in an intermediate position.

TEST CONDITIONS—As a rule, persons who saw the microwave relay showing tended to vote less favorably than did those who viewed the coaxial cable showing, the belief being there is the reverse is true on the comparison of the enjoyment of color television with that of black and white. And by large, closed-circuit viewers were more favorable than those who saw the coaxial cable showing. It is as the case with most subgroup differences, however, differences in the attitudes of closed-circuit and network viewers are largely in the degree of favorable opinion expressed.

June 29, 1953 • Page 35
TOBIE PREDICTS COLOR TV SON

Statement by
Dr. C. B. Jolliffe, Vice President, Technical Director of RCA

RCA AND NBC have built, operated and tested the proposed color television system. This system satisfies the criteria established by the Commission for a color television system.

The signal specifications used in the RCA color television system are identical with the signal specifications approved for publication by the National Television System Committee on February 2, 1953.

The color television system is a compatible color television system. (Exhibits 4, 7, 10). Compatibility is of extreme importance. As the Commission stated in 1950:

"The Commission is of the opinion that if a satisfactory compatible system were available, it would certainly be desirable to adopt such a system. Compatibility would facilitate for the broadcaster the transition from black and white broadcasting to color broadcasting and would substantially ease the obsolescence problem of present receivers."

"The color television system, which operates in the color television system, which operates on the criteria established as standards, is a satisfactory compatible system and is available.

"The signal specifications contained in Exhibit 1 have been extensively field tested by RCA and NBC and they are suitable for adoption as standards."

"RCA and NBC have the know-how to broadcast color programs, to build equipment for color broadcasting and to build sets that will receive these color programs. In addition, RCA and NBC have a nucleus of trained personnel ready to do the job.

"If the Commission approves the proposed color television standards, NBC will commence broadcasting compatible color television programs and will offer these programs to commercial sponsors and NBC affiliated stations throughout the United States."

"RCA is already manufacturing prototype compatible color television receivers, tricolor tubes and studio equipment. If the Commission authorizes standards for commercial color television broadcasting, RCA will manufacture and sell this apparatus to the public, to broadcasters and to other manufacturers.

"The RCA color television system meets all of the criteria established by the Commission for a satisfactory color television system."

Criterion 1

"The Commission's first criterion for a satisfactory color television system is: it must be capable of operating within a 6-megacycle channel arrangement structure."

"The signal specifications contained in Exhibit 1 are identical with those used for standard monochrome television except that a color subcarrier has been added. Measurements of interference from adjacent channels establish that the RCA color television system operates within the Commission's six-channel allocation structure (Exhibit 8)."

"There have been many hours of on-air color television transmissions, using the signal specifications contained in Exhibit 1, while standard monochrome television stations were broadcasting on adjacent channels. No reports of interference on adjacent channels have been received."

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1 Exhibits referred to are those attached to and made a part of the Petition.

2 FCC Public Notice 65008, June 11, 1951.


4 The criteria are quoted from FCC Public Notice 6608, June 11, 1951.


**Citation 2**

The Commission's second criterion for a satisfactory color television system is: It must include a color television receiver which has a high quality of color fidelity, has adequate apparent color resolution, and is free from objectionable flicker. RCA color receivers are the most fully developed in the standard monochrome system. All of the detail information is conveyed by the luminous output of green and red phosphors, which are pure red and green in the standard monochrome system. All of the detail information is conveyed by the luminous output of green and red phosphors, which are pure red and green in the standard monochrome system.

Satisfactory camera spectral characteristics are good approximations to those theoretically possible, and analyses show that good color reproduction may be obtained with the camera spectral characteristics presently used in the RCA color television system (Exhibit 2). The Commission has been established by public reaction tests, engineering observations and theoretical analyses that the RCA color television system will achieve a high degree of faithful reproduction of original color pictures, and that the RCA color television system pictures are sufficiently bright so as to be capable of being viewed under normal home conditions without objectionable flicker.

Flicker may be present in any cyclic process which depends upon the rapid presentation of a sequence of pictures for conveying the impression of continuity. The question is whether flicker is present but rather whether, at the repetition rate and picture brightness levels employed, the flicker is noticeable or not by the particular viewing device.

As a practical matter, the RCA color television system is capable of playing back a full-color signal and frame rates and interlacing, which determine flicker, are the same in the RCA color television system as in the standard monochrome system. Despite considerable increase in kinescope brightness over the past years, color television is, as a practical matter, the same true of the RCA color television system. Engineering tests in this connection indicate that the proposed color television receiver operating at a high contrast of a scan of a display board. None of the technical observers noticed any objectionable flicker (Exhibit 7).

Measurable visual observations establish that RCA color television pictures are sufficiently bright so as to be capable of being viewed under normal home conditions without objectionable flicker (Exhibit 2). The Commission has been established by public reaction tests, engineering observations and theoretical analyses that the RCA color television system will achieve a high degree of faithful reproduction of original color pictures, and that the RCA color television system pictures are sufficiently bright so as to be capable of being viewed under normal home conditions without objectionable flicker.

**Citation 3**

The Commission's third criterion for a satisfactory color television system is as follows: The color picture must be sufficiently bright to permit it to be viewed comfortably under normal home conditions. RCA color television pictures are sufficiently bright so as to be capable of being viewed under normal home conditions without objectionable flicker (Exhibit 2).

The RCA color television system has been designed to provide a high degree of fidelity of reproduction of color pictures. As a practical matter, the RCA color television system is capable of playing back a full-color signal and frame rates and interlacing, which determine flicker, are the same in the RCA color television system as in the standard monochrome system. Despite considerable increase in kinescope brightness over the past years, color television is, as a practical matter, the same true of the RCA color television system. Engineering tests in this connection indicate that the proposed color television receiver operating at a high contrast of a scan of a display board. None of the technical observers noticed any objectionable flicker (Exhibit 7).

Measurable visual observations establish that RCA color television pictures are sufficiently bright so as to be capable of being viewed under normal home conditions without objectionable flicker (Exhibit 2).

**Citation 4**

The Commission's fourth criterion for a satisfactory color television system is as follows: It must be capable of operating through receiver apparatus that is simple to operate in the home, does not require critical registration or color controls, and is cheap enough in price to be within the price range of the mass market of the American purchasing public. In testing the RCA color television system, color receivers were tested for thousands of hours (Exhibit 10). As part of all of these tests, the transmissions were viewed on RCA color television receivers (Exhibit 9).

The RCA color television system is capable of operating through receiver apparatus that is simple to operate in the home, has not required critical registration or color controls. The visual observers (Model No. 3A) are precisely the same as on standard monochrome receivers with the addition of one color control knob—chroma (Exhibit 8). The usual observer condition on monochrome receivers as compared with this color receiver are tabulated below.

**Viewing Color Monochrome Receiver Operating Observations**

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<tr>
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Thus, the only possible control on this color receiver is the chroma knob. This control is not critical and is simple to operate. The color receiver looks as if it were a receiver made for black and white television, from left to right. At the extreme left position of the control dial, the sound is turned off, the knob is turned to the right, the color first appears, and as the knob is turned all the way to the right, the colors are most fully saturated. Viewers differ as to the degree of color saturation, they decide what to do as a matter to adjust this knob to the desired degree of color saturation. Accordingly, this experimental work on all of these have been equipped with knurled shafts. In a production model, the color controls would be not normally be used by the viewer. The color hue control, for example, is probably not a proper part of the production model under the control cover as a viewer control. Experience has shown that this may be the case with the viewer, who may make judgments in his own way and not necessarily to his own personal liking. Thus, in this receiver the viewer has control over both chroma and hue of the color. The controls are simple and are to be operated. They require only occasional adjustment. Model No. 4 has been changed from Model 3A in other respects as well in order to improve performance, to facilitate manufacturing and to reduce costs.

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terms of 1933 dollars would be approximately $1,650.

Another comparison can be made with the first RCA color television receiver using a 16-inch kinescope introduced by RCA on January 1, 1949. The average price of this color receiver was $2,775 and the price when adjusted to 1953 dollars in accordance with the Bureau of Labor Statistics consumer price index would be $5,710. A recent 17-inch console receiver is $270, less than one-fourth the price of the 1949 model.

A major item in the price of a color television receiver is the tricolor kinescope (Exhibit 1). RCA stated that, inasmuch as in relatively small quantities in which the tricolor tube will be produced initially, the tube will see a price of $175 to $200. The design characteristics of this tube have not been finally determined; consequently, a price for such a tube cannot be definitely established at this time.

The cost of any kinescope is a complex function of cost of material, labor, automatic machinery used in its manufacture and other factors. The number of tubes produced has a major effect on the price of any type of vacuum tube.

The price and size history of black and white kinescopes will be followed in color kinescopes, as the price and size quality increased as quantity production is attained by manufacturers of kinescopes.

One of the effects of quantity production on the price of kinescopes is shown by the manufacture of 16-inch kinescopes. The price of the 16-inch kinescope in 1949 was approximately $250,000 of this type of tube was produced. At the end of 1949, a new type of 16-inch kinescope was introduced. The price then was approximately two-thirds of the 1949 price. In 1950, RCA produced about 1,200,000 tubes of this type. During that year the price was reduced to approximately one-third of the original price.

By 1951, the 17-inch rectangular tube almost supplanted the 16-inch round tube in production. At the end of 1951, about 170,000 17-inch rectangular tubes were produced by RCA.

The price of the newer 17-inch rectangular tube at the end of 1951 was approximately one-third the original price of the 16-inch round tube.

RCA has built millions of monochrome receivers and millions of tubes of different designs. Experience in manufacturing techniques and the design and use of automatic production machinery has a direct relationship with respect to tricolor kinescopes and color television receivers are realistic and that reducing of comparable monochrome television equipment.

If standards for commercial broadcasting of compatible color television are adopted by the Commission, monochrome color receivers to be manufactured on a mass production basis, experience and competition will inevitably result in bringing about substantial reductions in the price of color receivers (Exhibits 5, 8).

As to the future trend of color receiver prices, Dr. Elmer W. Engstrom, Vice President in charge of the RCA Laboratories Division of RCA, told the Commission that I indicated during the (FCC color) hearings that I thought that when we got into mass production of color television that we could expect that a color set would cost approximately 25 per cent more than a black and white set and that price would reduce along and maybe some day get as close as not substantially different. I cannot state any possibility of them being the same, because one must do more in order to have color.


I Transcript of the Hearings on Color Television before the Committee on Interstate and Foreign Commerce, 73d Cong., 2d Sess., p. 81.

The amount of equipment necessary will vary in individual stations depending on amount and type of test equipment already on hand and other factors.

I agree with Dr. Engstrom's estimate.

Criterion 5

The Commission's fifth criterion for a satisfactory color television system is as follows:

It is essential that the additional apparatus at the station that is technically within the competence of the station personnel hired by a station owner who does not have technical people on his staff on labor, and the costs of purchase, operation, and maintenance of such equipment must not be so high that it is impossible for this person who can afford to operate a television station.

It is impossible to estimate the price of a color television system. "Extensive experience in testing and transmitting color television programs has demonstrated that the RCA color television system is capable of operation at a price which is within the competence of the type of trained personnel hired by a station owner who does not have technical people on his staff at his disposal (Exhibit 10)."

The operation of color television studio equipment is more complicated than the operation of black and white television equipment. The amounts and total cost of such equipment adds more information. Extensive testing of the RCA color television system has been carried on in the NBC studios by technical personnel recruited from monochrome operations in the Midwest. After they had been trained, they were sent to Nashville and other broadcasting centers to become familiar with the operation of television equipment.

The cost of purchasing station apparatus for the RCA color television system is so high as unduly to restrict the class of persons who can afford to operate a television station.

A television studio equipped to equip color studios in order to broadcast network color programs. The station must be equipped with the following, if it desires to provide programs from local sources, the color television program will depend on the kind and extent of local color program material the broadcast station owner can supply. The size and cost of such installations will be major factors in determining the cost of producing programs of the type that may be taken by a typical station owner in equipping his station for color television (Exhibit 9).

The present prices are preliminary estimates based on existing conditions, present equipment and color television conditions will follow in the future. Provided no other conditions remain the same, it is anticipated that further reductions will be made when commercial product designs are finalized and the production of color equipment increases.

The extensive testing of the RCA color television system by NBC shows that the cost of operating and maintaining apparatus for the RCA color television system is not so high as unduly to restrict the class of persons who can afford to operate a television station.

At the transmitter no additional personnel is required for the operation and maintenance. Also, the transmission of slides and motion pictures requires no additional technical personnel.

The operation of television studio equipment for originating live programs, whether monochrome or color, depends on a great extent upon the size and amount of the program material being telecast. NBC's extensive color broadcasting experience has shown that for a station owner wishes to originate live color television shows, the normal technical crew for color television is approximately 23. A further reduction of this number of technical personnel as are assigned to a monochrome operation, except perhaps for the video color camera (Exhibit 10). In monochrome television the motion technician usually handles two to three television cameras. However, in the present state of development activities in color television, NBC has found it expedient to assign an additional technician to each color television camera, due primarily to the complexity of operation. It is expected that future developments will bring about a modification of this practice (Exhibit 10). By increasing the number of a person who can afford to operate a television station.

Color television station equipment used for a studio plant is more complicated than comparable monochrome equipment due to the fact that color television requires additional components. The complications in any electronic equipment usually a function of the amount of information being transmitted and considerable more information is transmitted to color than in a monochrome system.

The cost of purchasing station apparatus for the RCA color television system will not unduly restrict the class of persons who can afford to operate a television station (Exhibit 10). If it is the practice of the station owner to take his local motion picture origination from slides and motion pictures and his live color shows from a network, there should be no substantial additional operating or maintenance costs associated with broadcasting live programs using the RCA color television system.

Criterion 6

The Commission's sixth criterion for a satisfactory color television system is as follows:

It is essential that the color system as compared with the present monochrome system.

The color television system were conducted by RCA which determined that the RCA color television system is not unduly susceptible to interference as compared with the present monochrome system (Exhibit 8).

With regard to co-channel interference, color and monochrome are substantially equally susceptible. Concerning lower adjacent channel interference, color is somewhat more susceptible than monochrome. However, the ratio of desired carrier to interfering carrier for color is substantially similar. In the case of upper adjacent channel interference, color is somewhat more susceptible than monochrome to sine wave interference but only in the vicinity of the color subcarrier. In so far as multipath is concerned, color is only slightly more susceptible than monochrome to impulse noise, color and monochrome are substantially equally susceptible (Exhibit 8).

 Criterion 7

The Commission's seventh criterion for a satisfactory color television system is as follows:

It is essential that the system is capable of transmitting color programs over intercity relay facilities now in existence or which may be developed in the foreseeable future.

A series of tests transmissions of the RCA color television system over present networking facilities have shown that the system is capable of transmitting color programs over intercity relay facilities now in existence or which may be developed in the foreseeable future (Exhibit 11).

The American Telephone and Telegraph Company in addition to the existing microwave facilities; the microwave relay and the coaxial cable systems; the microwave circuits have a bandwidth of approximately 20,000,000 frequencies and are capable of transmitting good quality color television programs using the RCA彩色 television system (Exhibits 2, 11). Since it may be anticipated that coaxial cables having a bandwidth of 100,000,000,000 frequencies may be used, it is possible for future microwave relay facilities to accommodate certain areas for some time, it was necessary to devise equipment for networking the RCA color television system. Besides, this equipment has been developed and extensively and successfully tested (Exhibit 11). Public Service Corporation of New Jersey's microwave relay facilities and by coaxial cable has been very favorable (Exhibit 2).

The RCA Color Television System Satisfies the Commission's Criteria

The foregoing review with respect to the Commission's criteria for a color television
system shows that the RCA color television system operating on the basis of the signal specifications contained in Exhibit 1, fully satisfies in all respects the criteria set by the Commission. Further, the RCA color television system has been extensively field tested (Exhibits 2, 4, 7, 8, 10, 11).

Signal Specifications Proposed as Standards

The color television signal specifications which RCA submitted to the Commission for the purpose of adoption as standards for commercial color television broadcasting are identical with those previously approved by the National Television System Commission (Exhibit 1).

RCA engineers and scientists have worked with the NTSC in developing the recommended technical signal specifications and in selecting the proposed standards. RCA has furnished many color television transmissions and the use of their facilities for NTSC's tests (Exhibit 10). RCA will cooperate with the NTSC and furnish information obtained in their research and field testing to the NTSC.

Future Developments

RCA and NBC believe that in an industry as dynamic as the television industry, any set of signal specifications adopted as standards for color television should be so constituted that future improvements in equipment may be incorporated without disturbing the standards. The proposed technical signal specifications make provision for future improvements, setting sufficiently high standards not to limit the standards to the capabilities of existing equipment, but to allow research and development in the coming years to result in better equipment at both transmitting and receiving points. RCA believes that its cooperation with NBC will bring a change in standards or obsolescing receivers in the hands of the public.

For example, RCA has under development, and has already demonstrated, tricolor kinescopes having greatly increased brightness. As such tubes are developed to the point of commercial practicability, they can be incorporated in the RCA color television system without necessitating any change in the proposed standards.

RCA has also developed and demonstrated a single tricolor camera tube. This camera tube is being further tested and when it reaches the commercial stage, it likewise can be incorporated in the RCA color television system with no change in the proposed standards.

Work is also in progress on developing larger picture tubes and improved projection methods. Because of the larger picture tubes, larger receivers have been demonstrated and they can later be incorporated in the RCA color television system without any change in the proposed standards.

Color Telecasting Plans

Upon adoption by the Commission of the signal specifications contained in Exhibit 1, these standards for commercial color television broadcasting, NBC would put into effect the plans and policies contained in Exhibit 3. NBC would commence broadcasting compatible color television programs and would offer such programs to commercial sponsors and NBC affiliated stations throughout the United States.

NBC has already equipped two studios for color television (Exhibit 10). Demonstrations have shown that these existing studios permit the production of color television programs comparable to monochrome programs (Exhibits 2, 10).

NBC has ordered additional color television studio equipment. When such equipment is delivered and if the proposed standards have been authorized for color television broadcasting on a commercial basis, NBC will expand its studio operations and increase color programming.

RCA's Manufacturing Plans

RCA has established a pilot plant for the production of RCA tricolor kinescopes within its tube plant at Lancaster, Pennsylvania (Exhibit 5). Within a few months, this pilot operation can attain a production rate of 2,000 tubes per month.

In response to demand for more tricolor kinescopes than can be produced in the pilot production unit, operations can be expanded into existing black and white kinescope production facilities with suitable modification of such facilities and the addition of the specialized items needed for tricolor kinescope production (Exhibit 5).

If the signal specifications contained in Exhibit 1 are adopted by the Commission as standards for commercial color television broadcasting, RCA will take steps immediately to institute the production of color television receivers similar to the model receiver described in Exhibit 6. The final production model will be priced for both UIF and VHF reception.

Factors contributing to producing RCA color television receivers are available and necessary test equipment has been determined. Manufacturing personnel have examined the engineering samples of model RCA color television receivers and are agreed that no unusual manufacturing problems are involved. While a substantially increased number of component parts are required, the RCA color television receiver, as compared with a black and white receiver, and circuits require a greater degree of testing and adjustment. Television receivers will be basically the same as for black and white television receivers.

If the Commission approves the proposed standards by the end of the Summer of 1953, engineering schedules will be set for producing equipment to a point on a production model in the Fall of 1953. It is estimated that, on this schedule, pilot production of color television receivers can start during the Spring of 1954 (Exhibit 6).

If the Commission approves the proposed standards by the end of the Summer of 1953, RCA would plan for the production of substantial quantities of color television receivers during 1954.

RCA plans to produce and offer for sale the RCA color television equipment by broad- cast stations if the Commission adopts the proposed color standards. In order to facilitate the introduction of commercial color television broadcasting, RCA's initial plans are to produce appropriate broadcast equipment on a custom basis. This will enable RCA to produce color television early in 1954. Meanwhile, RCA will continue its development and design activities leading toward low-cost regular commercial production program (Exhibit 9).

It is expected that color television will conform to the general pattern of revolutionary new products or developments in the electronics field. Developmental work that result in better equipment will take place continuously as commercial equipment is designed, built and used by the broadcast equipment producers. In doing things are devised and incorporated in new equipment as is provided. Rapid progress in improving manufacturing techniques after production is commenced, mounting production volume, and subsequent engineering development, will all combine to reduce cost and improve the product.

The nature of American enterprise and competition result in better service at less cost in any product. Color television will not be an exception. The sooner the actualities of production can be made, the sooner the factors of mass production and experience will assert themselves, resulting in better color television equipment at lower prices.

WHAM-AM-TV Stay NBC; Color TV Contract Signed

WHAM-AM-TV, WPX-TV, spectrum, affiliation

WHAM-AM-TV, WPX-TV, independent.

CONFIDENCE, as tendered NBC Thursday by WHAM-AM-TV Rochester, N. Y., the Stromberg-Carlson Co. & 0 stations.

WHAM-AM-TV was announced signing of a color TV supplement affiliation with the network. Attending the same time, William Fay, the station's vice president and general manager, confirmed that both the AM and TV outlets are continuing their NBC affiliation.

Mr. Fay lauded NBC's compatible color system and said once standards are FCC-approved the station will "lead in bringing color programs to the people of the Rochester area."

On the stations' affiliation, he said: "Because of rumors in the trade concerning a possible change in our stations' network affiliation, we want to set the record straight by announcing publicly that we are remaining with NBC."

He said WHAM-AM-TV's affiliation with NBC for 26 years and the TV station has been a basic affiliate since 1949. The affiliation, he said, has been regarded as "one of our most valued assets."

NBC programs with WHAM-AM-TV's own "have never been stronger in position of leadership in Rochester," he added.

NBC's vice president in charge of station relations, Harry Bannister, lauding the decision, noted the Rochester outlets are broadcasting pioneers, he said: "Pioneers have a habit of sticking together in blazing new trails of prog- ress and NBC's association with both stations has been mutually productive."

June 29, 1953 * Page 39
NEWCASTS BUYS OF SEVEN FIRMS
REFLECT POPULARITY OF RADIO NEWS

Confidence in radio generally, and in radio news particularly, is reflected as more advertisers sign for radio newscasts. Many buy a quarter hour or more daily on 50 to 100 or more stations.

THE CONTINUING popularity of radio news programs—with both the advertiser and the public—was brought into dramatic focus last week by the actions of three such diverse sponsors as Chevrolet, the CIO and Armstrong Rubber Co., each of whom has settled on that type of show for its own purposes.

Four other national advertisers who continue to assert confidence in the radio newscast are Mennen, Esso, Shell and Murine. Currently the CIO is negotiating with ABC for a five-week, quarter-hour newscast to be held on the 6:15 p.m. time and with NBC for the 10:30 p.m. period on a more than 100-station hookup. It was understood that ABC probably would get the deal with ABC's. The CIO is presenting the program as a public service feature and the placement is being handled by Reggie Scheubel, of Wyatt & Scheubel, New York, radio and TV consultants for the Henry Kaufman Agency in Washington.

Chevrolet and Chevrolet Dealers have contracted for what was said to be the largest concentrated block of radio time ever purchased by a single advertiser, a total of 24 five-minute newscasts each weekend, beginning Saturday and continuing Saturday and Sunday thereafter over 364 ABC stations. These 24 special weekend telecasts—12 in behalf of the dealers and an equal number for the manufacturer—will be handled by various members of the ABC news staff.

Total ABC News

For ABC this means that an overall total of 16 hours and 35 minutes of radio news reporting and commentary will be heard on that network each week.

The Chevrolet transaction was handled through Campbell-Ewald, Detroit.

Armstrong Rubber Co. has taken over for 13 weeks the list of regional quarter-hour news programs previously sponsored by Peter Paul Candy for Mounds. The contract runs from June 1 and resumes and places through Campbell-Ewald, Detroit.

In September Peter Paul runs from June to August in above-the-line newscasts each weekend, beginning Saturday and continuing Saturday and Sunday thereafter over 364 ABC stations.

These 24 special weekend telecasts—12 in behalf of the dealers and an equal number for the manufacturer—will be handled by various members of the ABC news staff.

NEWTEST partners in Gray & Rogers, Philadelphia advertising and public relations agency, are department heads David B. Arnold (1), media director, and Thelma Beresen, public relations director. They are congratulated on their new jobs by Jerry Gray, senior partner.

Phillip's Creditors

WASHINGTON radio and TV stations are among creditors who will share percentages of amounts derived from sale of assets of Phillip’s Television & Appliances Inc., large appliance chain in that city which closed its doors June 20.

David Horstein, attorney for Phillip’s, said details on the disposal of nearly a half-million dollars in merchandise, plus cash and accounts receivable by the firm, which now is in custodial receivership, will not be known until a meeting of creditors tomorrow (Tuesday). Attorneys explained that the firm went heavily into debt this year from stiff competition, low down payments, defaulting of payments by customers and unwillingness of finance companies to handle appliance transactions.

Mr. Horstein said radio and TV station creditors are represented among a dozen items owed to various media by Phillip’s.

Timebuyers Strike Oil

RADIO and television timebuyers received their first dividends on gift shares of oil well stock last fortnight. Checks amounting to $2.13 each. The shareholders were originally given the oil certificates as a Christmas gift by North Dakota Broadcasting Co. (stations KSBJ Jamestown, KCJB and KCJB-TV Minot).

To mark the occasion, John W. Boler, president of the stations, also invited the shareholders to attend a cocktail meeting to hear his "State of the Oil" message at the Gotham Hotel in New York. The invitation urged recipients to "polish up the Cadillacs, all you oil tycoons, and attend the big meeting. Stations are represented by Weed-TV Inc.

Enfield Suit Filed in L. A.

WOULD SET ASIDE JUDGMENT

SUIT to set aside a judgment entered in Federal Court seven years ago in an unsuccessful $100,000 copyright infringement case, was filed in Los Angeles June 15 by Charles T. Lester, administrator for the estate of the late Harold Hugh Enfield, movie-radio actor, known professionally as Craig Reynolds. As descendents are NBC, Philip Morris & Co., The Blow Co. and Underwriters at Lloyds, London.

Equity action, filed through attorney Jesse A. Levinson, charges that Mr. Enfield, who died in 1949, did not receive "a fair, just and equitable" judgment in 1946 because of alleged "pressure and undue influence" exerted on the late Federal Judge J. F. T. O' Connor by motion picture executive Louis B. Mayer on behalf of Glenn Simms, then star of NBC's Talent Theatre.

Mr. Enfield had contended that the network program was taken from his "Veteran's Candidate" show.

McCarthy Retires From R&R

CAL J. MCCARTHY retires from active management of Ruthrauff & Ryan, effective July 1, after 31 years in the agency where he served as senior vice president, treasurer and director. He will continue in a consulting capacity. Mr. McCarthy will devote a good part of his time during the next six months to the launching and promotion of a new line of products of Calmac Inc., which he recently organized.

Direct Mail Use Up

AMERICAN business used $419,578,903 worth of direct mail advertising during the first four months of 1953, up 6.5% from the same period of last year, according to an estimate made by the Direct Mail Advertising Assn. For April, DMAA reports the estimated dollar volume as $105,653,499, a gain of nearly 8% over April 1952.

Wageman Identification

MURIEL WAGEMAN, head of Muriel Wage- man Adv., Chicago, was incorrectly identified as timebuyer for another agency in a picture showing agency representatives being shown Catalina Island by John Poole, KBIG Avalon owner [B+T, June 8].
COSMETIC FIRMS BUY SUMMER SHOWS

Hot-weather television network campaigns are put in motion by Hazel Bishop, Revlon and Toni. Bishop switches network spots for two of its programs in a move designed to increase audiences for both.

MANUFACTURERS of beauty preparations are plunging into summer replacement time in network television, with Hazel Bishop Inc., Revlon Products Corp., and Toni Co. all carrying hot-weather campaigns.

Toni Co. has bought another half-hour audience participation show, Place the Face, which will be seen on NBC-TV for eight weeks starting July 2 in the Thursday, 8:30-9 p.m. period normally occupied by the Bob Miller show. The Borden show returns in the fall. Leo Burnett Co., Chicago, is the agency for Toni.

Hazel Bishop continues sponsorship of This Is Your Life! on NBC-TV (Wednesday, 10-10:30 p.m.) and additionally has added Candida Camera on the same network (Tuesday, 9:30-10 p.m.) for the summer. The firm also alternates with Toni Co. on sponsorship of Blind Date on DuMont in the Tuesday 8-8:30 period.

The Bishop firm meanwhile is launching this week a week of its NBC-TV shows, putting Candida Camera into the spot now occupied by This Is Your Life, and vice versa. Purpose of the exchange, in the summer period of program promotion, is to expose each show to the audience of the other in a move to increase the audience of both. Raymond Spector Co., New York, agency for Hazel Bishop, indicated belief that this in one of the first such exchanges in TV. In the fall, Life will return to its regular spot and Camera, if continued beyond the hot-weather period, presumably will move to a new time period.

Revlon last week started Revlon Mirror Theatre on NBC-TV (Tues., 8-8:30 p.m.) in one of the periods normally filled by the Milton Berle show, now in hiatus until fall. Revlon also has signed for a new dramatic show to start in the fall on CBS-TV, in the Saturday 10:30-11 p.m. period. William Weintraub, New York, is the agency for Revlon.

NEW BUSINESS

Edison Chemical Co., Chicago (Dermassage), signed to sponsor Tues. and Thurs. broadcasts of Edward R. Morrow News on 22 CPRN stations, 5-5:15 p.m. EDT, for 26 weeks, from June 30. Agency: Critchfield & Co., Chicago.

Reardon Co. (paints) buys three weekly spot participations on NBC-TV's Today Monday-Friday, 7-9 a.m. EDT, for four weeks starting Sept. 8. Agency: Krupnick & Assoc., St. Louis.

Sterling Drug Inc. renews sponsorship of My True Story on full ABC Radio network, Monday-Friday, 10-10:25 a.m. EDT, effective July 6 for 52 weeks. Agency: Dancer-Fitzgerald-Sample, N.Y.

The Greyhound Lines will again be among the sponsors of Omnibus when it is reconstituted next month. Agency: Dancer-Fitzgerald-Sample, N.Y.

Mennen Co. ("Quinanna" foot powder, N.Y.,

BROADCASTING * TELECASTING


General Mills Inc., Minneapolis (Red Band flour), renews Joe Emerson's Hyuns Time over ABC radio, Mon., Fri., 3-3:15 p.m. EDT, for 52 weeks. Agency: Knox Reeves Adv., Minneapolis.

Toni Co., Chicago, sponsoring Tues. and Thurs. segments of Turn to a Friend program, ABC, Mon.-Fri., 11:55 a.m.-12:30 p.m., EDT, effective last Tues. Agency: Weiss & Geller, Chicago.

James Lees & Son Co. (rugs and carpets), renews sponsorship of quarter-hour segment of NBC-TV's Kate Smith Show for fall, effective Sept. 7. Lees sponsors 3:30-4:5 p.m. portion of 3-4 p.m. strip. Agency: D'Arcy Adv., N.Y.

Carter Products, N.Y., will sponsor Anyone Can Win, Procter Television Enterprises package, effective July 14, Tues., 9:30-10 p.m., alternate weeks on CBS-TV. Agency: Sullivan, Staurfer, Colwell & Bayles, N.Y.

AGENCY APPOINTMENTS


Skinner & Eddy Corp., Seattle (Icy Point Salmon), appoints Paris & Peart, N.Y. Radio and TV will be used.

Angelique Inc., Wilton, Conn. (Black Satin, White Satin and Gold Satin Perfumes and Toiletries), Scrabble Enterprises (promoters of new word game, Scrabble), and Production & Marketing Corp. appoint Platt, Zachary & Sutton Inc., N.Y.

Maxie Co., Needham Heights, Mass., appoints Ingalls-Minter Inc., Boston. Radio will be used.

Silverhill Corp., Riverside, N.J., appoints Adrian Bauer, Phila. Kenneth A. Syfrit is account executive.


Dennis Mitchell Industries, juvenile furniture, appoints Aitkin-Kynett, Phila.

Cole of California, L.A. (swim suits and beach wear), appoints Young & Rubicam Inc., that city.


U. S. Waterproofing Corp. appoints The Getchel Co., N.Y.


Allied Plastics Corp., Phila. (Daycor), appoints Gray & Rogers, that city.


Teso Antennas appoints Conti Adv. Agency Inc., N.Y.

“March of Freedom” Campaign, headed by Rev. Frank Carlson (R-Kans.), appoints Jaeger & Jensen Inc., Chicago. Radio and TV will be used.

RADIO NEWSREEL

TYING up his own contract for the Leader on WICC Bridgeport is William J. Lunder (r), pres., Pepsi-Cola Bottling of Fairfield, Conn. Edwards, WICC, exc. exec., observes.

CELEBRATING 45th birthday of Bob DeHaven (c), m.c. of a morning show on WCCO Minneapolis-St. Paul, are Larry Hoeg (I), WCCO gen. mgr., Mr. DeHaven and Bayard Buckmaster, Our Own Hardware Co., sponsor.

YEAR’s contract for 17 news and sports programs a week on WTAM Cleveland by Texas Co. is signed by (l to r): Seated, Hamilton Sheu, WTAM gen. mgr., and Donald W. Steward, adv. mgr., Texas Co.; standing, William Dix, WTAM sls. mgr., and Jerry Johnston, acc. exec., Kudner Agency, New York.

FOURTH year of advertising on Tom McCarthy’s morning show on WKRC Cincinnati by Phil Stewart Electric Shop is signed by (l to r): Hubbard Hood, WKRC sls. mgr.; Phil Stewart, and Mr. McCarthy.
WHY NBC IS AMERI
During the next twelve weeks, NBC will use this space to provide the facts that will enable you to examine the essentials of network superiority. In the process we will use established, fully accepted data and will clearly label our sources.

In place of exaggeration, NBC will offer fully documented facts. Instead of citing an exception to prove a point, NBC will tell the full story. In case after case you will be given complete proof of the real values that have earned for NBC the enviable position of America's number 1 network.

NBC's purpose is to set the record straight... and keep it straight.
DEMAND MAY PUSH TV TAPE RELEASE

By early 1954 Crosby Enterprises' VTR may be released to meet federal defense needs and competition from other firms, BCE official says.

DEMANDS by the government, plus competition from other firms researching the same field, may force release of Bing Crosby Enterprises' VTR (Video Tape Recorder) system to the television industry by early 1954.

Frank Healey, president of the electronic division of BCE, told the Hollywood Ad Club last Monday that various federal agencies are interested in VTR for radar, moving target and guided missile programs, and are pressing for quick developer.

He said GE, Magnacord, RCA, Armour Research Labs and Ampex are working on their own video tape recording systems, but that, "Bing Crosby Enterprises has put a lot of money into this and we hope to be first."

At the meeting John T. Mullin, chief engineer of BCE electronics division and one of the pioneers on video tape, explained the VTR advantages. He cited instantaneous playback and total freedom from production costs of VTR.

Mr. Mullin admitted present recorders are bulky, but stated that BCE engineers hope to reduce the size soon.

Mentor Films Formed By Shipley, Associates

ESTABLISHMENT of Mentor Films, New York, as a television production company for both commercials and programs was announced last week by Albert F. Shipley, vice president-general manager. He said Mentor has set up offices and studios at 846 Seventh Ave., New York 19.

Mr. Shipley is a sales executive, who is said to have had wide experience with leading radio, motion picture and TV firms.

Associated with Mr. Shipley are Madge Tucker, for 12 years a producer, director and writer for NBC, who will be vice president and program consultant, and Lydia Schiller, formerly scenario and production assistant to David O. Selznick, who will be film editor and director of research.

Mr. Shipley announced appointments of Edmund Stevens, chief studio supervisor of broadcast operations for NBC for four years, as production coordinator; M. Macy Elwell, consultant on scenic design for ABC-TV, as director of scenic design ad costuming, and Syd Landi, artist and illustrator, as art director.

Mrs. Shipley will be secretary-treasurer.

ABC WEIGHS PLANS FOR FILM DIVISION

PLANS for eventual establishment of an ABC-TV film division were indicated last week by Robert M. Weitman, ABC vice president in charge of talent and programming.

Mr. Weitman told a news conference in New York that ABC is moving in the direction of film sydication prompted the decision to film shows which will star Danny Thomas and Ray Bolger. He pointed out that a program featuring Barry Sullivan also is filmed.

Under questioning, he acknowledged that ABC was giving "serious consideration" to George Shupert, now United Artists vice president in charge of TV, as possible head of the projected film organization. He pointed out he was familiar with Mr. Shupert's talents and experience, citing his previous association with Paramount. He added, however, that other candidates also are being considered for the position.

Beckwith Named VP To Head G-K Sales

AARON BECKWITH, director of sales for United Television Programs, last week was named vice president of Gross-Krause Inc., to devote full time to the direction of G-K sales activities. G-K is one-third owner of UTP.

In his new post Mr. Beckwith will continue to occupy his present quarters and will work closely with Ben Frye, UTP vice president in charge of sales, in connection with UTP's syndication of the G-K "Heart of the City" film series, and future series.

Officials said the move is in line with expanded production activities stemming from G-K's acquisition of California studios. Aside from supervising sales of "Heart of the City," Mr. Beckwith will direct the company's national sales and commercial spot business. He plans to work direct with advertisers and agencies to set up deals for film packages as well as spot commercials, for which G-K is establishing a special department.

Fast Fight Films

BY USE of film recording, fight fans on the West Coast and in the mountain states were able to see the telecast of the International Golden Gloves championship bout, held in Chicago June 16 on the same night the rest of the country saw the events live. Film recordings of the contests, which were sponsored by the Admiral Corp. over the DuMont TV Network, starting at 10:30 p.m., EDT, were transmitted from New York by cable for showing in California and mountain cities at 10:30 p.m., PDT, and in the state of Washington at 9:30 p.m., PDT.

United Television Programs' new telephone quiz show, Look Photoquiz, will start July 6. The 15-minute, 5-day-a-week filmed program has been sold in 22 markets, with latest sales to WLWA (TV) Atlanta, KROC (TV) Rochester, Minn., WCOS-TV Columbia, S. C., and Coca-Cola Bottling Co. over KSTP-TV St. Paul-Minneapolis.

Harriscope Inc., formed by Burt I. Harris and Irving B. Harris (Toni home permanent developer), announces four new markets under contract: WDAY-TV Fargo, N. D., WFJM-TV Indianapolis, Ind., KSWO-TV Lawton, Okla., and KFOR-TV Lincoln, Neb.

The company also reports that production has just been completed on 13 30-minute wrestling films, the fourth series to be completed. The next series will start production within two weeks, according to Burt Harris, company president.

Mr. Harris also disclosed that Dr. I. Q., a television adaptation of the radio program, will be packaged for presentation this fall.

Five Star Productions, Hollywood, has completed for July 1 release 12 60-second spot announcements for Cinch Products Inc., Los Angeles (Cinch Cake Mix, Corn Bread Mix, Biscuit Mix). They feature "Unanswerable personality on NBC-AM-TV's Dinh Share Show and ABC-TV's You Asked for It.

Availabilities

Milton Hammer, Washington, D. C., announces a September release date for another series of Washington Spotlight, weekly forum discussion program featuring Marquis Childs. The 15-minute feature was telecast in 40 markets last year and is entering its third year of production.

Milton Hammer also announces a new TV film series, What's Your Problem, a 5-minute program featuring Lorraine Logan. Miss Logan discusses the problems of life, the family and love with an interviewee on each program. The advice is previewed by a committee of social service professionals and religious leaders, according to the film company.

Milton Hammer Productions are at 931 Washington Bldg., Washington 5.

Association Films, New York, is offering free to television stations a six-part, 15-minute children's film series, Boys' Railroad Club. The series may be obtained from company's libraries in Ridgefield, N. J.; 79 East Adams St., Chicago, and 351 Turk St., San Francisco.

Sack Television Enterprises, Dallas and New York, announces three recent additions to its feature film library: "Tunisian Victory," "Next of Kin" and "Coastal Command." Other feature films with war themes include "The True Glory" and "Desert Victory," which the film also is releasing to television.

Alexander Film Co., Colorado Springs, Colo., is announcing release of a new package series of television film commercials especially de-

Broadcasting • Telecasting
YOUR COPY IS READY!

NEW 250 Page GATES Catalog

...is finest, most complete ever offered to the industry!

Yes, the new big GATES 250 page catalog of radio transmitters, speech input equipment, tape recorders, antenna towers, remote apparatus and hundreds of complete items as well as materials for the radio or TV station is now off the press! It also contains a wealth of informative, handy reference material that no radio station should be without. Over two truck loads of 80 pound enamel paper have gone into what we believe is the finest and most complete catalog ever offered to the specialized industry of radio broadcasting, communications and industrial electronics.

No doubt you are on our mailing list, but we want to be sure. Will you take just a moment and fill out the coupon? Tear it off and mail to:

Richard Eickmeyer, GATES RADIO COMPANY
Box 390, Quincy, Illinois

He'll do the rest. And of course, if you are not already on the mailing list, you'll be on. No charge of course.

GATES RADIO COMPANY

Gentlemen:
Please check your mailing list to be sure I will receive the new GATES 250-page catalog.

Name:

Company:

Address:

City State

Gates Radio Company
Quincy, Illinois, U.S.A.
Manufacturing Engineers Since 1922

Branch Offices

- 2700 Polk Avenue, Houston, Texas
- Warner Building, Washington, D.C.
- 51 East 42nd Street, New York City
- International Div., 13 E. 40th St., New York City
- Canadian Marconi Co., Montreal, Quebec
signed for banks. Principal bank services are included in thirteen 20-second and four 60-second films, with sponsors getting exclusive, unlimited use of the package commercials in markets of their choice for a six-month period. Cost of the complete 17-film series starts at $25 per week and up, depending on the size of the TV market.

Harry S. Goodman Productions, New York, has released a new series of radio sports programs titled Champs on Parade. The series centers around interviews of sports personalities conducted by sports writer Joe Gooter.

Distribution

Harry S. Goodman Productions, New York, has been appointed exclusive distributor of Jump Jump of Holiday House, a series of 65 quarter-hour films for television.

Production

King Bros. Productions Inc., Hollywood independent motion picture producer, currently shooting the feature "Carnival," will start production on 50 half-hour adventure TV films in October. Series will be based on Sage Magazine spy stories. George Bagnall & Assoc., Beverly Hills, will distribute.

Lion Productions, new Hollywood company, has been formed by Desi Arnaz and Lucille Ball primarily to produce theatrical motion pictures, but also will do TV filming. Desilu Productions Inc., headed by Mr. Arnaz and Miss Ball, will continue to produce CBS-TV’s I Love Lucy and other TV films now under contract.


Leo A. Handel Productions, Hollywood, is editing for fall distribution a new 13-quarter-hour TV film series, The Magic of the Atom, in which story form concentrates mainly on peacetime use of atomic energy.

Random Shots

United Television Programs, to obtain children’s reaction to its new science fiction series, Rocky Jones: Space Ranger, will screen the series during the coming summer weekends at the Evans Hotel in the Catskill Mountains. A UTP spokesman said that “reaction periods” will be distributed to the youngsters and their comments will be used as a selling tool if they “turn out to be as enthusiastic as expected.” UTP plans a similar experiment among adult guests at the hotel for its new Enchanted Music series and for a new 15-minute comedy series starring Henry Morgan, which now is in production.

Sportsvision Inc. and Consolidated Television Sales have announced plans for Play Golf with the Champions, a new series of 15-minute weekday television programs featuring outstanding golf professionals.

Stuart Reynolds, president of Reynolds Production, Beverly Hills, Calif., has acquired TV film rights to a half-hour series, Background to Disaster, written by Horace Black Jr. Stories deal with political and emotional forces which aggravated the Civil War.

Film People

Francis D. Smith, formerly with RKO Radio Pictures and subsequently New York representative for Pitney-Bowes Inc., has joined Tele-Pictures Inc., New York. Mr. Smith will assist Joseph P. Smith, vice president and general sales manager, and will contact stations and agencies in the eastern division.

Al Levine, United Television Programs salesman, joins Consolidated Television Sales, Chicago, as an account executive covering Illinois, Missouri, Iowa and Nebraska.

Charles E. Morin, commercial manager for KPOA Honolulu and previously sales manager of the Columbia Pacific Network, to Consolidated Television Sales, as Pacific Coast account executive.

Carl Ritchie, TV actor and producer, has been signed by D & R Productions, Astoria, Long Island, to produce and star in a new series of 15-minute filmed TV shows titled Nörbert.

George Bagnall & Assoc., Beverly Hills, will distribute.


Arthur Hoff, associate story editor with Columbia Pictures, Hollywood, joins Jack Chernoff Productions, Hollywood, as story editor on CBS-TV’s Private Secretary film series.

Joe Cheney, associate producer and story editor with Columbia Pictures, joins Stanley Murphy Productions, Hollywood, in same capacities. His first assignment is to develop properties for Musical Magic, a half-hour TV film series to star Mimi Benzil. In preparation is the television version of Dixie Dugan, based on the syndicated cartoon strip.

Edward Scefield, Hollywood publicist, also has joined Stanley Murphy Productions.

Matthew Rapf, M-G-M producer, signed to long term contract by Lewison Enterprises Inc., Hollywood, as producer on TV film series, Letter to Loreta, starting on NBC-TV in September for Procter & Gamble Co.

Edmund Beloin, producer on NBC-TV’s My Hero film series, is en route to South America to gather material for new Pleasure Island film series, scheduled by the network for fall production.


Seek Filmed TV Outlets For Ad Council Messages

THE Advertising Council, which has long had excellent cooperation in presentation of its public service messages from sponsors of live TV programs, is now soliciting similar support from advertisers using video filmed shows, following a successful four-month test by Procter & Gamble Co. with its three filmed network TV programs.

William R. Baker Jr., chairman of the board of Benton & Bowles, chairman of the Council’s Radio & TV Committee, told a news luncheon in New York that since the first of the year P&G TV film shows have carried special messages on behalf of the National Blood Program, U. S. Defense Bonds, and Religion in American Life campaigns on Red Skelton Show, Fireside Theatre, and The Donna.

The Council supplied P&G with 20-second film spots which were edited into the program films for specific dates, Mr. Baker said, the spots chosen being appropriate for use at any time of year. If the programs are released for second showing, the spots can be left in or deleted.

Council is now offering free 20-second film spots to other TV advertisers on six continuing public service campaigns as well as TV flip cards, balops and slides, which can be inserted in film programs if preferred. Material for each campaign is prepared by a volunteer agency, as follows: National Blood Program, Cunningham & Walsh; Savings Bonds, G. M. Baseford Co.; Ground Observer Corps, Ruthrauff & Ryan; Religion in American Life, J. Walter Thompson Co., Stop Accidents, Young & Rubicam; Better Schools, Benton & Bowles.

ACLU Attacks Codes Of Radio, TV, Films

CODES in the radio, television and motion picture industries were termed restrictions upon "freedom of expression" in a statement released Wednesday by the American Civil Liberties Union.

ACLU reaffirmed its opposition to codes to support the position of Otto Preminger, who, according to ACLU, refused to revise his film, "The Moon Is Blue," to meet the objections of the movie industry’s Production Code Administration. ACLU added: "In the radio and television field, a code is even more vulnerable from a civil liberties standpoint because the subscribers to a code are operating their business on a franchise obtained from the public domain."

ABC-TV Shows 'Danny Thomas'

PILOT film of the new Danny Thomas Show, scheduled for fall on ABC-TV, was shown to newsmen Tuesday at ABC-TV’s New York studios.

Robert M. Welman, vice president in charge of programming and talent, said the half-hour program probably will be scheduled on a weekday between 9-10 p.m. He said the network is discussing sponsorship with two advertisers. He estimated production cost of the pilot film at “less than $40,000.”

Page 46 • June 29, 1953
PITTSBURGH
WOMEN TELL ALL
about radio-listening habits; KDKA is station named most

Guide-Post Continuing Consumer Panel recently posed a question to a scientific sample of women in Allegheny County: "What stations did you listen to last week?"

In the replies, tabulated from unsigned mail questionnaires, KDKA won most mentions. This was expected. But of even greater interest to advertisers is the consistency with which KDKA led in replies from all economic groups—

<table>
<thead>
<tr>
<th>Family Income</th>
<th>No. of respondents</th>
<th>KDKA</th>
<th>B</th>
<th>C</th>
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<td>$5000 and over</td>
<td>601</td>
<td>63%</td>
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<td>28%</td>
<td>34%</td>
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<td>558</td>
<td>58%</td>
<td>49%</td>
<td>43%</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>$2500 - 3500</td>
<td>335</td>
<td>57%</td>
<td>50%</td>
<td>43%</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Under $2500</td>
<td>256</td>
<td>57%</td>
<td>48%</td>
<td>39%</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>All families surveyed</td>
<td>1750</td>
<td>57%</td>
<td>49%</td>
<td>42%</td>
<td>37%</td>
<td>31%</td>
</tr>
</tbody>
</table>

For consistent top coverage like this in the Pittsburgh area, there's no substitute for KDKA! Get up-to-the-minute availabilities from KDKA or Free & Peters.
CBS, NBC BATTLE TO DRAW IN MAY NETWORK TIME SALES TOTALS

Publishers Information Bureau listings show CBS in first place in AM billings, NBC leading the television column. All radio-TV network billings gross $32,341,453.

HONORS were even in May between NBC and CBS in their battle for top position in network time sales, according to Publishers Information Bureau’s tabulations for May 1953. CBS was first among radio networks, with gross billings of $5,304,211 for month; NBC headed TV network list, with May gross of $8,026,635. CBS also topped radio network roster for five-month period, January through May, and NBC was similarly in first place among TV networks for first five months of 1953.

Overall, May gross time sales of four nationwide radio and four TV networks combined to total $32,341,453, a gain of 12.8% over May 1952 gross of $28,657,061. Radio network gross barely exceeded that of years before, with May 1953 plus amounting to only 0.3%. TV network gross for this May was up 24.6% from May a year ago.

For January-May period, combined radio and TV network gross time sales totaled $156,882,805, a gain of 7.5% over the like period of 1952 gross of $145,925,478. Network radio, for five-month period, was down 1.7% in time sales this year as compared to last, but network television was up 16.1%.

Network-by-network gross time sales, as reported by PIB, follow:

<table>
<thead>
<tr>
<th>Network</th>
<th>May 1953</th>
<th>May 1952</th>
<th>May 1953</th>
<th>May 1952</th>
<th>Jan-May 1953</th>
<th>Jan-May 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,593,923</td>
<td>$2,472,231</td>
<td>$3,523,092</td>
<td>$2,322,411</td>
<td>$14,013,531</td>
<td>$14,402,402</td>
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<tr>
<td>CBS</td>
<td>$2,472,231</td>
<td>$3,304,211</td>
<td>$3,462,231</td>
<td>$3,022,411</td>
<td>$15,497,145</td>
<td>$14,402,402</td>
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<tr>
<td>NBC</td>
<td>$1,974,327</td>
<td>$1,004,241</td>
<td>$1,832,231</td>
<td>$963,024</td>
<td>$8,642,956</td>
<td>$8,026,635</td>
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<tr>
<td>DuMont</td>
<td>$4,141,070</td>
<td>$6,820,231</td>
<td>$4,182,231</td>
<td>$6,820,231</td>
<td>$20,475,920</td>
<td>$20,475,920</td>
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<td>TOTAL</td>
<td>$13,970,235</td>
<td>$8,268,838</td>
<td>$13,882,805</td>
<td>$8,026,635</td>
<td>$63,154,328</td>
<td>$62,542,402</td>
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</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>May 1953</th>
<th>May 1952</th>
<th>May 1953</th>
<th>May 1952</th>
<th>Jan-May 1953</th>
<th>Jan-May 1952</th>
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</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$1,832,453</td>
<td>$1,304,043</td>
<td>$1,832,453</td>
<td>$1,304,043</td>
<td>$12,457,085</td>
<td>$12,402,402</td>
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<tr>
<td>ABC</td>
<td>$864,870</td>
<td>$7,622,832</td>
<td>$7,526,760</td>
<td>$6,820,231</td>
<td>$27,945,374</td>
<td>$27,945,374</td>
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<tr>
<td>NBC</td>
<td>$3,836,655</td>
<td>$2,622,982</td>
<td>$3,771,657</td>
<td>$2,622,982</td>
<td>$35,162,947</td>
<td>$35,162,947</td>
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<tr>
<td>TOTAL</td>
<td>$13,537,292</td>
<td>$14,704,722</td>
<td>$13,537,292</td>
<td>$14,704,722</td>
<td>$100,406,278</td>
<td>$100,406,278</td>
</tr>
</tbody>
</table>

U. S. Shows Take 8 Places Of Canada Top 10 AM List

EIGHT of the 10 leading evening radio network programs in Canada were of American origin during May, according to the national ratings report of Elliott-Hayes Ltd., Toronto. Leading were Edgar Bergen Show with rating of 23.1 followed by Amos ‘n’ Andy 24.6, Radio Theatre 23, Our Miss Brooks 21.7, Great Gildaesrview 16.7, Ford Theatre (Canadian) 14.8, Share the Wealth (Canadian) 14.7, The Tylders 14.6, Suspense 14.1, and Twenty Questions 13.9.

Daytime leading five network programs were Ma Perkins 14.4, Pepper Young’s Family 14.2, Aunt Lucy 14, Right to Happiness 13.9, and Road of Life 12.9.


Nielsen Adds 30 Subscribers

THIRTY new subscribers—26 radio stations a TV outlet and three advertising agencies—have applied for Nielsen Coverage Service in the past 60 days. A. C. Nielsen, president of the market research firm, announced June 19.

Three agencies are Kudner Inc., New York; Ward Wheelock, Philadelphia, and Dan B. Miner Co., Los Angeles. Of the 27 stations, 22 have already ordered NCS report #2, Mr. Nielsen said.

Analysis on Negro Market

WANN Annapolis, Md., reports it has published a booklet containing an analysis of the Negro market in the Baltimore-Washington-Maryland Eastern Shore area that is of special interest to timebuyers and account men "merchandising" to the Negro market. Report is available free and can be obtained by contacting WANN, P. O. Box 749, Annapolis, Md.

NEW NRI ADDS MORE MULTI-SET HOMES

The four radio networks have approved the revised Nielsen Radio Index service which, using the new "Multiple-Receiver Metering," will measure a larger proportion of multi-set homes, says President A. C. Nielsen.

A REVISED Nielsen Radio Index service taking into account the presence of multiple radio homes will be launched shortly by A. C. Nielsen Co., the market research firm, with the blessings of the four major radio networks.

A. C. Nielsen, president, announced the plan last Monday, saying that it is an effort to measure the full dimensions of the radio audience "to reflect changing conditions of set ownership and usage." He described it as a "way to the history of broadcasting," and a move to evaluate "the full effect of listening on secondary receivers."

Mr. Nielsen also revealed a new engineering development, "Multiple - Receiver . Metering" (MRM), which he says will permit a single Automatic Meter to measure the activity of any one of four radio- TV receivers simultaneously. The device, which will form the core of the expanded index service, records data in code on a single strip of film.

It was understood the revised service will go into effect in July. The plan also has the backing of a substantial number of advertising agencies and advertisers, he said.

One feature of the new NRI is that it will report network radio listening four weeks each month, the same as television, instead of the present two. It will include homes with two or more sets, complying with data in the recent Nielsen Coverage Service (NCS) study of U. S. multi-set ownership.

This measurement took into account the amount of listening (not programs) on home, automobile and other type receivers.

Discussions with the major networks were held in the past two months, the upshot being negotiation of new long-term agreements for the improved service. The plan was described as a revision of service, taking note of the changing conditions in the radio industry.

Dr. H. K. Knapp, A. Shepard
To Head IRMM Divisions

Dr. H. K. KNAPP, formerly of the market research division of Charles O. Rumrill & Co., Rochester, N. Y., last week was appointed psychological assistant to Dr. Ernest Dichter, president of the Institute for Research in Mass Motivations, Montrose, N. J.

Albert Shepard, assistant to the president of International Foodcorp Corp., at the same time was named administrative assistant to Dr. Dichter.

Dr. Knapp, who studied for her Ph. D. at the U. of Colorado, will administer an expanded division of projective testing and psychological experimentation dealing with consumer motivations. Mr. Shepard will develop a new division of business information, which will provide Dr. Dichter with specialized trade and sales findings based on depth interviews with retailers and field observations at the point of sale.
The TIME of Your Life—
on the
New WJAS AM & FM

MONEY
THE SUNNY SIDE OF THE DIAL

IN THE MORNING . . .
With "The Bill Brant Show", The Tri-state area's popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market.

IN THE AFTERNOON . . .
The man who will capture the afternoon market for your product. BARRY KAYE . . . the sensational young DJ who has captured thousands upon thousands of listeners across the nation. QUICK names him among the top twelve DJ's in the land. All Pittsburgh is listening to "The Barry Kaye Show".

ALL DAY . . .
The latest local and world news coverage EVERY 30 MINUTES. under the direction of one of the nation's veteran radio newscasters, HERB MORRISON . . . 22 years covering the nation's top news stories, including the dramatic on-the-spot report of the Hindenburg disaster.

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area . . .

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
PICTURE, SOUND, ORDER WIRE, REMOTE CONTROL—ALL ON YOUR OWN TV MICROWAVE LINK

TV Broadcasters! Now you can have your own Philco Microwave Relay to link your remote transmitter to a studio or distant pickup point. Over a single microwave path, you can transmit program picture and sound, order wire and cueing circuits—even remote control signals, if you desire. With Philco Microwave you will enjoy the same reliability and high fidelity transmission characteristics of microwave network installations. Here is better program quality at minimum cost. Investigate Philco high quality TV Microwave Relay Equipment.

CHECK THESE PHILCO FEATURES:

- Full-fidelity Five Megacycle Video Bandwidth.
- High Gain, Interference-free 6000-7000 MC Band.
- Long Distance, Multi-hop Relaying.
- "Power House" Klystron . . . Full Watt Output . . . Life Expectancy 10,000+ Hours.
- Excellent Frequency Stability.
- Built-in Metering and Test Jacks for All Major Circuits.
Two Sensational Developments for TV BROADCASTING

A REVOLUTIONARY NEW FILM PROGRAMMING SYSTEM

This new Philco TV Film Scanner will put realism and life into your film programs. It will build audience acceptance surpassing anything you have ever experienced with conventional film projection systems. Developed by Philco, this unique Film Scanner is a complete, yet inexpensive program source for both film and slides. It is quiet, compact and easy-to-operate. New design principles employing continuous film motion and flying-spot scanning techniques result in superb film reproduction and greatest reliability. Film motion is continuous and smooth, resulting in greater film life and utmost dependability. Moreover, this Philco Film Scanner is adaptable to any color system or any TV standard.

CHECK THESE PHILCO FEATURES:

- Operates at any Film Speed...Can Project Stationary Frames.
- Cold Illumination Source—No Film Burning.
- Smooth Film Movement...Reduces Film Wear.
- Distortionless Optical Compensation for Film Shrinkage.
- Automatic Film Registration and Extreme Picture Steadiness.
- Shading Adjustments Eliminated by Flying-Spot Scanner.

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.
Once upon "A" time...

there was a foxy jewelry store manager who got to be a success because he always figured all the angles. One day, he got all his angles figured and decided that the right way to sell jewelry was to buy the right TV show with the right audience (WHIO-TV's, naturally). He bought hard when he bought—harder than any retailer in the area had ever bought: 15-minutes' worth of popular Ernie Lee—5 nites a week—a firm 52-week contract—and on Class Double "A" time! No "testing" first. And no other media, either. Sounds like a fairy tale?

Does... but isn't. It looks like the jeweler (Rogers & Company), Ernie Lee and WHIO-TV are going to live happily ever after. Brand name watches, rings and silverware are going over big because Ernie Lee's big audience is the right audience for Rogers. Special promotions get amazing reception. Rogers' foxy manager is all smiles.

Moral?

WHIO-TV offers more than best coverage—more than best audience. Type of audience counts, too. We've got all types. We fit the program to the product to the audience. George P. Hollingbery representatives tell you how.
## FACTS & FIGURES

### TELESTATUS

**Weekly TV Set Summary—June 29, 1953—Telecasting Survey**

Editor's Note: Set estimates appearing here are derived 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 located, 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 some city, separate figures are shown for each. Total U.S. sets in use, however, is unduplicated estimate.

#### CITY
<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>vhf</td>
<td>chf</td>
</tr>
<tr>
<td><strong>ALABAMA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>161,000</td>
<td>22,600</td>
</tr>
<tr>
<td>Mobile</td>
<td>34,000</td>
<td>4,600</td>
</tr>
<tr>
<td>Montgomery</td>
<td>230,000</td>
<td>30,000</td>
</tr>
<tr>
<td><strong>ARIZONA</strong></td>
<td></td>
<td></td>
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<tr>
<td>Phoenix</td>
<td>67,400</td>
<td>8,060</td>
</tr>
<tr>
<td>Tucson</td>
<td>75,000</td>
<td>9,900</td>
</tr>
<tr>
<td><strong>ARKANSAS</strong></td>
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</tr>
<tr>
<td>Little Rock</td>
<td>30,000</td>
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<tr>
<td><strong>CALIFORNIA</strong></td>
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<tr>
<td>Fresno</td>
<td>30,000</td>
<td>3,900</td>
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<tr>
<td>Los Angeles</td>
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<td>9,900</td>
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<tr>
<td>San Diego</td>
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<tr>
<td>San Luis Obispo</td>
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<td>5,000</td>
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<td><strong>SOUTH CAROLINA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia</td>
<td>28,300</td>
<td>3,537</td>
</tr>
<tr>
<td><strong>SOUTH DAKOTA</strong></td>
<td></td>
<td></td>
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<tr>
<td>Sioux Falls</td>
<td>31,000</td>
<td>3,900</td>
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**Broadcasting • Telecasting**

June 29, 1953 • Page 53
**RADIO, TV GET THREE-CENT SHARE OF DEPARTMENT STORE AD DOLLAR**

Broadcast media repeat their 1951 percentage of the publicity money, while newspapers gain four cents to corner 61 cents of each dollar.

RADIO and television got three cents of the department stores' publicity expense dollar in 1952, the same share as in 1951, according to a breakdown of the publicity expenditures of stores grossing over $1 million a year included in the 1953 edition of “Merchandising and Operating.” Results of Departmentized Store Advertising published by the Controllers’ Congress of National Retail Dry Goods Assn.

In contrast to the small part of the department stores' overall expenditures for advertising and display devoted to radio and TV, newspapers in 1952 received 61 cents of the stores' publicity dollar, four cents more than in 1951. Other items in the 1952 breakdown include 14 cents for display, including payroll; nine cents for the sales promotion payroll, excluding display; four cents for direct mail; seven cents for other media and three cents for supplies and miscellaneous expenses.

Stores in the $1-2 million class are the heaviest users of radio and TV, the NRDGA figures show. This group last year allotted 6% of its publicity money to broadcast media, compared to 3% for the $2-5 million group, 4% for the $5-10 million group, 2% for the $10-20 million and $20-50 million groups and 1% for stores grossing more than $50 million a year. Specialty stores with annual sales of more than $1 million spent 2% of their publicity funds on radio and TV.

Total publicity expenditures of the stores averaged 4.26% of their gross sales in 1952. Figure was 4.05% for stores in the $1-2 million class, 4.36% for $2-5 million, 4.20% for $5-10 million, 4.42% for $10-20 million, 4.23% for $20-50 million, 3.90% for the over-$50 million class and 5.43% for specialty stores with annual sales of over $1 million.

Amount of time used by the various sized stores in analyzed by NRDGA in the table below.

Radio, TV Networks Keep Most Sponsors for Summer

LARGE majority of both radio and television sponsors are retaining all or part of their network time during the summer months, according to the new edition of the FACTuary published last week by Executives Radio-TV Service, Larchmont, N. Y.

In radio, only 17 of 127 network advertisers are taking a complete summer hiatus, the study showed. A total of 25 programs are vacationing, with six sponsored replacements scheduled. Sponsored programs throughout the summer total 167.

In television the FACTuary reported that all but 23 of 139 sponsors will remain on the air. A total of 39 regularly scheduled shows will leave for the summer, but of this number 16 have sponsored replacements. Sponsored TV programs remaining on the air total 121, plus 16 scheduled as replacements.

A breakdown of program types shows that dramatic fare still heads the list on both network radio and television. TV dramas total 44 and radio dramas, 33.
POWER
POWER
POWER

NOW 250,000 WATTS!
SOON 316,000

Power Counts! For full coverage of the Queen City trading area "people in the know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!

Top Ratings because of CBS and Local Programming.

Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.

Kenneth W. Church
Vice President and National Sales Manager Radio Cincinnati

WKRC-TV
Channel 12

Ask us about the CDC Tri-State Network

CBS TELEVISION NETWORK—REPRESENTED BY THE KATZ AGENCY
LISTENERSHIP HIGH IN MULTI-SET HOMES

THE MORE radio sets a family owns, the more that family listens to the radio. That is, in essence, what Pulse found out last January, when its interviewers, making their monthly rounds checking on listening in a representative sample of 6,400 homes in 12 metropolitan communities, determined the number of radios in working order and in actual use in each home.

Pulse's findings:

1. Owners of New York families own more than one radio; 39% have three sets or more. (Breakdown: One set—32.9% of families; two sets—28.2%; three or more—38.9%).

2. The more radios in a home, the more listening. Sets-in-use in three-or-more-set homes is more than double the level in single-set homes. (Breakdown: Average quarter-hour, 6 a.m. to midnight, homes with one radio—13%; homes with two radios—18.7%; homes with three or more—25.8%).

3. Families with three or more radios account for more than half of all radio listening in New York. (Breakdown: Share of radio audience, 6 a.m. to midnight, homes with one radio—21.4%; homes with two radios—26.4%; homes with three or more—52.2%).

Reporting these findings at meetings of New York advertising agency executives on Thursday and executives on Friday, Dr. Sydney Roslow, director of Pulse, added a competitive footnote: That when Pulse data for one-set and two-set homes is compared with data of Hooper and Nielsen there is close agreement between Pulse and Nielsen figures, both much higher than those reported by Hooper. (Breakdown: Hooper January-March sets-in-use—8.9%; Nielsen January sets-in-use—14.7%; Pulse January sets-in-use for one-radio homes—13.9%, for two-radio homes—19.2%.

As a reference point, Dr. Roslow added: "It is unlikely that many homes with three or more radios are monitored by Nielsen audimeters," he said.

"These findings," he concluded, "emphasize the need for a measurement technique which (A) samples a true cross-section of all radio homes and (B) measures listening on all sets in these homes."
HOCHHAUSER TAKES APS, MUZAK POSTS

APPOINTMENT of Edward Hochhauser Jr., general sales manager of Associated Program Service, as general manager of APS and vice president of the Muzak Corp. was announced last week by H. E. Houghton, Muzak president.

Mr. Hochhauser succeeds Maurice B. Mitchell, who has been elected president of Encyclopaedia Britannica Films Inc. [B•T, June 15].

Mr. Hochhauser

AACTIVE in the broadcasting field since 1941 when he served as an announcer for stations in Virginia, Mr. Hochhauser has been associated with APS since January 1951. He served Transcription Sales Inc. from 1946 until 1951 as account executive, sales manager, eastern division manager and vice president.

Nebstitt Regains Radio Series

NORMAN NESBITT, freelance announcer-newscaster and originator of the five-minute transmitted radio series, Layman's Call to Prayer, has been awarded sole ownership of the property by Los Angeles Federal Court referee in bankruptcy David B. Head. He regained the property from the trustee in bankruptcy for Bruce Eells & Associates, which had sales and promotion rights since 1948.

The property, consisting of 180 programs and masters, has been in litigation since early 1950. The series is heard on approximately 200 stations.

Savings Bonds Program

LIST of radio stations which broadcast Guest Star, the Treasury Dept.'s U. S. Savings Bonds Div. program, now is well over 2,900, Elihu E. Harris, director of the division's advertising and promotion branch, said last week. Produced under direction of Edmund J. Linehan, division advertising section chief, weekly programs feature the following: July 5, Modernaires; July 12, Walter Brennan; July 19, Connie Haines; and July 26, Joni James.

AAW HOLDS 50TH ANNIVERSARY MEET

San Francisco convention of the Advertising Assn. of the West sees 500 members participating in sessions on radio, TV and other media. Robert Gros is elected president.

ADVERTISING Assn. of the West, meeting for its 50th anniversary convention June 21-24, drew members from the western states and Canada to San Francisco's Fairmont Hotel for discussions of how best to sell advertised products by radio, television and other media.

Delegates were welcomed by California's Gov. Earl Warren. Principal speakers included Walter Williams, undersecretary of commerce, Bruce Barton and Fairfax M. Cone.

Of special interest was a media panel discussion on "The Psychological Impact of Television" by Lindsey Spight, vice president and Pacific manager of Blair TV Inc., San Francisco, and "The Psychological Impact of Radio" by Kevin Sweeney of Broadcast Advertising Bureau, New York.

Mr. Spight outlined the tremendous demand for television built up in non-TV areas of the West during the FCC freeze.

Mr. Sweeney cited the example of Denver last year where the original rate card was predicated on 30,000 sets but actual set sales by the end of the year totaled more than 100,000.

Speaking for radio, Mr. Sweeney described the medium as appealing to the laziness of all of us; the listener can allow his own imagination to paint the picture he desires.

To the question, "Can television be operated profitably in small cities?" Mr. Spight said the answer at the moment is yes and no. He said, however, that television is coming to the small cities. But in the meantime, there might be a number of financial failures; there certainly will be consolidations in both applications and operations and more economical techniques must be developed.

Announcement of awards for excellence included the following winners in the broadcasting field:

Radio advertising, commercial programs (in cities of 100,000 and over, or on networks), White King Soap Co., Los Angeles; Prank, Hemingway News, San Diego; (in cities of 50,000 to 100,000), Bardahl Mfg. Corp., Seattle; (in cities of less than 100,000), Wallack Bakery Co., Eugene, Ore.; (in rural areas), Emil Reinhardt Agency, Oakland.


TV commercial sponsored by AAW, in cooperation with Hollywood Ad Club:


General classification—live or kinescope or film commercial of any length, first. Standard Oil Co.

TRADE ASSNS.

DR. W. R. G. BAKER receives the Radio Television Manufacturers Assn.'s 1953 Medal of Honor "for outstanding contributions to the nation's radio-TV-electronics industry." Presenting the medal is A. D. Plimondon Jr. (r), last year's president of RTMA. Waiting to congratulate Dr. Baker is Leslie F. Muter, president of the Muter Co. and chairman of RTMA's Annual Awards Committee. Dr. Baker is vice president and general manager of General Electric Co.'s Electronics Division and chairman of the National Television System Committee. The award was made at the end of RTMA's 29th annual convention [B•T, June 22].

"AT THE speaker's table for the Radio-Television Manufacturers Assn.'s industry banquet which concluded RTMA's 29th annual convention in the Palmer House, Chicago, June 15-18 [B•T, June 22], were (1 to r): Max F. Balcom, Sylvania Electric Products Inc.; FCC Comr. George E. Sterling; Robert C. Sprogle, chairman of the RTMA Board of Directors; Frank Stanton, CBS president, and Paul V. Galvin, president of Motorola Inc.

June 29, 1953 • Page 57

Sweepstakes trophy donated by the Hollywood Ad Club for best overall entry selected from the winners of all classifications—North, Mfg. Co. of Seattle. This is a perpetual trophy to be held by the winner for a year.

Robert E. Gross, manager of publicity advertising for the Pacific Gas & Electric Co., was elected president of AAW for the coming year. He will be installed at the golden anniversary banquet at Hotel St. Francis.


District officers: vice president, Dist. 1, Thor Myhr, Hayward-Larkin Co., Spokane; associate vice president, Dist. 1, Marjorie Hardy, The Guide, Tacoma; associate vice president, Dist. 2, Bay J. Pierson, E. J. Pierson & Assoc., Ogden, Utah; associate vice president, Dist. 3, Neva Elliott, Sever & Elliott, Portland, Ore.; vice president, Dist. 4, Richard Byan, Radio KLOK, San Jose; associate vice president, Dist. 5, Nat Tanenbaum, Mutual Savings & Loan Assn., Denver; vice president, Dist. 6, W. T. Fraser, Vancouver, B. C.; associate vice president, Dist. 6, O. C. Cook, Vancouver, B. C.; vice president, Dist. 7, Bessye Pittman, Steinfield's, Tucson.

Holders officers, whose terms run another year, are:


Carl Bengston of Seattle was elected chairman of the Junior Executive Committee.

BAB MEET DECRIES TOO MUCH RESEARCH

At San Francisco, Beverly Hills, Phoenix and Albuquerque, BAB panel talks and other discussions center on such subjects as research, package deals, promotion and agency commissions.

ENSLaVEMENT of radio broadcasters to research that “is not necessarily always accurate” was condemned during a panel discussion at BAB's sales clinic in San Francisco last week.

This commentary on research was offered by Jules Dunde, director of sales and advertising, KDKB San Francisco, and was applauded by virtually all the 122 Bay Area radio executives attending the session last Tuesday.

Mr. Dunde recommended that the radio industry spend “as much time and energy in developing success stories as it has on rating research.

Other panel members were Gene Chenaught, KYNO Fresno; David Greene, KSTN Stockton; Roger Hunt, KUBA Yuba City; Jay B. Rhodes, KJBE Palo Alto, and Alan L. Tobert, KSFO San Francisco.

At a BAB session in Beverly Hills June 20, a panel recommended that package deals provided by stations don’t represent cuts and are available to all advertisers.” Announcement packages, which are aimed at giving advertisers saturation coverage of a station’s audience, were singled out by the panel as “a progressive step in radio.”

Panel members were William D. Shaw, general manager, KNX Los Angeles; Larry Bussert, sales manager, KLAC Los Angeles; Arnold Bemun, commercial manager, KITO San Bernardino; Stanley Spero, KMPC Los Angeles and William Beaton, general manager, KWWK Pasadena.

Overwhelming approval was voiced at a BAB clinic in Phoenix June 18 to a suggestion that joint promotional groups be set up in Phoenix and Tucson, as well as a special radio promotion committee by the Arizona Broadcasters Assn. It was agreed both these groups would expend efforts toward selling local advertisers on the effectiveness of radio as an advertising medium.

At a BAB sales clinic in Albuquerque, N. M., June 17, a panel spotlighted the question of whether advertising agencies should be paid commissions on retail-rate business. Kevin Sweeney and Jack Hardesty, respectively BAB vice president and local promotion director, promised BAB would conduct a survey of its members to determine the standard practice on payment of agency commissions when advertisers are paying retail rates.

NCAB Group to Work On Farm Data Project

EXTENSIVE information project covering farm marketing and production in North Carolina will be maintained by North Carolina Assn. of Broadcasters. A committee headed by C. Alden Baker, WGAI Elizabeth City, is in charge, working with North Carolina State College.

Operating the N. C. Radio & Press Institute project, the committee is disseminating data in a book covering farm information.

Other committee members are Roland Potter, WBCK N. Wilkesboro; T. H. Patterson, WRRF Washington, and J. R. Dalrump Jr., WEWO Laurinburg.

Cecil Hotkis, WWNC Asheville, NCAB president, presided at NCAB's June 18-19 meeting at Nags Head. The program included a review of the 41-station program, Out of Court, prepared as a public service by the North Carolina Bar Assn., with Martin Kellogg speaking on behalf of the association.

Other speakers were William Carlisle, of Rust Industrial Co.; Glenn Taylor, vice president of General Teleradio and MBS, and Victor C. Diehm, WAZL Hazleton, Pa.

THESE FOUR got together when the Maryland-District of Columbia Broadcasters Assn. met June 18-20 in Ocean City, Md. They are (l to r) C. (Jake) Embry, WITH Baltimore; FCC Comr. Robert T. Bartley and Mary Dunlaye of Harry B. Cohen Adv. Agency, who spoke at the meeting, and Charles J. Truitt, WBOC Salisbury, president of the association.

NARTB NAMES COMMITTEEEN

NEW NARTB committees serving until May 1954 were announced Thursday by NARTB President Harold W. Ferris. They will end at the annual convention to be held in Chicago May 23-26.

Three board committees and eight standing committees were named. The committee structure is to be completed within a fortnight.

New board committees follow:


MEMBERSHIP—WDSU-TV New Orleans; KKKW Shreveport, chair; Richard M. Brown, KJQX Fort Worth, Tex.; John H. Brown, WSM Nashville; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Don B. McCoul, WJZB-AM Westerly, R. I.; Ward L. Quai, WLTV (TV) Cincinnati; Jack Todd, KAKE Wichita, Kan.

The eight standing committees are:


TV INFORMATION—Harold E. Fellows, NARTB president, chairman; Richard A. Bow, WBBN-TV Columbus; Howard Chernoff, KFMP Chicago; William J. Neiderriter, Buffalo; Jack Harris, KPKR-TV Houston; David J. Jacobson, CBS-TV New York; Gerald Lyon, Duluth, Minn.; John W. Pacey, ABC-TV New York; Henry W. Slavens, WMTK Memphis; Charles Vanda, WCAU-TV Philadelphia.


TV FINANCE—Campbell Arrout, WPTV-TV Norfolk, Va.; chairman; William Fay, WHAM-TV Rochester; George B. Stover, Storer Broadcasting Co., New York; Bob Donald, Robert B. Swezy, WDSU-TV New Orleans.

COPYRIGHT—Edward Green, KYFD Fort Dodge, Iowa, chairman; George H. Clinton, Lansing, Mich.
WTIC

ANNOUNCES
THE APPOINTMENT OF THE
HENRY I. CHRISTAL COMPANY
AS ITS NATIONAL
SALES REPRESENTATIVE
EFFECTIVE JULY 1, 1953
CBA SPEAKERS COMPARE MEDIA

TELEVISION isn’t coming close to its potential in dramatics and other entertainment, thanks to radio, to fear from the increasing popularity of the new medium.

So observed Sister Mary Rosalie O’Hara, director of the Federation Radio School, Pittsburg, at the opening session of the sixth annual Catholic Broadcasters Assn. Convention at the Hollywood (Calif.) Roosevelt Hotel, June 19 and 20.

“Right now,” she charged “television is doing nothing more than imitating the movies.”

William L. Sener, director of intercommunications of the Allen Hancock Foundation, Los Angeles, discussed training of competent personnel on a collegiate post-graduate level.

Broker Aloysius Blume, CBA college and university representative, said since many people are coming to use their leisure time to enhance their education, educational television is one of the best ways of giving them the opportunity.

Other speakers included Don Martin, head of the radio-television school which bears his name; Norman Nelson, managing director, Southern California Radio Broadcaster’s Assn.; Bud Coleson, Don Lee Broadcasting System; Jack O’Mara, KTTV Los Angeles; Leslie Radjack, NBC-John J. McDonald of Family Life; William B. Mosley, KWJX Panama; William Whitesby, CBS-TV Special Events; and Mark Haas, KMPC Hollywood, and Frank LaTorr.arte, ABC Western Div.

Father Peter J. Conroy, director of the transcribed Rosary Hour, was elected president of CBA for the coming year. Sister M. Rosalie, Sc, was elected vice-president and Brother Blume was re-elected secretary-treasurer.

BAB Appoints John Moore To New York Sales Division

APPOINTMENT of John L. (Jack) Moore, advertising manager of Longines-Wittnauer Co., since January 1952, to the New York sales division of BAB was announced last week by William B. Ryan, BAB president.

In his BAB assignment, effective this Wednesday, Mr. Moore will be responsible for developing new radio accounts and increasing billings of longines currently using the medium. He will work with national advertisers and their agencies, as well as with executives of national chain stores.

Macaroni Industry Urged To Use More Advertising

EXPANSION of advertising budgets by the macaroni industry is urged at the National Macaroni Manufacturers Assn.’s convention by Thomas A. Guneo, president. The Colorado Springs, Colo., meeting of the 200-member association ended Thursday.

Mr. Guneo told the delegates that trade mem- bers indicate one of our most precious and jealously guarded possessions,” and stated that advertising is a way to keep it “vigor- ous and alive.”

Page 60 • June 29, 1953

WALKER HEADS NARTB ENGINEERING


A. PROSE WALKER, one of the developers of the Conelrad radio alert system and widely known in domestic and international broadcast- ing circles, will become manager of the NARTB Engineering Dept., effective July 20. He has resigned as FCC’s eastern supervisor of Conelrad.

Mr. Walker succeeds Neal McNaughten as head of the association’s technical activities, the joined RCA June 1 as administrative head of the broadcast market planning section of the Engineering Dept.

Like his predecessor at NARTB, Mr. Walker has had broad experience in broadcasting and television allocations matters at the FCC, including participation in the major international conferences that have resolved the worldwide frequency picture.

In his 13 years at FCC, Mr. Walker has served as general radio engineer for the Broadcast Bureau, serving AM, FM and TV, examining engineering qualifications of applicants for construction permits. For two years he has been working on the Conelrad plan, providing technical assistance to the Air Defense Command and reporting to FCC Comr. George E. Sterling.

Shortly after the war he handled TV color work for the FCC as chief of the Allocations Branch, TV Broadcast. Among conferences he has attended are Geneva high-frequency, 1948; Mexico City high-frequency, 1948-49; Paris Planning Committee, 1949; CCCR, Switzerland, 1949; Florence-Rapallo high-frequency, 1950; Conelrad, Cuba, 1952. He joined FCC in 1940 as a radio operator, rising quickly to general radio engineer with the Broadcast Bureau. He is a graduate of Denton U., and did graduate work in electrical physics at Ohio State L.

Ruth Brewer continues as secretary to the department manager.

Spot Radio Sales Aids Distributed by SRA

FACTS, opinions and ideas that radio stations and their representatives can use in selling spot radio campaigns to national and regional ad- vertisers are contained in an eight-page book- let distributed last week by Station Representa- tives Assn., as the first of a series of quarterly reports which SRA has promised stations sub- scribing to its Crusade for Spot Radio.

With 250 stations already supporting the drive, SRA has added Reg Rollinson as direc- tor of advertising relations. Tom Flanagan, SRA managing director, has urged the enrollment of many more station subscribers.

N.B. RULING AIDS USERS OF TALENT

Producers of radio and TV transcriptions see financial relief in a New York State inter- pretation that payments to talent for re-use of the recordings constitute “royalties,” not remuneration.

FINANCIAL succor for producers, agents and sponsors is indicated in New York State ruling reported last week in which talent re- payment on radio and television transcriptions was interpreted as a “form of royalties” and not as remuneration.

NARBA Hearing in Senate Postponed to July 8-10

SENATE hearing on the North American Regional Broadcast Agreement (NARBA) again was postponed last week.

Date for the Senate Foreign Relations sub- committee to hold sessions on NARBA was put back from July 1-3 to July 8-10. Sen. Charles W. Tobey (R-N.H.), subcommit- tee chairman, requested the postponement because of the waterfront hearings on crime he is conducting away from Washington.

The pact has been awaiting Senate ratification since February 1951 when it was sub- mitted to Congress. Since then the treaty has been shown aside in the face of foreign aid leg- islation and fear of controversy. NARBA binds North American allocations of standard broadcast channels among the North American continent and Mexico. The latter coun- try, which was a party to the first NARBA, and its extension, refused to take part in the second agreement.
SECOND VHF OUTLET FOR KANSAS CITY AS FCC GRANTS SHARE-TIME BID

KMBC's Church predicts service within 60 days after that station and competitor WHB have share-time application for Ch. 9 approved. Also authorized are three new uhf stations.

SECOND vhf TV service for Kansas City will be available within 60 days, Arthur B. Church, president and founder of KMBC, said Tuesday, on the eve of the Commission's regular weekly meeting on Wednesday, to propose the share-time operations. KMBC and WHB will maintain separate studios and distinctly separate operations but will share a common transmitter site at 23d St. and Topping Ave., the transmitter location originally proposed by KMBC.

Mr. Church said it is planned to construct an interim TV transmitter atop the Power & Light Bldg. which, barring unforeseen construction delays, "should be on the air well within 60 days."

Donald D. Davis, WHB president, and Mr. Church late last week signed contracts with CBS-TV which make WHB-TV and KMBC-TV primary CBS-TV affiliates. KMBC-AM is the sixth affiliated of the CBS Radio network, Mr. Church related. WHB is a Mutual outlet.

Kansas City for 31/2 years has been served by a single TV station, WDAF-TV, vhf Ch. 4, of the Kansas City Star which for a month was off the air because of labor conflict, now resolved [B*T, June 22]. A fortnight ago, Empire Coin Co.'s new uhf Ch. 25 KCTV (TV) took the air for regular operation.

Earlier, FCC authorized vhf Ch. 5 at Kansas City to KCMO, made possible by the withdrawal of a competitive application by KCKN (B*T, June 8). KCMO-TV, however, is not expected to be ready for operation until sometime in the fall.

In other television actions last week, the Commission:

- Issued permits for three new uhf stations in addition to the Kansas City vhf Ch. 9 authorizations.
- Proposed the first group of allocation changes in several communities since expiration on June 2 of the one-year general ban on such revisions.
- Announced an examiner's initial decision recommending grant of uhf Ch. 41 at Trenton, N. J., to WTIT there, made possible by withdrawal of the competitive application of WBUD.
- Awarded special temporary authorization to WBBM-TV Chicago to change from vhf Ch. 4 to Ch. 2, pending outcome of court appeal by Zenith Radio Corp., competitive applicant (see separate story).
- Denied request of the motion picture industry for a separate allocation of channels for networking television TV programs, ruling television transmission should be a common carrier operation on frequencies already allocated to common carrier service (see separate story).
- Heard oral argument on another "economic injury" TV protest case under Sec. 309(c) of the Communications Act, involving complaint of uhf Ch. 28 KICU (TV) Salinas, Calif., against share-time grants on vhf Ch. 8 to KMBY Monterey and KSBW Salinas (see separate story). Construction permits for new commercial TV stations were granted by the Commission as follows:

New Haven, Conn.—Connecticut Radio Foundation Inc. (WELJ), granted uhf Ch. 59; effective radiated power of 19.5 kw visual and 10.3 kw aural, antenna height above average terrain 860 ft. Grant was made possible by withdrawal of the competitive application of WAVZ there a fortnight ago [B*T, June 22]. Kansas City, Mo.—Midland Besteg Co. (KMBC), granted vhf Ch. 9 on share-time basis with WHB there; ERP 316 kw visual and 155 kw aural; antenna height above average terrain 1,080 ft. Common transmitter site will be used but separate studios will be maintained.

Kansas City, Mo.—WHB Besteg Co. (WHB), granted vhf Ch. 9 on share-time basis with KMBC there; ERP 316 kw visual and 155 kw aural; antenna height above average terrain 1,080 ft. Common transmitter site; separate studios.


Beckley, W. Va.—Appalachian TV Corp. (headed by New York investment executive Albin May), granted uhf Ch. 21; ERP 19.5 kw visual and 9.7 kw aural; antenna height above average terrain 680 ft. Comr. Hennoek voted for letter of further inquiry.

Setting July 20 as deadline for comments, the Commission adopted notices of proposed rulemaking looking toward amending its table of TV channel assignments on the basis of the following petitions for allocation changes:

By Lynne C. Smhey, Washington, D. C., consulting engineer, to add vhf Ch. 5 at Lake Placid, N. Y., and to amend the offset carrier requirements on Ch. 5 at Bangor, Me., to plus and at Boston to minus.

By WAYS-TV Charlotte, N. C., uhf Ch. 36 grantee, to delete Ch. 56 at Harlan, Ky., and to substitute Ch. 73-plus. WAYS-TV wants to relo-cate its transmitter at the AM site of WAYS and faces co-channel spacing problem on Ch. 56.

By WTVH-TV Peoria, 111., uhf Ch. 19 grantee, to substitute uhf Ch. 66-plus for Ch. 26, reserved for noncommercial educational use, at Springfield, 111., to widen minimum spacing between its Ch. 19 transmitter and any proposed use of Ch. 26 at Springfield.

By Holdrege Chamber of Commerce, Holdrege, Neb., to transfer vhf Ch. 4 from North Platte to Holdrege.

By KNRN Roseburg, Ore., to transfer vhf Ch. 4 from Medford to Roseburg.

By Eastern Oklahoma TV Corp., Ada, Okla., to switch vhf Ch. 12 from Elk City to Ada, substituting uhf Ch. 26 at Elk City.

By WAIM Anderson, S. C., to transfer uhf Ch. 49 from Elizabethton, Tenn., to Anderson, substituting uhf Ch. 22-plus at Elizabethton. WAIM is in contest for sole uhf Ch. 58 there with Anderson TV Co.

By Sam Louis Ackerman, Eau Gallie, Fla., to add uhf Ch. 87-minus to Melbourne, Fla., now without a channel.

FCC filed a petition by Robert R. Thomas Jr., operator of WOAY Oak Hill, Va., asking reconsideration of a ruling on May 29 which rescinded the Commission's assignment of vhf Ch. 4 to Fayetteville, W. Va., on grounds...
Mr. Thomas wanted to use the facility at Oak Hill rather than at the city allocated. The WOAY licensee asserted FCC was advised of his plans to build at Oak Hill with auxiliary studio at Fayetteville [B-T, June 22, 8].

Two channel contests at Corpus Christi, Tex., involving multiple applicants for vhf Chs. 6 and 16, were designated for hearing July 24 in Washington. Ch. 6 competitors include KRIS and the Baptist General Convention of Texas. Four Ch. 16 competitors are Corpus Christi TV Co, Superior TV Inc., KEYS and KSIX.

KITO-TV San Bernadino, Calif., permittee for uhf Ch. 15, was sent a letter questioning the dilgence of its efforts to put the station on the air. FCC said no construction has begun and no equipment has been ordered.

KOWL, Santa Monica, Calif., applicant for uhf Ch. 52, was advised its bid indicates necessity for a hearing. KOWL has filed for Corona, Calif., channel.

Howard-Taye Inc., community antenna firm at Palm Springs, Calif., was granted modification of an STA issued March 26 for an experimental TV booster station to allow not more than three months of experimental operation after completion of construction, but not beyond Dec. 26. Authority was also given to retransmit signals of other than the Los Angeles stations, including KXTV (TV) Tijuana, Mex., provided permission is obtained.

Johnston Ignores NARTB Resolution on Baseball Bill

SEN. EDWIN C. JOHNSON (D-Colo.) said last week he expects “no trouble at all” in the Senate when his bill on baseball comes up for consideration. [Also see later developments, at DEADLINE.]

Asked about NARTB’s resolution attacking the Johnston bill and calling upon Congress to defeat it [B-T, June 25], Sen Johnson said he was not paying any attention to it. NARTB said an analysis of the bill along with comments were sent to all Senators and to members of the House Interstate & Foreign Commerce Committee.

The Senator told B-T that the measure (S 1396), which would permit organized baseball to bring back restrictions on radio-TV coverage while being protected from anti-trust laws, has “good prospects.” He said that “as soon as we [Senate] get some of the rush out of the way we will pass the bill.”

Meanwhile, a third companion baseball bill was introduced in the House. Rep. C. W. Bishop (R-Ill.) is the author of HR 3583.

The bill, which is on the Senate calendar (rollcall of bills), can be called up at any time. Next calendar day in the Senate is scheduled for next week. At the first call on the baseball measure a fortnight ago, Sen. Everett Dirksen (R-Ill.) asked that it be set aside.

FCC Staff Honors Walker

STAFF party honoring veteran FCC Commissioner Paul A. Walker’s retirement will be held tomorrow (Tuesday) in the dining room of the U. S. Postmaster General, New Post Office Bldg., where FCC is headquartered. Fellow Commissioners and the Commission staff will pay their respects to Comr. Walker, whose term of office expires the same day. Chairman of the Commission, for several months prior to the elevation of Comr. Rosel H. Hyde to the top post, Comr. Walker has been an FCC member since July 1, 1934, the day FCC superseded the former Federal Radio Commission. A Democrat, Comr. Walker is a native of Oklahoma.
FCC DENIES SPECIAL CHANNELS TO ADVOCATES OF THEATRE TV

Five-to-one vote rules that theatre television must stick to the common carrier frequencies. Commr. Hennock dissents, saying that the "public interest" issue of theatre television must be decided first.

MOTION PICTURE theatre interests last Thursday lost their fight for their own special theatre television transmission channels.

In a five-to-one decision (Comr. John C. Docher di not participate), the Commission ruled that theatre TV transmission should be a common carrier operation. As such, the Commission said, it can use the frequencies already assigned for common carrier use. If there are not enough, then, it was suggested, the theatre TV operators could petition FCC for more common carrier frequencies.

In a 17-page report and order, FCC detailed the past history of the theatre TV proceeding (Docket 9552), and reported that the Commission felt there was no reason to pass upon the merits of theatre TV, "Our concern . . . being merely . . . the question of whether there should be a separate allocation of frequencies for the exclusive use of this service."

Terminate Proceeding
Because FCC found no necessity for such an allocation, "we have decided that this proceeding should now be terminated."

Only Comr. Frieda B. Hennock dissented from the majority ruling. She said the majority took "an unrealistic approach to the basic problem . . . i.e., whether or not any use of radio for theatre television is in the public interest . . . ."

The report and order ends an eight-year struggle by motion picture interests for theatre TV channels.

In 1945 FCC allocated certain frequencies for experimental use of the theatre TV proponents, but following the so-called 1000-13,200 mc proceeding which began in the spring of 1947, the Commission in February 1948, allocated to other services the frequencies which had been used for the theatre TV experiments.

At that time FCC said the "requirements for theatre television are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use . . . ."

In June 1949 the Commission invited Paramount Television Productions Inc., 20th Century-Fox Film Corp. and the Society of Motion Picture Engineers to submit statements concerning the needs of theatre TV. Several other motion picture firms and motion picture groups also filed their comments on theatre television.

Three Problems
In setting forth the issues for the theatre TV hearings, FCC emphasized three basic problems:

(1) What is meant by "theatre television service" and how it would be operated, (2) why cannot theatre TV develop and operate on existing or proposed common carrier facilities, and (3) why should frequency allocations be made exclusively for use of a theatre TV service.

"In fact," the Commission continued, "the impression given was that the entertainment producers were being suggested as the licensees."

Last June the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee filed a joint petition for hearing. Sessions were held in October 1952. The theatre groups completed the direct engineering and cost presentations in hearings last January.

In early February AT&T, RCA and Western Union presented their direct testimony. In essence, they said special theatre TV frequencies were not needed and that existing common carriers could provide the necessary service (B*T, Feb. 16).

On Feb. 27, the NETTC and MPAA filed another joint petition. They wanted the Commission to allow common carriers which furnished only theatre TV transmission service on common carrier frequencies.

AT&T promptly filed opposition to the request, and said NETTC-MPAA wanted preferential treatment in the use of frequencies "for a special and limited transmission service not required or in the public interest."

A few days later Theatre Network Television Inc. filed a petition which commented on AT&T's opposition. TNT said that although common carrier theatre TV service which NETTC and MPAA wanted deserved consideration, FCC should consider alternative procedure to meet requirements for theatre TV service.

FCC found in last week's report and order that the NETTC-MPAA petition of Feb. 27 had found a possible solution to the problem (B*T, March 2). The Commission pointed out that in January it had asked if theatre TV couldn't establish its own common carrier to use the common carrier frequencies.

The only other major question was whether theatre TV might be considered an industrial service.

FCC said it didn't believe so, since a communications transmission system which can be licensed to anyone for operation without regard to special licenses eligibility requirements, operated for hire and offering a service that anyone could subscribe to, actually is a common carrier type of service, and that the common carrier frequencies are the only logical places for the location of such services.

Public Interest
The AT&T arguments do merit consideration, FCC said, when they ask if the public interest would be served by the grant of a particular application which requests use of common carrier frequencies for theatre TV.

But whether the application should be granted or not, FCC said, can be determined after it's filed, so "we see no need to be uncertain, at this time, who such applicants may be and the nature and scope of their prospective operations."

In reaching its conclusions, FCC said it expects that there will be cooperation between common carriers in resolving frequency conflicts. Accordingly, it sees no need at this time to determine when interconnection might be necessary or what type of interconnecting service should be furnished.
FCC Files Appeal Support Against 'Giveaway' Decision

Following a N. Y. court decision that FCC "misconstrued" the lottery law and acted as a censor in its giveaway rules, the Commission filed a formal brief supporting its stand that it formulated lottery policy for the licensees' "guidance."

FCC has filed a formal brief in support of its appeal to the U. S. Supreme Court against a 2-1 decision by the U. S. Southern District Court of New York favoring ABC, NBC and CBS networks in their move for permanent injunctions against FCC rules which term network "giveaway" shows as lotteries and therefore illegal.

FCC earlier had filed notice with the lower court of its intention to appeal the latter's decision, upon which counsel for the networks filed motions with the Supreme Court to affirm the lower court's decision without argument.

Won Injunction

The New York district court ruled that FCC's giveaway rules, adopted in August 1949 but suspended after the networks won a preliminary injunction pending a court decision, for the most part misconstrue the lottery law and represent "censorship" in violation of the First Amendment to the Constitution [B&T, Feb. 9].

In its "Reply to [the networks'] Motions to Affirm" the lower court decision, counsel for FCC stated that "the Commission undertook to formulate its interpretation of the [lottery] law for the guidance of its licensees." FCC holds that its appeals raise "a substantial point of law" and that the networks' motion for affirmance, "without argument," should be denied. The FCC brief was filed June 15.

FCC cited the lottery law applying to radio stations prohibiting "any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance. . . ."

Radio Farm Directors Plan U. S. Data Review

REVIEW of the information service offered by the Dept. of Agriculture is planned by a group of radio farm directors at the suggestion of Secretary of Agriculture Ezra Taft Benson.

Secretary Benson called a meeting June 22 of representatives from radio stations, newspapers, farm magazines, colleges and others who use the service. Subcommittees were formed to evaluate the service from the standpoint of the various needs.

One such group includes Mal Hansen, WOW Omaha, president, National Assn. of Radio Farm Directors; Robert C. Miller, farm director, WLW Cincinnati, and Hollis Seavey, director, Clear Channel Broadcasting Service, Washington. Its report is to be submitted to William Ward, information director, Cornell U., by Aug. 15. On Sept. 17 another meeting of all the subcommittees will be held in Washington.

Senate Confirms Howard

SENATE last Monday confirmed the nomination of Katherine G. Howard of Massachusetts to be Deputy Federal Civil Defense Administrator.
that's just what your sales problem is for the WLW-Stations. They're famous for bulldozing the stubbornest sales to success because only the WLW-Stations have the Client Service Department composed of advertising and merchandising specialists who study and solve your sales problem.

And the WLW radio and television stations have the coverage—over 1/10th of America—millions of ready-to-buy people who see and hear about your products daily. What's more, the WLW programs on both radio and TV are packed with popular, professional talent to put over your sales message.

So why let sales stumps stand in your way. Get at your problems with WLW-Stations and watch your sales grow and your problems go.

as your ad dollar is handled, so your sales message goes over

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD
MORE RADIO-TV RECRUITING FUNDS ASKED

House Appropriations subcommittee testimony reveals the 1954 budget for radio-TV would be $53,005 more than 1953.

AN INCREASED Army-Air Force budgetary allowance is being asked Congress for the services' 1954 recruitment program. The additional money asked is $53,005 more than in 1953.

This was revealed in last Thursday's release of testimony delivered in hearings May 5 to June 11 held by a House Appropriations subcommittee and subsequent questioning of Pentagon officials by B•T.

The services are cutting their radio production, however, it was indicated. Television request for 1954, increasing the amount spent for TV in 1953, nevertheless less is than the proposed expenditure for radio in 1954.

The request of the services for meeting costs of radio and TV production in the recruiting program, starting tomorrow (Tuesday), comes to $296,000 compared to $242,995 the last (1953) fiscal year. Congress, however, may cut this figure.

Pentagon officials told B•T that the cost squeeze, felt by commercial operations, is greater for the services because of budget limitations.

Highlights of testimony:
- The entire "advertising program" would be increased $250,000 overall—mostly because of increased costs.
- According to figures shown the subcommittee, Dancer-Fitzgerald-Sample, the Army-Air Force's agency, would get $192,000 for radio-TV production, a greater proportionate share of money than to the other media used.
- For network programs put on by the two services they received $7 to $8 for every $1 they spend—nearly all of the higher return coming from free time.
- Col. Lawrence E. Schlanser of Personnel Procurement said the Pentagon gets "a lot of plugs" from disc jockeys. "From the platter shows," he said, "we actually get more distribution than the expense would seem to indicate. We use practically 2,000 radio stations a week, which is almost a coverage of the whole nation."

Production cost to the services, the colonel said, is the recording and mailing—"they [stations] put it on on their own time."

In the breakdown of advertising budget figures: In 1954, the request is $194,000 for TV production, $192,000 for radio production; in 1953, $203,154.35 was spent for radio, $39,841.24 for TV.

In their recruitment publicity, some of the yearly fiscal 1953 cost figures developed by the Army-Air Force are: Weekly recruiting program, Proudly We Hail on radio, Army-Air Force cost, $129,701; commercial value, $5.1 plus million, Army-Air Force musical platter shows on radio, $15,184; commercial; $1,348; TV recruiting program, Guide Right (DuMont) $53,123.20, commercial, $1,008,618; TV recruiting program, Talent Patrol (ABC) $348,000, commercial, $1,444,961.44; live or tape programs aired on national radio networks, $6,792; commercial, $1,700,400, and one-time public-service support projects for Army-Air Force, $50,446, normal commercial cost, $890,150.

STRONG VOA CHIEF SOUGHT

AN independent information agency could attract top people in the media industry, Dr. Robert L. Johnson, International Information Administration chief, last week told the House Government Operations Committee.

The committee is considering reorganization plans to set up a new U. S. Information Agency with autonomous administration but under policy direction of the Secretary of State [At Deadline, June 8].

Dr. Johnson Wednesday revealed before the committee that he has contacted a $75,000-a-year executive of "a very prominent advertising agency" to head the Voice of America program.

He said the executive, whom he did not identify, is "one of the top five or eight men in the U. S." He said some "six or seven good men from the radio field" were looking for the job.

He also disclosed that VOA operates with $20 million, that the reorganization plan "is the best means so far developed" for handling the Government's overseas information program, and that under his direction VOA broadcasts have been changed to "straight commentary and news, plus religious programs."

Dr. Johnson predicted considerable economy with the reorganization—purpose of the agency: "To get things done more quickly."

Earlier in the week, he said he would tell Congress a proposed $112.5 million budget for VOA is not enough. Although he would ask approval of the figure, Dr. Johnson asserted, "We need a minimum of $123 million or even more." The Budget Bureau set the $112.5 million limit.

Grim Denies NFL Plea To Stay Antitrust Case

REQUEST of National Football League to hold up a decision in the Government's antitrust case against the professional clubs was denied by Judge Alan K. Grim in U. S. District Court at Philadelphia. Judge Grim headed the Government's plea that it is not essentially a football case but actually a radio and television case in which sale of broadcast rights was in interstate commerce.

Ex-Sen. Francis Myers, for the league, said the basic issue in the baseball reserve-clause cases now in the Supreme Court is whether professional sports are engaged in interstate commerce. Walter Murphy, government counsel, argued the reserve-clauses cases are purely baseball cases.

In handing down the order, Judge Grim said: "The defendants have not made a clear case of hardship or inequity in being required to go forward. Moreover, there appears to be more than a fair possibility that the requested stay would work damage on someone else—radio, television, the advertising industry, and perhaps the vast radio and television audience which allegedly are being damaged by the defendants' continuing violation of the anti-trust laws."

"A prompt decision is desirable. If stayed until the cases before the Supreme Court have been decided, another football season will pass before there is a decision in the present case."

KXEL Protest Dismissed

PROTEST by KXEL Waterloo, Iowa, against the new station grant of 10 kw daytime on 1540 kc at Columbus, Miss., to J. W. Furr was dismissed by the FCC last week. The Commission ruled that KXEL is not entitled to the extent of protection from interference which it claimed in its petition [B•T, June 22].
ILL. SENATE PASSES RADIO-TV BAN BILL

WITNESSES appearing under subpoena before courts or legislative committees or investigating commissions would not be required to face radio microphones or TV cameras if they expressed prior objections—under action taken by the Illinois Senate last week.

That is the substance of a bill passed Tuesday and signed by the Governor for its concurrence. If approved there, it would become law with Gov. William Stratton's signature.

The measure represents a compromise between the original proposal, which would have banned outright radio-TV coverage of all such proceedings, and open access to coverage by broadcasters.

The Illinois Broadcasters Assn. fought the original bill. Both the Chicago and Illinois Bar Assns. have been in the forefront of a fight to prohibit such coverage where witnesses' rights are involved.

Oliver Keller, president of WTXA Springfield, told B+T it was "not a good bill." He said WTXA-AM-FM has been carrying certain committee sessions of the House each week.

Applying in opposition to the bill were William Ray, news director, NBC Chicago, and Con O'Dea, news chief, ABC Central Division.

Hofheinz Sells KSOX To KGBS for $225,000

HOUSTON'S Mayor-Broadcaster Roy Hofheinz has sold KSOX Harlinger, Tex., to KGBS Harlinger for $225,000, subject to FCC consent. KGBS would be deleted.

Harbenito Broadcasting Co., KGBS licensee, has pending an application to change facilities of KGBS from 1240 kc with 250 w unlimited to 850 kc and 5 kw. Upon approval of the application for acquiring KSOX (1350 kc, 50 kw day, 10 kw night directional), Harbenito Broadcasting Co. will surrender its license for KGBS and dismiss the application for frequency change.

KGBS-TV, assigned vhf Ch. 4, will be retained by Harbenito principals and will be transferred to Harbenito Broadcasting itself. KGBS-TV grant was made possible by withdrawal of competitive application of KSOX.

Principals include President McHenry Tichnor (20%), 25% owner of Magic Triangle Television, Inc. (KGBS-TV); Vice President James Cullin Lunny (20%), owner of KGBS Harlingen, Tex.; and Secretary-Treasurer Troy R. McDaniel (10%).

Earlier the FCC had approved the sale by Hofheinz of 75% interest in KTHU Houston to Texas Radio Corp. for $600,000 (B+T April 13).

To total of 2,000 shares of new common stock are to be issued to increase the capitalization of Harbenito Broadcasting, the application showed. Mr. Looney will purchase 1,950 shares for $175,000. Mr. McDaniel will purchase 50 additional shares for $4,500 and will acquire 140 shares from Genevieve Tichnor for $12,600.

Mr. Looney's commitment is conditioned on authorization to increase stock and upon transfer of KGBS-TV to Harbenito Broadcasting Co. He will not acquire office or stock interest unless he disposes of KURV.

Flemming Confirmed

SENATE last week confirmed Arthur S. Flemming as director of the newly reorganized Office of Defense Mobilization.

WROV (TV) WOULD DROP UHF FOR VHF

Roanoke outlet cites losses in seeking change from uhf Ch. 27 to vhf Ch. 7.

BECAUSE of greater financial losses in a relatively short time, WROV-TV Roanoke, Va., last week asked FCC for authority to change from uhf Ch. 27 to vhf Ch. 7.

This is believed to be the first time that an operating uhf station has requested a change to vhf for economic reasons.

WROV-TV contends that under present conditions uhf stations cannot compete with vhf facilities.

Radio Roanoke operator of WROV-TV, Inc., filed for Ch. 7 in early 1951, FCC records show. A competitive application was filed later and Radio Roanoke amended from Ch. 7 to the unsought Ch. 7. Subsequently, Polan Industries, one of the applicants which had filed for vhf Ch. 10, the third commercial channel allocated to Roanoke, amended its application to specify Ch. 7. The Commission soon thereafter issued construction permits for uhf Ch. 27 and vhf Ch. 10 Roanoke Bestg. Corp. (WLSL).

Vhf Ch. 7 still remains in contest between the Times-World Corp. (WDBJ) and Polan Industries.

Radio Roanoke requests that the FCC accept its application and waive the requirements of Footnote 10 of Rule 1.371 of the Commission's Rules and Regulations (commonly known as "Temporary Processing Procedure") which prohibits applications by operating stations from applying for a TV channel other than that presently authorized.

Radio Roanoke contends that although it has expended great effort to obtain public acceptance of uhf Ch. 27 and has been successful in obtaining 50% circulation for uhf in the Roanoke area, it has still found operations economically unfeasible.

In setting forth its reasons for the change, Radio Roanoke points out that:

... although income was nearly adequate when the station went on the air to balance expenses, in a matter of a few weeks income began to drop and has since dropped consistently due to the limited and poor reception of uhf Ch. 27 in the mountainous Roanoke area compared with competitive vhf Ch. 10. Published figures show over 80,000 uhf sets in a wide area covered by Ch. 10 in Roanoke against less than 20,000 uhf sets in a limited area. The indifference of some set manufacturers, distributors, dealers, service people and the general public toward a vhf station with relatively poor pictures in a city and area served by a vhf station with excellent pictures from three national television networks along with a substantial list of national, regional and local advertisers who are attracted by the large audience sustained by the vhf station's superior coverage and pictures indicate that uhf is not acceptable nor financially feasible in a city where vhf facilities are or will become available.

Radio Roanoke has indicated that if the Commission will waive the provisions of its rules prohibiting applications by operating stations from applying for a TV channel other than that presently authorized, it will operate uhf Ch. 27 as long as its resources permit or until a construction permit is issued to any applicant for Ch. 7.

If the Commission does not waive its rules Radio Roanoke is prepared to surrender its uhf Ch. 27 facilities in order that its application for vhf Ch. 7 may be considered.

1950-173 LOCAL ADVERTISERS . . .
1951-215 LOCAL ADVERTISERS . . .
1952-239 LOCAL ADVERTISERS . . .

Local advertisers see the RESULTS of their advertising schedules ... good or bad ... quickly reflected in their cash registers. Each year for the past three years, an increasing number of local advertisers have placed schedules on WOC. With the number of these advertisers increasing 38%, 1952 over 1950, there is no better proof that WOC advertising schedules are reflecting busy cash registers.

Buy your advertising at this local cash register level ... buy WOC, and you'll find your Quint-Cities sales skyrocketing.

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. -- 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

June 29, 1953 • Page 67
KICU (TV) CLAIMS RIGHT TO HEARING

ORAL argument does not constitute a fair hearing under the TV protest rights of Sec. 309(c) of the Communications Act, FCC was told last Monday by Frederick Ford, chief of the FCC Hearing Division. KICU (TV), Calistoga, the uhf Ch. 28 grantee owned by S. A. Cisler and Grant R. Wrathall, KICU (TV) appeared to press its economic protest of the vhf Ch. 8 share-time grants issued by the Commission to the KSBW, Monterey, and KSBW, Salinas, charging injury from "monopoly" of major network services [B&T, April 13, March 30].

Stephen Tuhy Jr., counsel for KICU (TV), attacking the nature of his client's "day in court" before FCC, contended:

New Sec. 309(c) specifically states that the Commission be "directed to set an application for hearing. It does not say "oral argument." We contend that an oral argument is not a hearing. It specifically provides that the protestant has the burden of proof with the introduction of evidence. I am at a loss to know, after 15 years of practice, how to proceed with the introduction of evidence without the benefit of testimony, . . . witnesses for the opposite side . . . witnesses proceeding in a logical manner.

Tuhy related that KICU (TV) alleges injury because KMBY, through the CBS connections of part owners Bing Crosby and Kenyon Brown, and KSBW, through ownership ties with NBC-affiliate KRON-TV San Francisco, are able to monopolize the economic support for TV stations in the Salinas-Monterey area.

Clair L. Stout, counsel for KMBY, agreed that Sec. 309(c) entitles KICU (TV) to a hearing, but he noted that Messrs. Tuhy and Wrathall "did not set forth any issues in the protest," and since FCC set none, there are no issues on which to hold a hearing. Sec. 309(c) requires specific issues to be posed by the protestant, he said, contending the KICU (TV) allegations were too general to constitute issues.

KSBW counsel Norman E. Jorgensen reviewed the Sanders Bros. case and noted the Supreme Court considered economic injury not an element of itself to entitle a station to protest privilege, but "it would be likely that such person would have sufficient interest to bring errors of law to the attention of appellate courts as did the holder of the grant." Thus, the grantor of economic injury alone would be to give FCC power to grant business monopolies, he recalled.

He explained:

The position of the Sanders case, in essence, is that an existing station has standing to make filing the commission action, but that any attack it takes must be, that the Commission action is not in the public interest and has not sufficiently protected the public interest. The Sanders case does not hold that any existing station, or permittee, can attack a Commission action because the financial interests of that existing station or permittee have not been considered by the Commission.

Frederick W. Ford, chief of the FCC Broadcast Bureau's Hearing Division, also indicated KICU (TV)’s allegations were not specific.

Comr. John C. Doerfer, during argument on alleged scrambling of network shows that would result on the share-time stations, interposed that the new public interest would not be hurt since the public does not care who provides the programs on a given channel as long as it gets the programs.

Florida Ban Bill Fails

A BILL which would ban radio-TV coverage of public hearings in Florida, and which had been killed in committee, has been refused a place on the Florida House calendar, apparently closing the issue. The bill was authorized by Sen. Wallace O. Sturgis of Ocala.

Conference Moved

BECAUSE of the large turnout of industry attorneys, engineers and government representatives expected for the mock FCC television pre-hearing conference scheduled tonight (Monday), the demonstration has been transferred to the U. S. Commerce Dept. auditorium and will not be held in Hearing Room A of the Interstate Commerce Bldg. as originally planned. The mock conference, designed to show how comparative TV hearings can be expedited, has been arranged by the Federal Communications Bar Assn. and FCC [B&T, June 22, May 18]. The demonstration will begin at 7:30 p.m.

III. Senate Approves Modified Educ. TV Bill

THE U. of Illinois at Champaign-Urbana last week was preparing to move ahead with plans for an educational television station on vhf Ch. 12 after two new developments in its favor.

The state Senate voted to reverse an earlier proposal that would have denied the university and other schools authority to build and operate such stations or at least deprive them of state funds. The bill was returned to the House, which earlier had approved the ban.

At the same time, U. of Illinois trustees reported a $100,000 Ford Foundation grant for educational TV. The grant, plus final legislative action, was hailed as paving the way for TV plans on at least a skeleton basis.

The Senate amended the proposal to curb the use of tax funds for TV, limiting annual expenditures to $424,000 for the next two years. The Senate voted to allow the university to use grants and gifts, such as donated by the Ford Foundation.

The proposal to prohibit educational TV had been supported by the Illinois Broadcasters Assn. and other groups [B&T, June 15].

WWBZ Calls 'Misleading' Bookmakers' Delight Charge

FRED WOOD, manager of WWBZ Vineland, N. J., last week declared "misleading" the term "bookmakers' delight" used by Chief of FCC Broadcast Bureau in describing the horse race programming of WWBZ.

Broadcast Bureau Chief had used this phrasing in a petition to the Commission to deny pleading of WWBZ which asks reconsideration and grant without hearing on its pending license renewal application [B&T, June 22].

That petition said in part: "It is difficult to comprehend what legitimate community needs are being served by the extensive, year-round and detailed racing coverage provided by station WWBZ."

Mr. Wood said that he does not believe that they are operating illegally and added: "I could name several other stations in this area which are giving more racing information. . . . This area has horse breeders, owners and patrons of the sport and the stations are performing a public service in supplying information these people want."

KDFM-KWTO DUEL RENEWED

KDFM Beaumont, Tex., either should have its license revoked or should participate in a hearing to defend a request that its license should not be renewed. That is the essence of two petitions filed last Thursday at FCC by KWTO Springfield, Mo.

KWTO bases its requests upon what it alleges are violations by KDFM of FCC rules and orders.

In 1946, KWTO claims. KDFM, WHBQ and KWTO all had pending before FCC applications for operation on 560 kHz night. KDFM and KWTO sought an increase of nighttime power to 5 kw and WHBQ wanted to change its frequency to 560 kc with 5 kw daytime, 1 kw nighttime. FCC set all three applications for hearing.

"The Commission inadvertently" removed the KDFM application from the hearing docket, KWTO asserts, and granted its request for 5 kw night in 1947.

Two petitions filed by KWTO and WHBQ, however, FCC later amended the KDFM grant by adding a condition to the grant that KDFM would accept whatever interference resulted from the granting of KWTO and WHBQ applications. KWTO claims the condition and has reaffirmed its acceptance of the condition ten times since then on subsequent license renewals and modifications.

On the other hand, KWTO says, KDFM consistently has fought against all efforts of KWTO to increase its nighttime power to 5 kw. This action, KWTO believes, is an effort to render meaningless the clause in KDFM's license which states KDFM will accept the interference resulting from renewal of the KWTO application. This violates the terms of KDFM's original grant and all the later license renewals and modifications, according to KWTO.

KWTO said that KDFM never did object to the conditions imposed in the original grant and subsequent licenses so that KDFM accepted the condition, and has continued to accept it for almost six years, but in action KDFM does not accept the condition. KWTO grants the KWTO application. This violates the terms of KDFM's original grant and all the later license renewals and modifications, according to KWTO.

In one petition, KWTO asks that FCC issue an order for KWTO to show cause why its license should not be renewed.

In the other petition, KWTO asks FCC to hold a hearing in an effort to determine if KDFM has violated the terms of its license and is a fit party to hold a license.

Attorney for KWTO is George O. Sutton, Washington.

Brewer Urges Congress To Let EPT Die Tuesday

CONGRESS last week was urged to let the excess profits tax expire tomorrow (Tuesday) by Basil Brewer, vice president and treasurer, E. Anthony & Sons Inc., licensee of WNBH WFMR (FM) New Bedford, Mass., and permitted for uhf Ch. 28 WNBH-TV.

"Mr. Brewer, also publisher of the New Bedford Standard-Times, and Hyannis (Mass.) Cape Cod Standard-Times, in a letter to Chairman Daniel A. Reed (R-N.Y.) of the House Ways & Means Committee, said Republicans, including President Eisenhower, state that the excess profits tax is entirely inequitable but urge retention rather than favor a few corporations as against many. If the President is correct the tax is inequitable. Let's stop the inequity June 30 as provided in the Act."
Correspondents Named For Bermuda Conference

THE WHITE HOUSE has listed these radio and TV representatives for the Bermuda conference:

Radio — Martin Agronsky, John Edwards ABC; William Costello, CBS (Eric Sevareid, and David Schoenbrun or Howard Smith tentatively scheduled); Richard Harkness, Ray Scherer, Leroy Van Winkle (engineer); Ray Henle, 3-Star Extra; Leslie Higbie, MBS; James M. Minifie, Canadian Broadcasting Corp.; Peter Von Zahn, Northwest German Radio; Charles F. Sebastian, WFL (FM) Chicago.

Television — John Krumpleback, Robert Butterfield, John F. Hofen, Joseph Vadale, NBC TV; Robert Hess, William Macy, Charles Von Fremd, CBS TV.

Jobs Order on CSC Status Hurts FCC Lawyers Little

NEW Executive Order issued Thursday by the White House will deprive some government attorneys of civil service protection under Schedule A but only two or three FCC lawyers are likely to be affected. These would be attorneys who came into civil service status since 1947 and would be confined to those of Grade 12 or under, it was indicated at the FCC.

Attorneys protected by the Lloyd-LaFollette Act or having veterans preference would not be affected. The new order will amend one handed down some weeks ago.

Status of 68 FCC staff executives became doubtful last March when a Civil Service Commission list enumerated positions available to the new Administration because they lacked civil service protection [B*T, March 2].

Strauss Named AEC Chief

LEWIS L. STRAUSS, member of the RCA board, last week was picked by President Eisenhower to be the new chairman of the Atomic Energy Commission. He is a financier and was adviser to the President on atomic energy matters. His nomination is for a five-year term for which he is being designated as chairman. He will succeed Gordon Dean, who retires tomorrow (Tuesday).

Mr. Strauss will be principal speaker July 2 at ceremonies marking the 30th anniversary of the Naval Research Lab. The laboratory has 12 scientific divisions, three of them in radio. Using "radio" telescopes, laboratory scientists are studying microwave radiations from the sun, moon and the stars. Information gathered is expected to improve long-distance radio communication. The laboratory also has been studying radio-frequency propagation.

Hurry, Hurry, Hurry

TELEVISION legal and engineering staffs at FCC are alert for emergency duty each Tuesday night, eve of the Commission’s regular meeting day, to process last-minute mergers and amendments resulting from the new speed-up policy [B*T, May 25]. The Commission also has put on notice Washington attorneys and the staff of its Secretary’s office that five p.m. closing time will be strictly observed and that last-minute amendments must be stamped in by FCC before five p.m. Tuesday to be eligible for Wednesday consideration.

WORZ proudly announces

TWO IMPORTANT MILESTONES IN OUR PATH OF PROGRESS...

appointment of

THE O. L. TAYLOR COMPANY
as National Representatives

and

Increase in Daytime Power to

5000 WATTS

As this goes to press, WORZ is completing final tests of its new 5000 watt transmitter—an increase in power, giving coverage "from the Gulf to the Sea" over Central Florida.

The best advertising buy in Central Florida at no increase in rates.

Join a growing list of satisfied advertisers—Beginning July 1, see your O. L. Taylor man.
STORER SELLS WMMN AFTER BUYING KABC

Transaction was made to keep within FCC’s limit of seven AM stations. Sale price for WMMN is reported at $340,000; KABC cost $700,000.

SALE of WMNN Fairmont, W. Va., by Storer Broadcasting Corp. to Peoples Broadcasting Corp. was announced last week on the heels of the Storer company’s acquisition of KABC San Francisco [Closed Circuit, June 15]. Both transactions are subject to the customary FCC approval.

Sale price in the KABC transaction is approximately $700,000 while the WMNN figure is reported at $340,000, plus net quick assets. KABC operates on 680 kc with 50 kw day and 10 kw night and WMNN is on 920 kc with 5 kw.

The WMNN sale was “necessitated” by Storer’s acquisition of KABC, in view of FCC’s policy against common ownership of more than seven AM stations.

With the acquisition of KABC, Storer will own combination radio-TV operations in five major markets. The company already owns KEYL (TV) San Antonio. It also operates both AM and TV in Atlanta, Detroit and Toledo and has received FCC approval for its purchase of WRGB AM-TV in Miami. It also owns WWVA Wheeling and WGRS Miami.

“IT was with great reluctance that the Storer Broadcasting Co. decided to dispose of WMNN, but the exigencies of the situation required this action,” said President George B. Bergman in announcing the sale jointly with Herbert E. Evans, vice president and general manager of Peoples, a subsidiary of the Farm Bureau Mutual Automobile Insurance Co.

Peoples owns and operates WRFD Worthington, Ohio; WOL Washington and WTFT Trenton.

“We look forward with great interest to working with the people of Fairmont, Morgantown, Clarksburg and other communities served by WMNN in the further development of public service programming,” Mr. Evans said, and “we wish to have a part in the great development under way in the Monongehela Valley.”

WMNN is almost 25 years old. It started operations Dec. 22, 1928. One of its programs, Campus Hi-Lites, has been presented weekly by Fairmont State College for 22 years. WMNN is a CBS Radio affiliate.

Peoples Broadcasting is headed by Murray D. Lincoln, who also is president of Farm Bureau Insurance Co. and of CARE, the international relief agency.

The transaction was negotiated by Howard E. Stark, radio and TV station broker, of New York. Negotiations for purchase of KABC, an ABC affiliate, were completed by Mr. Storer, and for KABC, Sid Richardson, and Gene Cagle, present owners. Mr. Cagle is president of the Texas State Network.

Mastin Takes WNBF Reins

CECIL Mastin has taken over as general manager of WNBF Binghamton, N. Y., to fill the serious illness of Guy Cunningham, who had fulfilled those duties. In making the announcement last week, Mr. Mastin, who is vice president of Clark Assoc., station licensee, said that a permanent replacement for Mr. Cunningham will be announced soon. Mr. Mastin had managed WNBF for many years.


WBBM-TV SETS SWITCH TO CH. 2

CBS’ WBBM-TV to move from Chicago Ch. 4 to 2 with FCC’s special temporary authorization pending Zenith Radio Corp.’s protest before U. S. Appeals Court of D. C. in which Zenith also seeks Ch. 2.

WBBM-TV Chicago will change from vhf Ch. 4 to 2 next Sunday, Henry Leslie Atlass, vice president in charge of the CBS Central Div., announced last week after FCC issued a special temporary authorization to the CBS-owned station for the channel shift.

The STA is conditional upon the outcome of Zenith Radio Corp.’s protest, now before the U. S. Court of Appeals for the District of Columbia, which challenges the final TV reallocation order by FCC requiring WBBM-TV to move from Ch. 4 to 2 and denying Zenith’s bid for a new TV station on Ch. 2.

As a result of the WBBM-TV move, WTMJ-TV Milwaukee will change from Ch. 3 to 4 on July 11, according to Walter J. Damm, vice president and general manager of radio-TV for the Milwaukee Journal properties. He said the channel switch will eliminate conflict with the signal of WKZO-TV Kalamazoo, Mich., operating on Ch. 3.

Move Required

The channel moves were required by FCC’s Sixth Report & Order of April 14, 1952, Zenith, which has been operating an experimental station on Ch. 2 since 1939 and seeks a regular commercial outlet on the facility, appealed to the court. Several weeks ago, Zenith won a stay on a permanent basis, until its formal appeal could be heard [B-T, May 25].

Because of the urgency of the Ch. 4 interference problem, the Commission invited CBS and Zenith to submit applications for temporary operation on Ch. 2 under an STA, pending termination of the litigation.

With Comr. Frieda B. Hennock dissenting and Comr. E. M. Webster issuing a concurring statement, the FCC majority by memorandum opinion and order granted the STA to CBS subject to the following terms:

(a) It will be in effect until final court action in the Zenith appeal, or (b) until award of a license to operate on Ch. 2 after comparative hearing between CBS and Zenith. (c) The STA also is subject to the express condition that if a comparative hearing is held neither party shall urge, and the Commission shall not consider it pertinent to that controversy, the fact that any party may have made expenditures of any sort pursuant to or in consequence of this STA.

FCC authorized transmitter output power of 5 kw visual and 3 kw audio to WBBM-TV, using its present antenna, 650 ft. above average terrain.

Majority View

The Commission majority, in choosing between CBS and Zenith as the temporary Ch. 2 operator under the STA, commented:

“IT is our view that an STA for operation on Ch. 2 should be issued to Columbia upon the conditions set forth in the order of the Court of Appeals of May 26, 1952. In our view it would be inappropriate to require Columbia, the present licensee of WBBM-TV operating on Ch. 4, to cease that operation and to authorize someone other than the existing licensee to operate a television broadcast station in Chicago on the new channel.

Neither Comdr. Eugene F. McDonald, Zenith president, nor other top officials would comment on FCC’s decision.

WBBM-TV last Wednesday started converting its technical equipment from Ch. 4 to 2, with the aid of CBS-TV New York engineers. Adjustments are being made with the station off the air.

In Milwaukee, Mr. Damm said WTMJ-TV plans to shift channels in the middle of a special program that Saturday evening. The station also will put into use a new RCA 10 kw transmitter with 25 kw booster, which, coupled with antenna gain of 9.8, would give an effective radiated power of 100 kw.

WMTJ-TV started test patterns on Ch. 4 June 21, and is running them each morning and after signoff. Dealers in Wisconsin and Michigan will be asked to report on reception. Viewers of the special program will be told how to tune their sets for better reception.
ARRIES TO WTTG; COMPTON RESIGNS

APPOINTMENT of Leslie G. Arries Jr., assistant director of programming and production for the DuMont Television Network in New York for the past two and a half years, as manager of the network's WTTG (TV) Washington is being announced today (Monday) by Chris J. Witting, DuMont's managing director.

In his new post, Mr. Arries will succeed Walter Compton, who has resigned. Mr. Compton has directed the station since January 1948.

Mr. Arries began his career in television with WTTG seven years ago as a junior engineer. He also worked there as a cameraman, production assistant and director of special events until February 1948 when he joined DuMont's WDTV (TV) Pittsburgh as program operations manager. At the network's headquarters in New York, Mr. Arries has worked under James L. Caddigan, director of programming and production, on the development of network programs and program policies.

Mr. Compton has been in radio and TV more than two decades. Originally a news-caster on WOL Washington, he later became an MBS commentator and was the first quiz-master on the MBS Double or Nothing, one of the first radio quiz shows. Joining WTTG, he became one of TV's first newscasters.

KOSA TV Bid Withdrawal Seen If KECK Builds Outlet

KOSA Odessa, Tex., president-general manager Cecil L. Trigg has promised his competitor for vhf Ch. 7 in that city, Ben Nedow, owner-general manager of KECK there, that he will withdraw his mutually exclusive application for TV in Odessa if Mr. Nedow will promise to build a TV outlet.

Mr. Trigg's offer to take himself out of the TV picture, provided Mr. Nedow will build an Odessa outlet, was carried in a news story June 17 in the Odessa American.

Mr. Nedow is sole owner of Ector County Broadcasting Co., applicant for Ch. 7 and licensee of KECK.

According to FCC records, Mr. Trigg joined forces several months ago with Cecil Mills in Mr. Mills' Ch. 7 application under the name of Odessa Television Co.

An initial application by the Odessa Broadcasting Co., licensee of KOSA, now dismissed, carried Mr. Trigg as 75% owner; Brooks L. Harman, vice president, as 16% owner; John Vacca, secretary, as 10% owner, and William B. Stowe, treasurer, as 5% owner.

From where I sit by Joe Marsh

Heard About the Electric Weather Predictor?

Squint Smith has built up quite a reputation the last month or so by predicting the weather. What he says usually comes true.

Folks often go out of their way and sit around his little Antique Shop just to get his "expert" opinion.

Last Monday he said he didn't know what the weather was going to be like next day. That surprised us and when we asked what happened, Squint said, "Slipped up on my electric bill and was turned off. I'll hear my radio tomorrow though." Squint had been getting the weather over the radio—just like anyone else!

From where I sit, that's the way it goes with some "experts." They often don't have any more inside information than you can get for yourself. Like those who "know" cider is the only thirst-quencher after a day's work.

Far as I'm concerned, I'll take a temperate glass of beer. But—I won't try to "predict" your choice for you.

Joe Marsh

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June 29, 1953 • Page 71
ROUNDUP OF POST-THAW TELEVISION: 80 STATIONS NOW IN BUSINESS

Post-thaw stations reach 80 as programming begins from KROC-TV Rochester, Minn., KSWS-TV Roswell, N. M., and WFAM-TV Lafayette, Ind. The score now: 42 post-thaw vhf and 38 uhf outlets, of which one vhf is noncommercial educational.

THE NUMBER of operating TV stations in the U.S. and Hawaii crept closer to 200 last week as three more began commercial programming. There are now 80 post-thaw stations programming regularly, of which one is noncommercial educational. The stations put on the air within the last year, plus 108 pre-freeze commercial vhf outlets, raise total operating stations to 188.

There are 42 post-thaw vhf stations and 38 uhf stations.

Newest stations are KROC-TV Rochester, Minn., vhf Ch. 10; KSWS-TV Roswell, N. M., vhf Ch. 8; and WFAM-TV Lafayette, Ind., uhf Ch. 59.

Last Saturday WOSH-TV Oshkosh, Wis., uhf Ch. 48, was to have started programming, and KCIS-TV Pueblo, Colo., vhf Ch. 5, was planning its debut this week. Five more outlets hope to begin about July 1 (see complete listing below).

Here are late reports from some of the stations and the plans of a few of the newer grantees:

- KSWS-TV Roswell, N. M., vhf Ch. 8, went on the air with commercial programming June 24, John A. Barnett announced. He said the first test patterns were aired June 18 (BTV, June 22).

- KTXL-TV San Angelo, Tex., vhf Ch. 8, held an open house June 20 and 21. A half-page announcement in a San Angelo newspaper invited readers to see the new station's studios, equipment and offices. The June 14 issue of San Angelo Standard-Times included a 16-page section on KTXL-TV and television in general. The station plans to begin operating July 4.

- KTTH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, put its first test pattern on the air June 22 at midnight. Bill Ritchie, the station's promotion manager, said the pattern was picked up 75 miles away with "very good results." The station, a CBS-TV affiliate, plans programming for July 1.

- KIMA-TV Yakima, Wash., uhf Ch. 29, will begin commercial programming July 19, Thomas C. Bostic, vice president in charge of television, reported last week. He said the station's GE transmitter had been shipped and that it was due to arrive this week. Testing he added, probably will begin June 30.

- KFSD-TV San Diego, Calif., vhf Ch. 10, has a Sept. 1 target date for commercial operation, according to Thomas E. Sharp, president. He said the station plans to air its test pattern in August, and that RCA promised delivery of the station's 10 kw transmitter by the end of this month. Mr. Sharp estimates that it will take four or five weeks to assemble, install and wire the station.

- WIFE (TV) Dayton, Ohio, vhf Ch. 22, now is building its studios at 380 West First St., Ronald B. Woodyard announced. He says the cost of studios will be between $125,000 and $150,000. Two studios, one 40x60 feet and the other 35x30 feet, are being constructed. Mr. Woodyard said all GE equipment was being used, including a 12 kw transmitter which has an ERP of 254 kw visual. The expected on-the-air date for WIFE (TV) is Sept. 15.

- KSTM-TV St. Louis, assigned uhf Ch. 36, is still making progress in its excavation work for the new building and antenna tower, but William E. Ware, president, reports that if strikes of building materials, construction drivers, and steel workers, are not settled within a few days, construction will have to stop. "Every day of delayed work means a day's delay in telecasting target date," Mr. Ware lamented.

- WERE-TV Cleveland, uhf Ch. 65 grantee, will begin operation as soon as equipment can be obtained, according to R. M. Klaus, station's general manager. He said it was too early to predict an exact on-the-air date.

- WBLN-TV Bloomington, Ill., uhf Ch. 15, will be an ABC-TV affiliate when it goes on the air, probably next Oct. 1, Cecil W. Roberts, president, reported.

- Armistead Rust, president of KTXL-TV San Angelo, Tex., vhf Ch. 8, last Thursday said the station was to begin airing its test pattern at 10 a.m. last Friday. Opening night, he added, is planned for July 6 and the starting date for regular programming is set for July 7.

- RCA Victor has shipped two more low-band vhf transmitters. The units were sent to KFEQ-TV St. Joseph, Mo., assigned vhf Ch. 2, and KYTV (TV) Springfield, Mo., vhf Ch. 3. KFEQ-TV will have an ERP of 52 kw visual and KYTV (TV) will have an ERP of 60 kw visual.

- RCA shipped a uhf transmitter to KAFY-TV Bakersfield, Calif., on Ch. 29. The station's antenna and other equipment will be sent next month, RCA said.

- WTVP (TV) Decatur, Ill., uhf Ch. 17, probably will air a test pattern the first week of July, W. L. Shellabarger, president, reported. The transmitter now is operating, he said, and RCA has advised the station its antenna was to have been shipped by last Friday.

Live network programs will be available in October, Mr. Shellabarger said. He referred to the telephone company's schedule date for
completion of microwave connections into Decatur. Meanwhile, he said, kinescopes of network programs and many live programs will be telecast.

WREX-TV Rockford, Ill., vhf Ch. 13, revealed plans for a 10,000-sq.-ft. building to include a 32x66 ft. studio, an 18x16 ft. studio and an outdoor studio. Soren Munkhof, general manager, said the call letters are in memory of Rex Caster, son of L. E. Caster, station president, killed in World War II.

Mr. Munkhof said the transmitter site has been changed from east to west of Rockford where Auburn Road intersects Winnebago Road. The new location makes it possible to erect a higher tower, he explained, which in turn will improve the potential signal into Madison and points northwest of Rockford.

Mr. Munkhof was unable to estimate a starting date.

KJEO-TV Fresno, Calif., vhf Ch. 47, planning its debut for next October, has made the following personnel appointments, according to Edgar L. Deatherage, national sales director: Charles Theodore, vice president in charge of operations; Bert Williamson, chief engineer, and Francis Quinn, director of women's programs. J. E. O'Neill is president and L. E. Chenault executive vice president and general manager.

WROM-TV Rome, Ga., which also claims coverage of Chattanooga, Tenn., is on vhf Ch. 9. It was listed erroneously as on vhf Ch. 3, which is allocated to Chattanooga and is a contested channel. WROM-TV began operating June 15.

WTRF-TV Wheeling, W. Va., vhf Ch. 7, plans a Nov. 1 starting date, according to Robert W. Ferguson, vice president and general manager. Mr. Ferguson asserted that the station would be an NBC-TV affiliate and that George P. Hollingbery is the representative.

John A. Vietor, granted vhf Ch. 48 for San Jose, Calif., said the approximate starting date was three to four months from now. He said equipment probably would be RCA. No network contracts have yet been signed, he added, and no representative has been appointed.

WGEM-TV Quincy, Ill., vhf Ch. 10, is proceeding rapidly as possible with construction, Joe Bonnansing, general manager, said. The station's studios will be in the Hotel Quincy.

WOI-TV Ames, Iowa, which had planned to shift from vhf Ch. 4 to vhf Ch. 5 June 20, did not make the change because the construction company which had contracted for the tower work was held up in its schedule and could not be in Ames for adequate preliminary testing, according to a WOI-TV spokesman. The station was to have actually made the move to Ch. 5 last Friday night, and was to have begun telecasting on its new frequency Saturday night.

Roundup of the new starts and imminent target dates shows:

- **On the Air** (With Commercial Programming)
  - KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc., affiliated with DuMont, went on the air June 24.
  - KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc., affiliated with ABC-TV, went on the air last week.
  - WPAM-TV Lafayette, Ind., vhf Ch. 59, represented by the William Rambeau Co., went on the air June 18.

- **June 27**
  - WOSI-TV Oswosh, Wis., vhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV.
  - KGSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc.

**This Week (June 28-July 5)**
- **July 1**
  - KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor, affiliated with CBS-TV.
  - KTVH (TV) Hutchinson-Wichita-Kan., vhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV.
  - WKOW-TV Madison, Wis., vhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV.
  - WTVI (TV) St. Louis (Mo.-Belleville Ill.), vhf Ch. 54, represented by Weed Television, affiliated with DuMont.
  - WTVP (TV) Decatur, Ill., vhf Ch. 15, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

- **July 4**
  - KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.
  - KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair-TV, affiliated with CBS-TV, DuMont and NBC-TV.

- **July 12**
  - KAPY-TV Bakersfield, Calif., vhf Ch. 29, represented by Forjess TV Inc., affiliated with all TV networks (now on the air with test pattern).
  - WAKR-TV Akron, Ohio, vhf Ch. 49, represented by Weed Television, affiliated with ABC-TV (now on the air with a test pattern).
  - WCAN-TV Milwaukee, Wis., vhf Ch. 25, represented by O. L. Taylor Co.
  - WGLV (TV) Easton, Pa., vhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.
  - WICA-TV Ashatabula, Ohio, vhf Ch. 15, represented by GIL Perma Inc.
  - WILK-TV Wilkes-Barre, Pa., vhf Ch. 84, represented by Avery-Knodel Inc., affiliated with DuMont.
  - WMTV (TV) Madison, Wis., vhf Ch. 29, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.
  - WNAO-TV Raleigh, N. C., vhf Ch. 29, repre-

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**ANNOUNCING**

**THE AMPEX 350 TAPE RECORDER**

- **A NEW MODEL** by the leader in tape recording

  Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

- **A NEW SLANT** on operating convenience

  With introduction of the AMPEX 350, a new 30" stand on the top plate puts the reels, editing knobs and all controls within easier reach of any operator—tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

- **A NEW STANDARD** of reliability

  In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

- **A NEW REASON** to change to the best

  Ultra high fidelity recording is now priced within reach of discriminating users in every field—radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

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**AMPEX MODEL 350**

- **Tape speeds—** 7½ & 15 in/sec or 3½ & 7½ in/sec.
- **Frequency response**
  - 15 in/sec. — ± 2 db from 30 to 15,000 cycles
  - 7½ in/sec. — ± 2 db from 30 to 10,000 cycles
  - 3½ in/sec. — ± 2 db from 30 to 15,000 cycles
  - 7½ in/sec. — ± 2 db from 50 to 7,500 cycles

*If you plan for tomorrow, buy AMPEX today*

For further details write today to Dept. D-1228C

**ELECTRIC CORPORATION**

914 CHARTER STREET, REDWOOD CITY, CALIFORNIA

June 29, 1953 • Page 73
KNUZ-TV ‘Square Deal’

KNUZ-TV Houston, which expects to begin commercial operation on Ch. 39 late this summer, has introduced a “Square Deal” rider to its rate card No. 1. The rider provides for flat rate basis set of rates in the area, with rates readjusted at the end of 13-week periods until sets in the area reach 35,000, at which time the regular rate card with frequency discounts goes into effect.

CBS-TV and DuMont.

WTVH (TV) Peoria, Ill., uhf Ch. 19, presented by Edward Petry & Co.

Sept. 7

WBAL-TV Baltimore, Md., uhf Ch. 14, presented by Headley-Rede TV Inc.

Sept. 8

WGBP-TV Milwaukee, said in September, the broadcast station, under the name "郢街 Main Street," stressed the importance of the Ohio Valley market in radio and television plans of the advertiser.

WFBG-TV Plans 316 kw

WFBG-TV ALTOONA is slated to increase power to the 316 kw maximum July 5, Managing Director Jack Snyder reported last week. He said the boost will make the station the most powerful in the eastern U. S. The station, on vhf Ch. 10 and in operation with 75 kw since March 1, is owned by Gable Broadcasting Co. George P. Gable is president.

E. P. H. James Appointed To KVOA-TV Post

E. P. H. JAMES has been appointed coordinator of television planning and public relations at KVOA-TV Tucson, according to R. B. Williams, president of the license, Arizona Broadcasting Co.

Mr. James

Mr. James is a former NBC promotion director and vice president of MBS. Before he left New York for Arizona for his children's health, Mr. James was a director of the American Television Society and active in NARTB, BAB and other industry groups.

Noting that Mr. James was in charge of NBC's commercial TV planning in its formative period, Mr. Williams said his experience "will be of great value not only to our operations but also to the advertisers and agencies we hope to serve as KA-TV. He is one of the pioneers of broadcasting and has taken a key part in the development of both radio and television advertising, with particular emphasis on the merchandising and audience building activities which make the advertiser's dollar more productive."

KVOA is grantees for vhf Ch. 4 in Tucson. It will be affiliated with NBC-TV. Target date for service to begin is Sept. 15.

Funeral Services Held For J. Frank Gallaher

FUNERAL services were held Tuesday for J. Frank Gallaher, 68, treasurer and director of WONE Dayton, Ohio, widely known as a predecessor of a midwestern drug chain comprising 56 stores.

Mr. Gallaher died the night of June 19 at his Dayton home. He had been ill some months, having been stricken during the winter at Miami Beach, Fla.

His broadcast careers included participation in the partnership of Gallaher, Berry & Woodward, applicant for Ch. 42 in Memphis. The application was dropped last week.

Survivors are his wife, the former Frances Roberts, of Shelbyville, Ill., and a daughter, Mrs. Rodney J. Reynolds, of Barrington, R. I.

Arthur T. Brush Dies

FUNERAL services for Arthur T. Brush, commercial manager of WHDH Boston, were held Wednesday at the Newton Highlands (Mass.) Congregational Church. Mr. Brush died after a heart attack June 21. He is survived by his wife, the former Lois Newton, and two children.

Harry Geise Dies

FUNERAL services were held Thursday in Burbank, Calif., for Harry Geise, 53, one-time manager of KSTP St. Paul, Minn., who died Monday following a heart attack. He was the first announcer for Amos ‘n Andy when the radio duo were on WMAQ Chicago in the late 1920s.

Lamb Names Reynolds for D.C.

J. LACEY REYNOLDS has been named by Edward Lamb Enterprises Inc. as its representative in Washington, D. C. Mr. Reynolds has been a capital newsman for 20 years, and in his new post will represent Lamb radio, television and newspaper interests in Pennsylvania, Florida and Ohio.

Page 106

KFXD-TV Nampa, Idaho, uhf Ch. 6, represented by George P. Hollenberg.

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

WGBP-TV Milwaukee, uhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WNOR-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Baymer Co., affiliated with South Carolina, Inc.

Page 74 • June 29, 1953
WHBQ -AM -TV Memphis appoints tive, effective Aug. Co. Woodward charge of the Detroit...announced last presentative, has opened...HENRY Montreal.

WEAR Names Hollingbery WEAR Pensacola, Fla., has named George P. Hollingbery Co. as national representat...Co., N. Y.,...WJDM...Wheeler reported Hollingbery likewise has been appointed national representative of WJDM (TV) Panama City, Fla., new vhf Ch. 7 grantee of which he also is manager. WJDM (TV) plans a Sept. 6 starting date.

H-R Reps. Plans Move IN LINE with its expansion plans, H-R Representat-....represents proposed WEAR...Mrs. Pasternak, promotion manager; Edward W. Hamlin, com-...the Catalyst leading to...networks speak up.

Christal Opens New Offices HENRY I. CHRISTAL Co., radio station...in charge of the Detroit office of the CBS Radio, is now in charge of the Christal office in that city, with quarters in the Book Bldg. Telephone is Woodward 3-2365.

Representatives Shorts WCAN-TV Milwaukee appoints O. L. Taylor Co. as national representative.

KSAN-AM-TV San Francisco appoints Joseph Hershey McGillivera Inc. national representat-, effective Aug. I.

WEHT Henderson, Ky., appoints Meeker TV Inc., as national representative.


CHUM Toronto has appointed, effective June 1, Omer Renaud & Co., as representative at Montreal.

KIWW San Antonio, Tex, appoints National Time Sales as representative, effective June 1.

NBC SPOT SALES MOVES TO EXPAND STATION REPRESENTATIONS LIST

The network's Spot Sales Dept., with KSD-AM-TV already on its national representation list, adds KONA (TV) and KGU Honolulu and signifies its intention to add at least one more radio-TV operation. Although SRA is noncommital, independent representative firms speak up.

A DRIVE to expand its station representation list has been launched by NBC's Spot Sales Dept., evoking prompt but thus far unofficial protests from independent representatives who once before sought to put the networks out of this business.

Spot Sales Director Thomas B. McFadden an-...KSD-AM-TV St. Louis as of Oct. 1 (BT, June 22).

Top officials made it clear that Spot Sales in-...the build-up, they said, will not necessarily be in number of stations signed but in the quality of those added. Spokesmen for independent representation firms described themselves as alarmed by the NBC move and, without indicating whether any such formal move now is being considered, re-...fication, FCC conducted on the subject in the winter of 1948-49.

It was the networks' activity in representing affiliates in the sale of national spot business which served at the catalyst leading to forma-...tion of Station Representatives Assn. (then known as National Assn. of Radio Station Representat-...the summer of 1947. In Octo-... FCC charging that network representation of stations was contrary to the Commission's rules or at least was against public interest.

After detailed hearings in December 1948 and January 1949, FCC finally handed down its decision: This network activity is not con-...any existing FCC regulation, but FCC would keep under consideration the question of whether rules should be adopted to control such activity (BT, July 24, 1950). There has been no indication of recent FCC study on the question.

SRA, successor to NARS, had no comment last week on NBC's expansion of its list.

While other representation firms contend network representation activity in the national spot field gives the network too great a "mo-...control," and "dominance" over the stations' time and income, the networks claim the field is a perfectly legitimate one for them and that they are thus able to serve their sta-...the same time bolster the lesser revenues they derive from network operation.

NBC officials said their client list in this field now is considerably shorter than CBS. Aside from their respective owned-and-operated sta-...stations, NBC Spot Sales represents five TV and two radio affiliates while CBS Radio Spot Sales represents six radio affiliates and CBS-TV Spot Sales represents seven TV affiliates.

Mrs. Zorbaugh Named ABC General Counsel GERALDINE B. ZORBAUGH, a member of ABC's Legal Dept. since 1934, has been ap-...Robert E. Kintner, president, announced Wednesday.

In January 1950 Mrs. Zorbaugh was named acting general counsel and in January 1952 was designated acting general attorney of the network.

Mrs. Zorbaugh, a member of the New York Bar, is a graduate of the New York U. law school. Prior to joining ABC, she was associated with the New York law firm of Crawford & Sprague.

Prominent in various phases of the broad-...Mrs. Zorbaugh is a member of the American Women in Radio & Television. She belongs to the Assn. of the Bar of the City of New York and to the Federal Communica-...in Washington.
RICE, HAUSER NAMED MBS VPs

APPOINTMENTS of Herbert Rice as vice president in charge of programs for Mutual and Bertram J. Hauser as vice president in charge of co-operative programming, were announced Wednesday by Thomas F. O’Neill, Mutual president.

Mr. Rice, who will continue his activities in the General Teleradio operation, is a radio producer of more than 20 years experience. He joined Mutual in 1945 as creative producer and has served the organization as executive producer and program sales manager.

He is credited with having played a major role in development and supervision of a large variety of Mutual shows, including Bobby Benson, Lanny Ross Show and Wonderful City.

Mr. Hauser came to Mutual from the old Blue network in January 1945 as manager of co-op programming. The network’s co-op department, under Mr. Hauser’s supervision, is said to have grown to the point where Mutual careers many more co-op programs than any other network and has many local and regional advertisers than the three other networks combined.

‘Breakfast Club’ Simulcast May Precede More of Same

DON McNEILL’S Breakfast Club entered its third decade of broadcasting last week with a simulcast of the ABC show’s 20th anniversary from Chicago’s Morrison Hotel.

Following conclusion of the program on both ABC radio and TV networks, there was immediate speculation that the early-morning program might be simulcast periodically this fall. The question loomed, however, whether advertisers may be persuaded to pick up the tab for the television end.

The sponsors to whom ABC probably would make any pitch are Toni Co. and Philco Corp., which sponsored 15-minute and 45-minute segments of the anniversary show, as well as Swift & Co. and O-Cedar. Swift sponsored 30 minutes of the broadcast, with Toni (Bobbi, White Rain) and Philco sharing the other two periods.

WHBF Sets Switch To CBS Radio Network

WHBF Rock Island, Ill., joins CBS Radio at sign-on Wednesday, Les Johnson, station manager, announced last week. The station operates on 1270 kc with 5 kw, and claims coverage of Rock Island, Moline and East Moline, Ill., and Davenport, Iowa.

WHBF was with the Mutual network from 1939 until 1947, and with ABC from that time until now. WHBF-AM-FM-TV are owned by Rock Island Broadcasting Co., an affiliate of the Rock Island Argus.

TV Beats Heat

FACED with overflow registration for its 24th annual convention, the American National Red Cross last week solicited the aid of ABC-TV to arrange closed circuit TV system to link the meeting in Washington’s Constitution Hall with extra seating accommodations in the U. S. Interior Dept.’s auditorium. Microwave link was used to span the short jump from Constitution Hall to the Interior auditorium. Not long after the June 22 convention was underway, Red Cross officials found more and more delegates becoming “overflow” and leaving the non-air conditioned Constitution Hall to watch proceedings via TV in the air conditioned Interior auditorium.

‘Show of Shows’ Sets Format Change for Fall

FORMAT of NBC-TV’s Your Show of Shows will change next season when the program returns on Sept. 5.

“We are going from format to no format at all,” Max Liebman, producer-director of the show reported.

He currently is in Hollywood negotiating with Danny Kaye, Judy Garland, Betty Hutton, Patrice Munsel, and other stars for appearances on the show. Other negotiations are underway with Sadler’s Wells Ballet and NBC Opera.

Four regularly on the show will be the stars, Sid Caesar and Imogene Coca, and character actors Carl Reiner and Howard Morris. Each program will be different in format from the previous week.

Tobacco NetworkBoosts Wilson

PROMOTION of Ken Willson from general sales manager to executive vice president and general manager of Tobacco Network was announced in New York last week by Harmon Duncan, president of the network of nine stations in eastern North Carolina.

Mr. Willson joined the network 16 months ago from WMRC Greenville S. C., where he was general manager and sales manager.

Mr. Duncan also announced the appointment of H. A. Patten as farm director of the Tobacco Network.

Benny’s ‘Gaslight’ Satire Sealed Pending Court Case

SATIRE version of MGM’s “Gaslight,” filmed by Jack Benny in mid-June for his next season’s TV show, has been sealed until the Los Angeles Federal Circuit court, brought by Loew’s Inc. and Patrick Hamilton, authors of the play, against the comedian, CBS, American Tobacco Co. and several John Does and John Doe corporations, is adjudicated. Hearing is set for July 27 before Federal Judge James Carter.

The defendants originally were enjoined from filming the satire version. Because of the expense and hardship involved in a postponement of the shooting, the court allowed the filming pending hearing for injunctive relief and damages.

Copyright infringement and unfair competition are charged. An accounting of profits on previous comedy take-offs on radio and TV is asked.

RCA Announces Three TV Programming Aids

RCA Victor’s Engineering Products Dept. last week announced three TV studio programming aids—film editing equipment, a dual-slide projector, and a large-screen projection TV system.

Editing gear includes a complete line of Neumade accessories. The dual-disc projector is designed with push-button control for remote operation, and allows uninterrupted presentation of 2-inch square slides.

The projection system is said to allow studio audiences to follow TV programs as it goes on the air and to give producers a check on quality of the pickup. Details on the equipment can be obtained from Broadcast Equipment Section, RCA, Camden 2, N. J.

Three Sub-Departments Created at GE Tube Unit

CREATION of three sub-departments within the General Electric Tube Dept. was announced last week by Milton Lang, department manager. The Tube Dept., in turn, is one of four product divisions of the GE Electronics Div.

Named general manager of the new Industrial Transmitting Tube Sub-Dept. was Robert O. Bullard, who will headquarter in Schenectady with responsibility for all engineering and manufacturing activities relating to industrial and transmitting tube products of the Tube Dept.

L. Berkley Davis had been appointed general manager of the new Receiving Tube Sub-Dept., with headquarters in Owensboro, Ky., and parallel responsibilities for receiving tube operation.

Robert E. Lee has been named general manager of the Cathode Ray Sub-Dept. His responsibility for cathode ray tubes corresponds with that of the other sub-department heads.

Prior to these latest appointments all three of the general managers had headed the same operations under the old setup.

Silver Leaves Federal to Join WTVU (TV); Knight Successor

MARTIN SILVER resigned last week as manager of the television division of Federal Telecommunications Labs. Inc., Lodi, N. J., research associate of IT&T, to become vice president and managing director of the Appalachian Co., permittee of WTVU (TV) Scranton.

Succeeding Mr. Silver at Federal will be Gordon C. Knight who has been serving as assistant to the president of IT&T since Aug. 1952. Mr. Knight formerly was associated with the Capehart-Farnsworth Corp. as operations manager of the commercial products division. After a short vacation, Mr. Silver will take up duties at the Appalachian Co. on July 6. He said that WTVU is expected to go on the air sometime in July.

Tarzian Seeks Selenium

IN AN effort to add to the short supply of selenium, the rectifier division of Sarkes Tarzian Inc., Bloomington, Ind., is offering to purchase defective rectifiers throughout the country. It is believed there are enough of these rectifiers to yield four million pounds of selenium. The company reports it will follow the program as it goes on, with each rectifier rated at 150 milliamperes or less and 5 cents on each rectifier rated at 200 milliamperes or more.

Page 76 • June 29, 1953
Chicago Market Show Features New Receiver Lines

THE 1954 line of new radio-TV receivers of leading manufacturers passed on display at the semi-annual Home Furnishings Market in Chicago last week.

Keynote of the two-week display was compounded of optimism and the feeling that it will be “a hard-hitting, competitive market.” There were also echoes of claims that radio-TV set business is dulling and that money is “tight.” This was said to be especially true as it involved dealer payments to distributors, with many of the former taking longer periods to pay for their deliveries.

In addition to main displays, some manufacturers held distributor meetings on the side as a starting point for launching new sales campaigns. About 18,000 buyers were expected to attend the 12-day show.

GE’s 1954 TV Set Line

GENERAL ELECTRIC Co. last week introduced its new 1954 line of 24 television receivers at the Midwestern Furniture Mart in Chicago. Three series of chassis are featured, the “Black Daylite” and “Black Daylite Deluxe,” which GE says have been in process of development for more than two years and represent the “utmost in economical TV receivers,” and “Black Daylite with Ultra-Vision,” which is “two to three times more powerful than any formerly used in GE sets and provides the best picture at any price,” according to Paul H. Leslie, GE TV sales manager.

Stewart-Warner Shows Line

STEWART-WARNER Corp., Chicago, June 20 displayed its new fall line of TV and radio receivers to distributors. Included in the line are 34 TV models, with half of them featuring automatic, all-wave, single knob tuner capable of receiving all 70 uhf and 12 vhf channels.

Full line of radios also was shown at the one day session at the Drake Hotel.

Crosley’s New TV Line

CROSLEY Div. of Avco Mfg. Co. last week announced a new line of 30 TV receivers ranging from 17 to 27 inches, all equipped with its new “Picture Sentry” feature, which it claims eliminates outside interference and makes tuning easier. The 1954 TV models were shown to 500 distributor principals and sales personnel at Crosley’s Cincinnati headquarters.

Emerson States Meeting

EMERSON Radio & Phonograph Corp. will hold a convention for distributors from all parts of the U. S., Canada, Europe, South America, Central America and the Caribbean Islands in New York June 29-30. The convention was announced by June 18 by Allen B. DuMont Labs.

KFBB-TV Buys DuMont Gear

SALE of a 5 kw vhf television transmitter and related gear to KFBB-TV Great Falls, Mont., was announced June 18 by Allen B. DuMont Labs. J. P. Wilkins is president and general manager of KFBB-TV, which has a Ch. 5 C.P.

Plan Louisiana TV Link

A TV channel from New Orleans to Baton Rouge and additional telephone message circuits will be provided early next year by a radio-relay system between those cities to be constructed by Long Lines Dept. of AT&T and Southern Bell T & T Co. if FCC approves plans filed Tuesday.

The 76-mile system will include five channels, according to A. F. Jacobson, Long Lines director of operations, who said there would be one west-bound TV channel and two in each direction for telephone messages and protection. "According to present plans," he said, "the west-bound video channel will be ready to carry network programs to Baton Rouge next February; telephone channels will be completed later in 1954."

Rosenberg Emphasizes Farm Market Importance

IMPORTANCE of the nation’s farm market, with “an annual gross income of over $40 billion,” to the television set industry was emphasized June 14 by Irving Rosenberg, director of operations of the radio-TV receiver and cathode-ray-tube divisions of Allen B. DuMont Labs. To DuMont salesmen in East Paterson, N. J., Mr. Rosenberg said the lifting of the “freeze” last year had made television coverage available to one-third of the country’s farms. He added that he based his optimism on the value of the farm market to TV set merchandisers on the results of a U. S. Dept. of Agriculture survey showing that farm income has tripled since pre-war years and that the average income is now set at a record $7,800 yearly.

DuMont Labs. C-C Sale

ALLEN B. DU MONT Labs last week announced another sale of its portable closed circuit camera equipment, this time to Green Mountain Television Corp., Burlington, Vt., which expects to bring that city local programs over the firm’s mountain area system. John Abajian Jr., M.D., is Green Mountain president.

WKBW's Dr. Churchill Decries ‘Featherbedding’

(See story above)

Dr. CLINTON H. CHURCHILL, president-general manager of WKBW Buffalo, N. Y., is distributing a booklet under his authority which protests what he describes as "featherbedding" practices by the National Astr. of Broadcast Engineers & Technicians (CIO).

Being sent to “those who use the facilities of the station for the sale of their products, and to others interested in the city's welfare,” the booklet describes WKBW’s fight with NABET after a walkout by 11 employees Feb. 3.

Titled “Featherbedding... a Vicious Practice,” the booklet charges five engineers and six technicians “left their jobs without notice after disabling the station’s transmitting equipment.” He said the station for three years had been required to keep unneeded employees at an expense of almost $50,000 a year.

Maintaining that the Taft-Hartley Act prohibits featherbedding, Dr. Churchill said 10 of the men had been employed at WKBW between 10 and 20 years, while one was employed four years.

Dr. Churchill said his company had proposed to NABET that the men be kept one year while the company installed new equipment, making their employment unnecessary. After the men left, they were replaced by qualified engineers on a permanent basis.

Dr. Churchill said he had been “maligned, harassed and threatened, and their property unlawfully damaged and disabled.”

The advent of television and the resultant “decrease in radio network income” have caused the FCC to recognize the need for economical operation of all radio stations by such examples as its approval April 15 of 33 AM and 13 FM stations to operate transmitters by remote control, Dr. Churchill said.

"Any man, displaced by new push-button methods, can find not one, but 20 eager seekers for his services," Dr. Churchill said.

WKBW SUES UNIONS FOR $250,000

The Buffalo station charges attempts to "coerce and induce" WKBW’s customers and prospective customers against dealings with the station.

WKBW Buffalo has filed suit for $250,000 damages against officers and directors of a half-dozen CIO unions, including NABET’s local chapter and the Greater Buffalo Industrial Union Council. The suit grew out of a Feb. 3 walkout by NABET in which WKBW was off the air 2¼ hours. (See box below).

The suit also asks a perpetual restraining order forbidding the defendants from interfering with the station’s business.

The union maintains WKBW needs 11 technicians, with the station claiming it does not need that many. WKBW asks relief from NABET’s alleged acts in “calling upon the customers and prospective customers of the plaintiff to coerce and induce them to discontinue their business dealings with the plaintiff.”

In a second cause of action, WKBW asks $5,000 damages from the defendants and others for damage to its transmitting facilities at the DuMont walkout, claiming that the station off the air “for a considerable time.” WKBW states it is bringing the suit in equity because it is without adequate remedy at law and “will be compelled to bring a multiplicity of suits from time to time as the several damages and losses hereafter occur.”

Radio Staff Musicians Earn $14.2 Million in ‘51

FIGURES on musicians employed in radio and television, presented to the 56th annual convention of the American Federation of Musicians in Montreal last week, showed that in 1951 a total of 1,976 were worked as staff musicians at U. S. radio stations and grossed $15,262,858.

The report also revealed 2,163 men had works and earned gross salaries of $4,651,152.
AWARDS

KYW Donates Equipment To Phila. Educ. TV Group

KYM-AM-FM Philadelphia has given its television tower, FM transmitter and antennas, all valued at $90,000, to the Delaware Valley Educational TV Corp., bringing closer to reality both an educational FM station and an educational TV station, according to a joint announcement by the two groups last week.

Franklin A. Tooke, KYW manager, said the antenna, erected five years ago and "easily adaptable" to television, is 576 ft. high at its location stop the Architects Bldg. at 17th and Sansom Sts. It can broadcast FM programs at the same time, he said.

Walter Biddle Saul, president of the educational TV organization which represents more than a hundred area educational groups, and W. Laurence Lepage, its chairman, said its board of directors accepted the offer with gratitude.

Delaware Valley TV is applicant for noncommercial educational uhf Ch. 35 in Philadelphia.

Mr. Tooke said KYW also has offered the advisory services of its complete staff to help the educational broadcasters start operations. He said KYW will cease its FM operation upon FCC approval of FM operation by the educational group. The KYW licensee, Westinghouse Radio Stations Inc., also is licensee of WPTZ (TV) Philadelphia.

Educational TV Discussed At Wisconsin U. Seminar

SOCIAL role and obligations of educational TV stations were explored by some 45 leaders in that field at a seminar held at the U. of Wisconsin last week. The meeting was conducted June 21-27 by the National Assn. of Educational Broadcasters, with financial aid from the Ford Fund for Adult Education.

Dr. Harry Newburn, president of the U. of Oregon, addressed the seminar in his new capacity as president of the Chicago Educational Television & Radio Center.

Prof. Harold Lasswell, dean of the Yale U. Law School, suggested educational outlets contribute to realization of human dignity.

Changes in adult education methods were predicted by Prof. Lorentz H. Adelson, extension director, U. of Wisconsin.

Form Pittsburgh Educ. Unit

CITIZENS Committee, to participate in a fund-raising drive, is being organized by the board of directors of WQED (TV) Pittsburgh, noncommercial educational station. About 350 people have been invited to join the committee according to WQED. In addition to working on the subscription drive, which is planned for next fall, some members of the Citizens Committee also will serve on subcommittees to act as advisory panels to consult with the station's board of directors. General chairman of the Committee is Dr. Alfred W. Beattie.

WAAM Fellowship Awarded

TADEUSZ DANILEWSKI, NBC New York studio supervisor, has been awarded the $5,600 WAAM (TV) Baltimore Television Fellowship for graduate study at Johns Hopkins U. during 1953-54. Fellowship was established in 1951 by the WAAM board of directors to allow one person currently active in TV to have nine months free to pursue special studies at graduate level which may add to the recipient's effectiveness in his or her career.

INTERNATIONAL

Canadian Campaigns Will Skip Television

FOUR national political parties eligible for free time on Canadian Broadcasting Corp. networks have turned down the CBC's offer of free time on its three-station network. Thus the forthcoming political campaign culminating in the Canadian federal election on Aug. 10 will see no TV campaigning this year. The parties did not give any reasons for not using TV, and inasmuch as CBC regulations do not permit the CBC to sell political time on its owned stations, there will be no paid TV political campaigning. The picture may change when there are privately-owned TV stations in operation, which will not be until after the election.

INVESTIGATING video advances for possible use in his proposed Television Luxembourg, Louis Marlin (I), president-general director of Radio Luxembourg, gets a closeup look at a U. S.-made TV station tube held by Thomas C. McCray, assistant director of NBC Western Div. Raymond R. Morgan Jr., executive of Raymond R. Morgan Co., Hollywood agency, listens in on the explanation.

CARF Names Rimmer To Board Chairmanship

H. H. RIMMER, advertising manager of the Canadian General Electric Co. Ltd., Toronto, was elected chairman of the board of directors of the Canadian Advertising Research Foundation Inc., at its recent annual meeting. J. M. Bowman, of Stewart-Bowman-MacPherson Ltd., Toronto advertising agency, was elected vice-chairman, and John Gallie, Assn. of Canadian Advertisers, Toronto, secretary.

It was planned at the annual meeting to reorganize the CARF with a view to admitting additional advertisers and agencies, following a similar move by the Advertising Research Foundation, New York. A study also is to be made on how to better use in advertising and merchandising campaigns the data available at the Canadian government's Dominion Bureau of Statistics.

Grants Time to Alaska U.

SIX stations of the Alaska Broadcasting Corp. will devote free time to the U. of Alaska under a grant made by William J. Wagner, president of the company. Stations involved are KQFD Anchorage, KFBR Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka.
UNITY TELEVISION CORP.  
in association with  
MAJOR ATTRACTIONS INC.  
presents  

"the plus 80" TV PROGRAM  

20 Charlie Chan Mysteries  
THE MAJOR SERIES ... NEW TO TV ... STARRING RAY MILLAND, ARLENE WHelan, CESAR ROMERO, ROBERT YOUNG  

20 All Star Adventure Classics  
THE ROMANCE ... THE ACTION ... THE DRAMA OF THE GREAT AMERICAN SCENE ... STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE  

20 International Masterpieces  
MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE ... PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH ... STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.  

20 Hollywood Major Features  
INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.  

UNITY'S CATALOGUE IS GROWING BIGGER AND BETTER ............. 
1001 TITLES "PLUS 80"
Unity Completes Major Deal For New Lineup Of Top Features; Package Is Called “Plus 80”

Film Pact Offers Great Array Of New TV Stars

With a view towards meeting the urgent demands for new, topflight features from TV stations throughout the country, and increasing its huge library of outstanding film product, Unity Television Corporation has just concluded an unprecedented deal with major producers which will add 80 additional all-star features to its vast library. It was announced by Archie Mayers, president of Unity.

This new group of product, Mayers revealed, has been designated as the “Plus 80” package and includes the following series: 20 All-Star Adventure Classics, produced by one of the foremost studios in Hollywood; 20 Charlie Chan mystery features offering the thrilling adventures of the famous Oriental sleuth; Charlie Chan, created for the screen from the original character by Earl Derr Biggers; 20 new all-star features from the studios of Alexander Korda, Hal Roach and others, and called International Masterpieces; the 18 major attractions produced by Sol M. Wurtzel; and two special features of unusual TV appeal—thus completing the “Plus 80” package.

Great Array Of Stars

The roster of stars in the “Plus 80” package include several Academy Award winners and many players who have been listed among various Ten Best and Box Office champion polls during the past seasons. Double Academy Award winners are Gary Cooper for “High Noon” and “Sergeant York” and Vivien Leigh for “A Streetcar Named Desire” and “Gone With the Wind.” Another Academy Award winner is Ray Milland of “Lost Weekend” fame.

Among other prominent stars appearing in the “Plus 80” package are John Wayne, Alan Ladd, Stewart Granger, Paulette Goddard, Ralph Richardson, Ann Sheridan, Randolph Scott, Marilyn Monroe, Burgess Meredith, Phyllis Calvert, Cecil Kellaway, Michael Wilding, Robert Cummings, Jeff Chandler, Buster Crabbe, Richard Arlen, Robert Newton, Eric Portman, Paul Kelly, William Gargan, Jerome Cowan, Margaret Lockwood, Richard Burton, John Justin, Marsha Hunt, and many other brilliant performers.

Stellar Casts Top “All-Star Classics”

With the recent acquisition of 20 All-Star Adventure Classics, Unity Television has added to its new “Plus 80” package a topnotch group of star-studded outdoor classics combining adventure, action and thrilling spectacle—the type of TV films that are always in great demand by young and old alike. Each of these pictures is guaranteed to be welcome film fare at every station and suitable for any type of sponsorship.

Features and casts in the All-Star Adventure Classics include Gary Cooper and Eugene Pallette in “Blazing Arrows”; John Wayne, Alan Ladd and Marsha Hunt in “Hell Town”; Randolph Scott and Ann Sheridan in “Fighting Westerner”; Alan Ladd and Victor Jory in “Border Renegades”; Randolph Scott and Gail Patrick in “Caravans West”; Randolph Scott and Buster Crabbe in “Buffalo Stampede”; Randolph Scott and Gail Patrick in “Law of Vengeance”; Charles Bickford, Marsha Hunt and J. Carrol Naish in “Thunder Pass”; Robert Cummings, Buster Crabbe and Marsha Hunt in “Desert Storm”; Randolph Scott and Barton MacLane in “Challenge of the Frontier.” Also Robert Cummings and Buster Crabbe in “Arizona Thunderbolt”; Richard Arlen and Mary Brian in “Winning the West”; Kent Taylor and Gail Patrick in “Fighting Phantom”; Randolph Scott and Sally Blane in “When the West Was Young”; Russell Hayden and Douglas Dumbrille in “Thunder Avenue”; Buster Crabbe in “River of Destiny” and other features.

Unity's Newest TV Stars

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Unity's Newest TV Stars

UNITY'S NEWEST TV STARS

ANN SHERIDAN
Plays the lead opposite Randolph Scott in “Fighting Westerner,” an All-Star Adventure Classic.

GARY COOPER
Double Academy Award Winner plays the starring role in “Blazing Arrows” in Unity’s “Plus 80” group.

RAY MILLAND
Academy Award winner for his “Lost Weekend” stars in Unity’s thriller “Charlie Chan in London.”

RANDOLPH SCOTT
Hollywood’s best known action film star appears in six different Unity All-Star Adventure Classics.

PAULETTE GODDARD
Co-stars with Michael Wilding in “An Ideal Husband,” one of Unity’s International Masterpieces.

ALAN LADD
Continues his fast-action pace in “Plus 80” with “Hell Town” and “Border Renegades” for Unity.

WAYNE

Academy Winners Star In Unity Group

Academy Award winners and several recent movie box office champions appear in major TV films in Unity’s new “Plus 80” package. Double Oscar winners are Gary Cooper, of “High Noon” and “Sergeant York” fame—and Vivien Leigh who got her Oscars for “A Streetcar Named Desire” and “Gone with the Wind.” Also Ray Milland, who won his Oscar for “Lost Weekend.”

The 40 Million Dollar Program!
Famous Charlie Chan Series in “Plus 80”

Because of the popular demand for mystery thrillers, Unity's “Plus 80” package was specifically designed to include just such a series. Unity has obtained a group of 20 exciting features dealing with the adventures and triumphs of one of the best known and best loved "private eyes" of all times—the master mind, Charlie Chan. This famous detective, created by Earl Derr Biggers, is brought to the screen in a great series.

Features in this group include "Charlie Chan in London" with Ray Milland, Mona Barrie and Alan Mowbray; "Charlie Chan at Treasure Island" with Cesar Romero and Douglas Dumbrille; "Charlie Chan at the Wax Museum" with Warner Oland and Margaret Livingston; "Charlie Chan in City of Darkness" with Lynn Bari and Lou Chaney, Jr.; "Charlie Chan in Reno" with Phyllis Brooks and Ricardo Cortez; "Charlie Chan in Panama" with William Tabbert and Lucile Watson; "Charlie Chan in the Desert" with Arlene Whelan and Richard Denning; "Charlie Chan in Rio" with Mary Beth Hughes and Victor Jory; "Charlie Chan in Murder Over New York" with Melville Cooper and John Sutton; "Charlie Chan in Dead Man Tell" with Sheila Ryan and George Reeves; "Charlie Chan in Panama" with Jean Rogers and Jack La Rue; "Charlie Chan in Honolulu" with Phyllis Brooks and George Zucco; and "Charlie Chan's Murder Cruise" with Marjorie Weaver and Robert Lowery.

Variety Of Thrillers

Others in the series are "Charlie Chan in Black Camel" with Robert Young and Bela Lugosi; "Charlie Chan at the Opera" with Boris Karloff and William Demarest; "Charlie Chan at Monte Carlo" with Virginia Field and Sidney Blackmer; "Charlie Chan at the Circus" with J. Carrol Naish and Keye Luke; "Charlie Chan on Broadway" with Douglas Fowley and Donald Woods; "Charlie Chan in Shanghai" with Irene Hervey and Keye Luke; "Charlie Chan at the Olympics" with John Eldridge and Katherine De Mille; and "Charlie Chan at the Race Track" with Alan Dinehart.

This important series of mystery, action and intrigue will vie with the great "private eye" shows on TV. Sit back in your arm-chair, turn on your set, and try to solve these international mysteries with Charlie Chan, super master-mind detective.

Unity President Is Optimistic on the Future of TV Films

By ARCHE MAYERS

President, Unity Television Corp.

For this year TV film usage and national grosses will surpass all prior expectations and I foresee an even brighter future for TV film distributors. Films, which but a few years ago were considered the stepchild of the TV industry, are steadily gaining in importance as TV material and are even now doing a man-sized job in the industry.

Today, many stations are devoting 80 and 60 per cent of their airtime to films—and most successfully. Stations in New York, Philadelphia, Chicago, and Los Angeles as well as smaller markets are reaping the benefits of film usage and accounting for a high level of income to station operations, which is an unmistakable sign warranting confidence and continued growth. With new stations opening almost weekly to provide additional sources of revenue beyond normal estimates, the sky may well be the limit for TV films. We are in a business of continual expansion...new outlets...new customers...and new revenue.

Trend New To Library Sales

The day of spot-booking in the TV film field is gone. The trend today is to a complete library sales to stations. Instead of struggling with inflexible weekly feature film supply, new stations are taking a long-range view of their film needs, based on the programming experience of broadcasters who have been in the field. Long-term pacts, which give them access to an entire library of films, allow stations sufficient time and variety of product to tailor a film schedule to meet the individual sponsor and audience requirements in a particular market.

Under the Unity Plan, a station may buy its programming by the hour. The library is sold for a minimum of 500 hours on a year's contract. However, the majoriy of our library deals are for 1,000 hour sales. Financial advantage to the station is that it gets product considerably less on a quantity buy. To the distributor, financial returns can best be estimated in terms of man-hours saved by putting all their sales in one contract. If a station insists, Unity will sell in smaller blocks.

Expanding To Co-ordinate All Services

To prepare for this affirmation of my faith in the future prosperity of TV films, Unity Television has completed plans to meet the upsurge of new business. We are doubling our field force and will have sales and market analysts to penetrate every territory. We are exploring sites in Chicago, Atlanta, Dallas and Los Angeles to pin-point regional sales and service depots to coordinate all services. Thus, I cannot help but reiterate my optimism for 1954. Four hundred, five hundred and one thousand stations are no longer an unreality. They will soon dot the map. Millions of feet of theatrical-type film will dominate the air-waves. Unity is prepared with a huge catalog of 1001 titles...plus our new "Plus 80" series now being announced.

Again, I say—1953 will be bigger and better than ever for TV films!

Sydney Mayers, Unity's vice president in charge of legal, contract and administrative matters, is well versed in copyrights and music clearances, after many years of legal practice in theatrical and film circles. Sydney's strong point is the protection of Unity and its TV film broadcasters from licensing problems and entanglements.

As a director of the National Television Film Council, he is active in industry affairs, and has joined with other leaders in the TV legal field in an endeavor to foster better understanding and improved relations among the various elements of the trade.

Huge Variety In Unity TV Library

Unity Television Corp., one of the oldest and largest TV film distributors in the field, now possesses the most colorful and varied TV film fare in its library of more than 1001 titles.

Besides the company's recently acquired "Plus 80" package, Unity's regular catalog contains more than 300 TV features starring such brilliant performers as Cary Grant, Gene Tierney, Victor Mature, Linda Darnell, James Mason, Stewart Granger, William Bendix, Brian Aherne, Marlene Dietrich, Michael Rennie, Lilli Palmer, Merle Oberon, Edward G. Robinson, Alan Ladd, Joan Blondell, Robert Donat, and many others.

In addition to the above TV features, the Unity catalog contains titles of 25 Laurel & Hardy comedies; 39 Half-Hour feature programs with topflight stars; 125 cartoons; 44 action-packed Western features and 22 thrilling serials, some available in quarter-hour and regular chapters. Other TV film fare listed in the Unity catalog includes a fine selection of Streamliners; a series of ten-minute "Stars on Parade" featuring Hollywood, radio and stage stars; popular two-reel comedies starring Charlie Chase; and a variety of musical featurettes.

The regular Unity catalog is available to TV stations, agencies, and sponsors—write for your copy of Unity's new, 50-page 1953 catalog of 1001 TV titles.

Sydney Mayers

Double Oscar winner plays the title role in "Anna Karenina," one of Unity's International Masterpieces.
CHARLIE CHAN in LONDON
with
Ray Milland • Mona Barrie

CHARLIE CHAN in CITY OF DARKNESS
with
Lynn Bari • Lon Chaney, Jr.

CHARLIE CHAN'S MURDER CRUISE
with
Marjorie Weaver • Robert Lowery

CHARLIE CHAN in MONTE CARLO
with
Sidney Blackmer • Virginia Field

CHARLIE CHAN AT THE WAX MUSEUM
with
Marguerite Chapman • Marc Lawrence

CHARLIE CHAN in THE BLACK CAMEL
with
Robert Young • Bela Lugosi

CHARLIE CHAN in RENO
with
Phyllis Brooks • Ricardo Cortez

CHARLIE CHAN in CASTLE IN THE DESERT
with
Arleen Whelan • Richard Derr

CHARLIE CHAN in RIO
with
Mary Beth Hughes • Victor Jory

CHARLIE CHAN in MURDER OVER NEW YORK
with
Melville Cooper • John Sutton
Follow the Maze of MYSTERY—ACTION and INTRIGUE with the World-famous Wizard Detective—CHARLIE CHAN!

Co-starring
Ray Milland, Arleen Whelan, Cesar Romero, Robert Young, Mary Beth Hughes, Victor Jory, Boris Karloff and J. Carroll Naish...

CHARLIE CHAN AT TREASURE ISLAND
with Cesar Romero • Douglas Dumbrille

CHARLIE CHAN AT THE CIRCUS
with J. Carroll Naish • Keye Luke

CHARLIE CHAN in DEAD MEN TELL
with Sheila Ryan • George Reeves

CHARLIE CHAN in PANAMA
with Jean Rogers • Jack LaRue

CHARLIE CHAN in HONOLULU
with Phyllis Brooks • George Zucco

CHARLIE CHAN AT THE OPERA
with Boris Karloff • William Demarest

CHARLIE CHAN on BROADWAY
with Douglas Fowley • Donald Woods

CHARLIE CHAN in SHANGHAI
with Irene Hervey • Keye Luke

CHARLIE CHAN AT THE OLYMPICS
with John Eldredge • Katherine De Mille

CHARLIE CHAN AT THE RACE TRACK
with Alan Dinehart • Frankie Darro

UNITY TELEVISION CORP.
1501 B'WAY, N.Y.
LO 4-8234

"PLUS 80"
20 International Masterpieces 20 All-Star Adventure Classics
The ROMANCE - ACTION - DRAMA and PASSION of the Great American Scene

GARY COOPER in BLAZING ARROWS
  with Charles Winninger • Eugene Pallette

ANN SHERIDAN in FIGHTING WESTERNER
  with Randolph Scott

ALAN LADD in BORDER RENEGADE
  with Victor Jory

RANDOLPH SCOTT in BUFFALO STAMPEDE
  with Buster Crabbe • Barton Maclane

CHARLES BICKFORD in THUNDER PASS
  with Marsha Hunt • J. Carroll Naish

RANDOLPH SCOTT in CHALLENGE OF THE FRONTIER
  with Barton Maclane

RANDOLPH SCOTT in WHEN THE WEST WAS YOUNG
  with Sally Blane

HERITAGE OF THE PLAINS
  with Russell Hayden • Donald Woods • Evelyn Venable

BAD MEN OF ARIZONA
  with Marsha Hunt • Buster Crabbe

WINNING THE WEST
  with Richard Arlen • Mary Brian

THE GREATEST STARS...
  Truly 20 All Star

UNITY'S

20 Charlie Chan Mysteries 20 Hollywood Major Productions
JOHN WAYNE in HELL TOWN
with Alan Ladd • Marsha Hunt

RANDOLPH SCOTT in CARAVANS WEST
with Gail Patrick • Raymond Hatton

ROBERT CUMMINGS in DESERT STORM
with Buster Crabbe • Marsha Hunt

RANDOLPH SCOTT in LAW OF VENGEANCE
with Gail Patrick • Jack La Rue

ROBERT CUMMINGS in ARIZONA THUNDERBOLT
with Buster Crabbe • John Miljan

VICTOR JORY in BAD MEN OF NEVADA
with Jean Parker • J. Farrell MacDonald

KENT TAYLOR in FIGHTING PHANTOM
with Gail Patrick • Irving Pichel

MARK OF THE AVENGER
with Russell Hayden • Douglas Dumbrille

RIVER OF DESTINY
with Buster Crabbe • June Martel

TEXAS DESPERADOES
with Buster Crabbe • Katherine De Mille

THE GREATEST AUTHOR
Adventure Classics

"PLUS 80"
20 International Masterpieces 20 All-Star Adventure Classics
from Alexander Korda,

Screened from the pages of literature’s greats

VIVIEN LEIGH in
ANNA KARENINA
with Ralph Richardson

BURGESS MEREDITH in
MINE OWN EXECUTIONER
with Dulcie Gray • Kieron Moore

ERIC PORTMAN in
WANTED FOR MURDER
with Dulcie Gray • Derek Farr

WILLIAM EYTIE in
MEET ME AT DAWN
with Hazel Court • Basil Sydney

ROBERT NEWTON in
SNOWBOUND
with Dennis Price • Stanley Holloway

CECIL KELLAWAY in
HURRICANE AT PILGRIM HILL
with Virginia Grey • David Bruce

GRETA GYNT in
I AM A STRANGER
with James Hayter

JOHN JUSTIN in
HOT ICE
with Barbara Murray

FRANCES DAY in
TREAD SOFTLY
with John Bentley • John Laurie

SALLY NEWTON in
NO HAUNT FOR A GENTLEMAN
with Gus MacNaughton

UNITY'S

20 Charlie Chan Mysteries 20 Hollywood Major Productions
MASTERPIECES...

Hal Roach, other Major Studios!

... DUMAS—TOLSTOY—WILDE to name a few!

PAULETTE GODDARD in
AN IDEAL HUSBAND
with Michael Wilding

STEWART GRANGER in
LOVE STORY
with Margaret Lockwood • Patricia Roe

KIERON MOORE in
A MAN ABOUT THE HOUSE
with Margaret Johnston • Dulcie Gray

ERIC PORTMAN in
UNCENSORED
with Phyllis Calvert • Griffith Jones

JOHN HUBBARD in
THE SWORD OF D'ARTAGNAN
with Mel Archer • Robert Clarke

DENNIS PRICE in
NOOSE FOR A LADY
with Rona Anderson • Ronald Howard

RICHARD BURTON in
GREEN GROW THE RUSHES
with Jean Patterson

DEREK BOND in
DISTANT TRUMPET
with Jean Patterson

ELSIE RANDOLPH in
CHEER THE BRAVE
with Roger Livesey

PETER HAMMOND in
COME BACK, PETER

BURGESS MEREDITH

STEWART GRANGER

RICHARD BURTON

UNITY TELEVISION CORP.
1501 B'WAY, N.Y.
LO 4-8234

"PLUS 80"

“20 International Masterpieces 20 All-Star Adventure Classics
20 Hollywood Major Features

presenting to TV

exciting MAJOR Hollywood Personalities including these stars

Marilyn Monroe
Jeff Chandler • James Mason
Osa Massen • Paul Kelly

... Produced by Sol M. Wurtzel in Hollywood as recently as 1949... now booked by CBS, New York, Washington; ABC, Los Angeles, San Francisco, Detroit; WPTZ, Phila.; WSB, Atlanta; and many other stations, sponsors, and agencies.

* * *
ROSES ARE RED
Jeff Chandler and Peggy Knudsen

* * *
STRANGE JOURNEY
Paul Kelly and Osa Massen

* * *
RENDEZVOUS 24
William Gargan and Maria Palmer

* * *
CRIMSON KEY
Kent Taylor and Doris Dowling

* * *
DEADLINE FOR MURDER
Paul Kelly and Sheila Ryan

* * *
DANGEROUS MILLIONS
Kent Taylor and Dona Drake

* * *
TROUBLE PREFERRED
Peggy Knudsen and Lynne Roberts

* * *
ARTHUR TAKES OVER
Lois Collier and Jerome Cowan

* * *
FIGHTING BACK
Paul Langton and Joe Sawyer

* * *
DANGEROUS YEARS
Marilyn Monroe and Jerome Cowan

* * *
HALF-PAST MIDNIGHT
Kent Taylor and Peggy Knudsen

* * *
NIGHT WIND
Charles Russell and Virginia Christine

* * *
MISS MINK
Jimmy Lydon and Lois Collier

* * *
TUCSON
Jimmy Lydon and Penny Edwards

* * *
INVISIBLE WALL
Jeff Chandler and Virginia Christine

* * *
SECOND CHANCE
Kent Taylor and Betty Compson

* * *
JEWELS OF BRANDENBURG
Richard Travis and Carol Thurston

* * *
BACKLASH
Jean Rogers and John Eldredge

* * *
ASSASSIN FOR HIRE
Sidney Tafler • Ronald Howard
A Killer Whose Gun Is For Hire

including

James Mason
They Were Sisters
Phyllis Calvert • Hugh Sinclair
Unity TV Features
Top Film Stars

A galaxy of screen stars who have scored with millions of American audiences in many hit films appear in the 20 new major features that are included in Unity's "Plus 80" package. Labelled "International Masterpieces" and produced by Alexander Korda, Hal Roach and others, this group offers, for the first time on television, the greatest array of international favorites in some of the finest feature films ever produced.

Among the stars and features comprising the International Masterpieces are: Vivien Leigh and Ralph Richardson in "Anna Karenina"; Paulette Goddard and Michael Wilding in "An Ideal Husband"; Burgess Meredith and Dulcie Gray in "Mme. Own Executioner"; Stewart Granger and Margaret Lockwood in "Love Story"; Robert Newton in "Snowbound"; Richard Burton and Roger Livesey in "Green Grow the Rushes"; John Justin and Barbara Murray in "Hot Ice"; Kiernan Moore and Margaret Johnston in "A Man About the House"; Eric Portman in "Wanted for Murder"; William Eythe in "Meet Me at Dawn"; Phyllis Calvert and Eric Portman in "Uncensored"; John Hubbard in "The Sword of D'Artagnan"; and Cecil Kellaway and Virginia Gray in "Hurricane at Pilgrim Hill."

Other major features in this group are: "Noose For a Lady"; "I Am a Stranger"; "Dread Scotty"; "Distant Trumpet"; "Cheer the Brave"; "Come Back, Peter"; and "No Haunt For a Gentleman," all with prominent screen celebrities who have established enviable reputations.

UNITY HIGHLIGHTS

- Unity's "Plus 80" represents a production cost of approximately 48 million dollars. Many of the films comprising this group cost in excess of a million dollars each to produce, but reaching an over-all estimate, officials of Unity Television Corporation have estimated the aggregate cost of this group to exceed 40 million dollars. This is perhaps the most expensive group of films ever offered to the television market.

- Unity is proud of many "firsts." The "Plus 80" is the first multi-million dollar package in TV history. Unity's catalog listing 1,001 titles was an industry "first"; the famous Laurel and Hardy comedies were a big-time rating "first," and the stars shining in Unity's "Plus 80" (such as John Wayne, Vivien Leigh, Gary Cooper, Paulette Goddard, Randolph Scott, Ray Milland, Marilyn Monroe, Alan Ladd, Ann Sheridan, etc.) surely represent many "firsts" in TV Hollywood star debuts.

- Twenty Charlie Chan major mysteries, starring Ray Milland, Marguerite Chapman, Robert Young, Cesar Romero, Arleen Whelan, Virginia Field, Boris Karloff, Bela Lugosi, etc., represent the first major mystery series to be available for TV, geared for programming and TV continuity.

- Hal Roach, Jr., originally got his start in films producing comedies among which are the famous Laurel and Hardy comedies and Charlie Chase series. Many famous stars of today have risen through the comedy training on the Hal Roach lot. In addition to producing "Sword of D'Artagnan" and "Hurricane at Pilgrim Hill," Hal Roach Studios produced such films as the "Topper" series, "Of Mice and Men" and "One Million B.C."

- Alexander Korda, who made many of the major features in Unity's International Masterpieces group, has produced numerous outstanding features throughout the continent. Some of his best remembered films were "Henry VIII," "Scarlet Pimpernel," "Four Feathers" and many others.

- Sid Weiner, who handles Film Booking and Programming for Unity, has been directly responsible for two top honors awarded to the firm. In the second national quarterly TV film survey conducted by Billboard, first place in the categories of "Best Shipping" and "Best Labeling and Leaders on Film" were voted to Unity. Another prize earned by Weiner's perfect station relations is the nickname of "Never-Miss Sid." He knows the meaning of "the show must go on" and its great importance to TV stations.

UNITY TV Features
Top Film Stars

GRANGER

NEWTON

Coming Soon . . . "50 Years Of Boxing"

Unity Television is now preparing a symposium of 56 years of boxing revealing some of the most thrilling fights of the great masters of the ring from 1907 to date. Many of these fights were fought without a "third man" in the ring and the gladiators really slugged it out.

From Tommy Burns, Freddie Welsh and Jimmy Wilde to Mickey Walker, Joey Maxim and Lee Savold, this half-hour tailor-made show brings you the great moments in ring history—the highlights of 50 YEARS OF BOXING!

Unity Sales Reps Cover Entire U. S.

In anticipation of expanded sales activity with the acquisition of its new "Plus 80" package and ever-increasing interest in the company's Random Library Plan, Unity Television sales force now encompasses the entire country.

Unity representatives covering various sections of the country and working closely with both stations and sponsors are: Len Firestone, formerly with radio and television stations throughout the East, North Eastern division manager; Connie Lazar, one of the pioneer TV film representatives since the inception of the industry, Western division man-

FIRESTONE

LAZAR

HOFMANN

BIKEL

YOUNG

ORCHARD

Unity adds the "MIGHTY 80" to its 1,001 TITLES!
UNITY'S "Plus-80"

20 CHARLIE CHAN Mysteries
20 INTERNATIONAL Masterpieces
20 ALL-STAR Adventure Classics
20 HOLLYWOOD Major Package

"Plus-80" and 1001 TITLES

1001 TITLES from UNITY!

★ 300 FEATURES
★ 52 LAUREL & HARDY comédies
★ 39 HALF HOUR Programs
★ 125 CARTOONS
★ 40 WESTERNS
★ 22 SERIALS

UNITY TELEVISION CORPORATION

EXCLUSIVELY DISTRIBUTED FOR TELEVISION BY

UNITY TELEVISION CORPORATION
1501 BROADWAY, NEW YORK 36, N. Y. • LONGACRE 4-8234

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It Pays To Take . . .

for 5 years KTLA Channel 5 has built the top live programs in Los Angeles.

THIS MONTH It's

LAWRENCE WELK and his champagne music

SPADE COOLEY and his western varieties

INA RAY HUTTON and her all girl show

FROSTY FROLICS the musical review on ice

CAFÉ CONTINENTAL with Roberta Linn

SEE IT LIVE ON CHANNEL FIVE
There is no such thing as programs remaining static, or "by formula" at WREC. Programming is kept fresh, interesting, keyed to the moment . . . constantly reaching for that which is better.

That this practice pays off in listeners is proved by the latest Standard Audit & Measurement Reports and Hooper Ratings. These reports show why we say WREC delivers the "Better Half" of both Rural and Metropolitan listeners with a single schedule.

Join the ever-increasing list of advertisers who know that their message on WREC carries MORE prestige . . . produces MORE sales, yet actually costs 10% LESS, per thousand listeners than in 1946.
A radio success story:

A BIG BANK BANKS ON CALIFORNIA RADIO

ALTHOUGH not confining the promotion of any of its services to a single medium, Bank of America assigns radio an important role in its effective use of California media. Success with radio in its advertising and public relations over the years has been the result of carefully matching purchases with clear-cut objectives.

"We are a mass bank, servicing all of California," says Henry L. Bucello, advertising manager. "Therefore we try to develop programs which will reach as broad a segment of the state's population as possible. However, we must always maintain good taste, stability and dignity. Our customers expect it of us."

An occasional user of radio in past years for specific departments, it was in early 1950 that Bank of America went looking for a low-budget program which combined the appeal of a personality and a public service format for continued expansion of the company's goodwill within the communities it serves.

The idea was tested with participation programs on various California stations. Among the personalities selected was Ralph Story, identified as the Morning Host on KNX Hollywood, the CBS owned and operated radio station. This choice proved to be an especially happy one for Bank of America, according to executives of Charles R. Stuart Advertising, San Francisco agency servicing the account.

During the KNX campaign which started in February 1950, Mr. Story and the bank developed an informative and informal approach which has since characterized Bank of America's California radio advertising.

Quick Results, Quick Expansion

Originally assigned to present the bank's "Timeplan" loans, that brief campaign had results that were so immediate and effective that Bank of America on March 13, 1950, started sponsoring Mr. Story in a Monday through Friday Top of the Morning strip on KNX.

It was with this program that the successful format of the bank's radio began to hit its stride, according to Mr. Bucello. On Top of the Morning, from 7:15 to 7:30 o'clock, Mr. Story, then as now, combined his own easy-going humor with top recordings, weather information, and news of amusement and civic events of the day to come. This "calendar of events for Californians," as it is now identified, has become an especially important feature of the program, bank officials declare. Civic groups within California communities regard a mention on the program a top interest builder for their events.

As a result the cooperation between these groups and Bank of America branches throughout the state, in the words of one manager has "been one of the best ways of gaining community recognition and goodwill."

Using the basic format of its KNX series, Bank of America in Sept. 1950, shifting to a nighttime spot, expanded coverage with a once-weekly 15 minute Top of the Week KNX's California Network (KNX KCBS KFRE KFMB KROY KHUM XKOC KERN KMBY KCMJ KGDM). Approximately six months later, on Feb. 26, 1951, using the same regional network, the banking firm reverted back to early morning time and expanded to its present Monday through Friday Top of the Morning with Ralph Story.

Use of the early morning time, bank officials feel, gives a more economical combination of family listening and frequency of impact.

Copy on the morning broadcast is intimate and friendly. It never high pressures. The approach used recognizes that financial problems can beset all listeners. And the commercials create the feeling that the bank is interested in helping them . . . that their problems aren't without a solution . . . and that the financial services and advice which a Bank of America branch can give them will often solve those problems without creating new ones.

Service to People and Places

Because the approach is institutional in nature, yet personal in appeal, Bank of America uses the program to stress its services to individuals and through them, the community.

Thus, Mr. Story on his daily morning broadcast has presented, in addition to "Timeplan" loans, the bank's LISA (Life Insured Savings Account) plan, its home building and home loan operations, and various savings plans such as the Christmas Club.

Mr. Story's common sense treatment of Bank of America's Christmas Club has been particularly successful, Mr. Bucello declares. By relating the problem of starting the savings habit in terms which listeners can readily identify and citing listeners' experiences, he shows how the Christmas Club habit leads not only to other types of savings accounts, but also how it teaches the important lessons of money management.

With the banking firm having clients from all media, executives are reluctant to give a breakdown on radio's pull. The bulk of Bank of America's radio expenditure today however is for Top of the Morning, with spot announcements and special programs added in markets where additional impact is desired.

Published figures show that Bank of America spent less than $100,000 on regional network radio during 1952 and while executives refrain from discussing what percentage of new or renewed business the program has brought in return, renewal of Top of the Morning on last Feb. 23 for another 52 weeks is an indication of its success.

June 29, 1953 • Page 93
News programming, including local coverage, can be as profitable for TV stations as it has been for radio. The trick is to keep the cost within recoverable limits. Here the veteran news director of WHAS-TV Louisville tells how that station makes its news pay.

WHEN sight was added to sound and radio became a two dimensional medium, a little band of intrepid explorers went plunging off into an unexplored wilderness. Those sturdy pioneers of our industry were better outfitted than any in history. Anything and everything that money could buy was theirs. In the field of news, I cite you the classic example of the station which undertook a daily newsreel with a sorry little staff of only 40 cameramen.

It was not long, although the business office no doubt anguished through an eternity, before that station realized that it had undertaken the economically impossible. It could get a 15-minute film show of sorts together every day. But nobody, not even the gold vault at Fort Knox if it were interested in sponsoring television, could finance such a thing and remain solvent.

Four or five years ago in New York City, one of the hardy pioneers connected with this ill-fated newsreel told the National Assn. of Radio News Directors that it was absolutely impossible to produce newsreel films for television for less than $100 per minute. That was rock bottom, he said, and he gave figures and evidence to prove his case.

It was this example and this kind of cost in the early days that discouraged a good many people from trying to use television as it should be used—that is to say, with a filmed, daily newsreel, to present news.

In all fairness let's put the blame where it belongs for that ridiculous, uneconomic, and impractical approach to what is, after all, a business proposition. There was so much money floating around in the early days of television and advertisers were so eager to buy time, any old time and any old program at all, that it must have been difficult to think in terms of profit and of balancing the budget.

In those pioneering days the trail was being slashed through an exciting wilderness. There were new wonders every day or two, and it was pretty difficult just to keep up with the crowd, let alone take occasional readings of the economic compass to find out where you were.

There wasn't much reason to find out, either, because there seemed to be no limit to the money rolling in. If you needed a new camera, you bought it. If you needed another man, you hired him. If you wanted a new car, you ordered it. Eventually the day of reckoning had to come. It is with us now.

Those pioneer days with money growing on trees must have been wonderful ones. I'm happy, though, that I never knew them except indirectly. The wilderness we carved our way through in getting into television news was a somewhat different one. Our owners and management were scared to death of the totally uneconomic possibilities of a daily newsreel, because they had seen what happened to others.

Cautious Start

Our management, however, was operating on a different philosophy from that which had guided other pioneers in the business. We came onto the television scene in a competitive situation. We were the second station in the market and we were 18 months late in arriving. We decided it would be prudent policy to go slowly, and try to break even, or even, if possible, make a little profit, instead of plunging in headlong as so many others had done—and find out if we could swim after we got in the water.

So, instead of buying the extra equipment or hiring the additional manpower, we scraped along with what we had. As a matter of record, not one person was added to the payroll until there was a demonstrated imperative need. And that need had to be proved and proved again.

I'm very happy today that we followed into the wilderness, and did not have all the luxury that accompanied those very first pioneers. Our trail was not as exciting, but it was a lot more difficult. And we know where we are. We're on the black side of the ledger—and we haven't acquired any expensive luxuries along the way that will make life tough for us in the days to come, the days of economic awareness and of possible retrenchment.

Because those days are with us, and will be from now on. You can read, today, in the publications of our trade about the hard calculating eye that sponsors are casting at television costs. All of you know the difficulties the networks are having in peddling their super colossal productions of the utterly stupendous price tag. There are lots of young geniuses in television who can turn out a Cecil B. DeMille epic every two or three weeks, and they can do it for only a little more than DeMille spends.

But the boys who'll have the jobs in the next year or five or ten years, are the ones who can put on a really good show at a price that will please sponsors and completely satisfy the watching public. They don't need to be expensive shows. And that goes for news. At which point we seem to have come down to some hard facts about how to make television news pay. It can be done.

We have done it at WHAS-TV. Our news programs have been a profit item since a matter of a few weeks after we started in television three years and one month ago. They've had a high audience rating from the beginning, too.

There are five things to consider in making television news pay, make it for your TV station the goose that lays golden eggs, as it is in radio. The first thing is cost of production. This is also the second, third, fourth, and fifth items.

If your manpower and daily newsreel costs are prohibitive, you can't sell your product, and if you can't sell it, then news—or whatever the program may be—is too much of a luxury to be supported by the average station. We are in this business to perform a service and for doing it we are entitled to a profit. You can't perform your service in bankruptcy.

How much then, should your television
news cost? The price will come as something of a shock to the radio station manager who has a one-man news room, or a part-time reporter, or an announcer reading copy on the air. But, then, with one or two most remarkable one-man news room exceptions, those radio operations are not providing a news service.

Let's start with manpower. It will take three full-time men to give you a basis from which to work. We are including one full-time cameraman in this trio, because it is my contention that a television station that does not provide a daily newscast is not using television to present news. A trained newscaster can do a better job reading complete, well-written newscasts on radio than he can trying to ad-lib facts in front of a camera.

Your three men will be a cameraman, a co-ordinator (at least that's what we call him for lack of a better name) and a news director.

The cameraman shoots film and keeps his cameras in working condition. The co-ordinator edits film, writes narration, back-stops as a second cameraman when you have two stories at the same time, and directs the news program. The news director is general supervisor, and does the actual on-camera news and reads the film narration.

In addition to these three somebody has to process the film and, for the sake of economy, break up 1,000 foot rolls into spools of 100 feet each. That takes an average of two hours a day. The manpower can be taken from any of a number of places. Since maintenance of your developer is also an item, probably the most practical place is from the engineering crew if a man can be spared at the right time. If not, the film editor should be able to run it through. Or the cameraman—although that's likely to give him a long day and presents some complications because he should be writing out a report on what he's filmed during the day while the stuff is going through the soup.

In any case, the total payroll for these three full-time men and one part-timer will run from $300-$350 a week.

Your next basic cost is a news service. For competitive reasons none of the wire services is eager to quote an exact price, and the amount you pay is bound to depend on a lot of factors—including how shrewd a bargainer you are. To get some sort of answer, I asked the wire services: "How much would you charge for radio wire only in an average size community with 200,000 television receivers?"

The price, I gathered from much hemming and hawing and beating around the bush might be as low as $60 a week, or as much as $100. For the sake of what I believe is reasonable accuracy, let's take $75. A difference of a few dollars isn't going to make a whole lot of difference, anyhow. That makes our total cost so far for running the news room $375-425 per week. Add to that $60 for film and developing chemicals. That figure gives you 500 feet of film per day—roughly 15 minutes—from which to edit down what is usable. It is too high, but there's no sense in figuring it too low because unusual things always are happening which throw your film budget completely out of kilter. Actually, we average about 400 feet per day for our newswreel—which gives up, daily, approximately 5 minutes of edited film.

Then, to get around the city to capture for posterity the great events that a cameraman films, you need an automobile. That can be figured about any way you choose. Our experience shows our cameraman averages about 40 miles a day. There are days when he drives nearly 200 miles, but there are plenty of other days when

Mr. Oberlin (above) depends upon a three-man unit to produce the local newscast for WHAS-TV. Unit (right) consists of (l to r) Bob Boaz, day news editor who makes assignments; Cy Smith, TV news coordinator who edits film, writes narration, assembles newscast, and Jack Murphy, photographer who shoots film and gathers facts.

By Richard Oberlin
it's only 10 or 15. For the sake of a figure let's use the amount paid per mile by the networks, and let me note right here, I'm appalled at the lavish way the networks throw money around, their figure is 10 cents per mile. That comes to $20 a week, on the basis of a 5-day week.

And we have a grand total of just over $500 per week for operating your news room.

For this investment you get a couple of 15-minute news programs per day, in which you should have about 5-minutes of local newsreel. How can you make money at those prices? What man in radio ever heard of a $100 per program production cost for a newscast? Not in these middle-sized stations in middle-sized cities that we're talking about you don't get prices like that!

Let me cite some economic facts of television life. The very cheapest kind of film that can be purchased in these middle-sized cities I'm talking about will run from $75 to $100 per half-hour—and it admittedly is not Class C or Class D but Class X stuff. You buy a package and take what you get. Sometimes you get distorted sound, and it's on film so dim you can't see it because it's been used so often since it was shot back in 1880.

In this same average city we're talking about a really good half-hour film will cost about $400. So, you see, $100 a day for a half hour of news isn't so bad at all.

But one sponsor doesn't have to foot this whole bill. Many, many stations use the same newsreel twice, first early in the evening and again for a sign-off or late evening newscast. Often the second run is a somewhat edited version. Sometimes on those rare and happy occasions when you get a really good story during the early evening hours, and can get the story filmed, processed, edited and narration written, the late show may run longer.

It is a common and sensible practice to divide up the total production cost of the newscast and assess part of the total against each newscast. Generally, the sponsor who has the film on the early show pays a higher production fee—as he should. However, don't let anybody sell short that late evening re-run of your newsreel film.

I didn't think when we first went into a “daily” affair, that film justifies itself because it can be used on the 6:30 news program the following evening.

There are countless ways to spend money in television. There are a million little gimmicks that you can have—for a price. And we've added some of them to our news programs as we learned more about the business. However, before anything is added, we sit down and carefully go over the cost and all that's connected with it, because sometimes something that looks pretty cheap can turn out to be an expensive luxury.

Take newsreel titles for example.

I suppose most of the newsreels extant today have titles. They are time consuming, and, over the course of a year, they'll use up a surprising amount of film. The stuff in quantity lots only costs 2¼ or 2½ cents a foot—but you shoot it so fast! It only takes five seconds to send 7 cents worth of film through the camera. And 7 cents multiplied by hundreds or thousands begins to run into money.

You've seen those menu boards they use in some restaurants and all cafe-
terias? That's what we use for our titles. It takes a man a few minutes to set up the titles. It would take as much time to set up, anyhow, to film them. We turn our television camera on the titles on the sandwich board while about 3 seconds of blank leader runs through between newsreel stories. We even can get fades and dissolves this way. It is not the best and most beautiful title in the world, but it's something with that mess of machinery they have on the control panel and wipe out the horizontal lines of the menu board, so it doesn't look too bad. Right now I'm working on a kind of adjustable plastic frame which will identify our program—on the same way that programs are identified in the titles of those big, classy newsreels our better-off friends put out. We're not going to buy them if they won't dress up the titles considerably without making a whole lot of extra work. They're got to be worth the money or they don't go on the show.

That goes for every part of our news-reel and our news programs, which may explain why we have been able to present news on television with a local, daily newscast, and do it profitably. It may be the whole answer to the question of how to make television news pay. There are parts of news programs that are not paying—which is not always the fault of the news director. Maybe the owner or the manager wants something so elaborate that it is simply impossible to operate in the black.

There's a whim that an owner or manager with that much money—and rocks in his head—can afford to indulge.

**Turning a Profit**

Most people, though, want to make a profit. So let's tackle that problem—making a profit on television news.

First, you must have a desirable product. We think that our daily, local newscast, showing familiar faces and familiar places makes our news programs desirable. The film itself would be desirable alone, but it is supported by well-established news names who do the necessary on-camera presentation of news for which there is no film, or other pictures of any kind available. It's nice to have a man or men to do this who do not frighten the children and send the dog cringing under the lounge when his face appears on the screen. He need not be pretty—but he shouldn't look like an unconstructed Borneoan either.

The product must be produced at a price which makes it attractive. Because the time charges, plus production charges, no matter how low production costs are kept, are going to make anybody, even General Motors or the Chase National Bank think twice before he gobbles up what is obviously a good buy. In preparing this opus, I gathered facts from six stations. They all are in middle-sized cities with about 200,000 television receivers. And the time charges, in every case, with discounts and everything else, was within a few dollars of $200 for a quarter hour Class A time. Certainly your early evening news program will be Class A time.

There's nothing you can do about time charges. That's what makes pro station money. Low production cost, though, will keep sponsors happy. It seems to me that the best and most practical way is to figure out to the penny the total

---

Here's an inexpensive way to make TV newsreel titles. WHAS-TV uses a cafeteria menu board which takes only a few minutes to set up. Live camera shoots titles while blank leader runs through between newsreel film stories.
Sales Success Insured with AP NEWS

For full information on how you can join The Associated Press, contact your AP Field Representative or write:

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

"... Wouldn't give up AP NEWS for anything"

Says George Gothberg, Manager of WFPA, Fort Payne, Ala.: "WFPA's billings are way up, with 108 sponsored AP newscasts weekly. No other news service can do the job that AP does day after day, week after week."

From Rex Mitchell, insurance underwriter at Fort Payne: "We get tremendous results from our 18 weekly AP newscasts. Never a day goes by but that I sell several policies to listeners. I wouldn't give up my AP news for anything. It's done me the most good in 15 years of insurance advertising."

George Gothberg, Manager WFPA, Fort Payne, Ala.

"One third of total revenue from AP NEWS"

"The M. Farnham Implement Company tripled sales of their Little Giant Elevators with their 6:30 a.m. AP news six days a week. When a new Picker was promoted on the same program farmers came as far as 60 miles to see it."

Continues WPRS President and General Manager Adlai C. Ferguson, Jr., "With 48 sponsored AP newscasts each week producing one third of our revenue, we're really sold on AP. In selling sponsors we stress the completeness of AP news, the close attention of listeners, and the fact that their commercials will get the same close attention."

Adlai C. Ferguson, Jr., President & General Manager WPRS, Paris, Ill.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."
If baseball is America’s No. 1 national sport, it is also one of radio’s greatest revenue getters and audience builders.

The major league teams and major league sponsors can send their broadcasting crews to follow every play direct from whichever field of action, but the hundreds of stations throughout the country who carry the broadcast of their minor league teams find radio depends on re-creations whenever the home team is playing out of town. For years this re-creation service has been furnished by the Western Union Co.

In these days of rising costs it was a foregone conclusion that Western Union should ask for and receive an increase in the rates charged for this re-creation material. When those rates were imposed many broadcasters felt that rate increases had reached proportions where it would not be economically feasible to continue these re-creations. Then, too, in the early part of 1952 Western Union was confronted with a strike which hampered its ability to set up their re-creation service for the early games in the spring and summer. The broadcasters were forced then to search around for other means of securing recreation material.

It was at that time that the stations carrying Pioneer League Baseball, in Utah, Idaho and Montana, began to cast about for replacement material that could replace those they were then using.

**Teletype Plan**

To that end I met with the officials of the Mountain States Telephone Co. here in Salt Lake City and discussed with them the possibility of setting up a private line teletype service interconnecting the eight stations carrying Pioneer League Baseball. After quite a few months of negotiation we finally consummated the following setup which we feel will be of interest to broadcasters throughout the country who have been faced with similar situations.

Radio stations releasing Pioneer League Baseball (incidentally, the Pioneer League is recognized as one of the fastest in the United States and has for years led class “C” leagues in attendance records) are as follows: KALL Salt Lake City, KLO Ogden, Utah; KLIX Twin Falls, Idaho; KIPI Idaho Falls, Idaho; KWK Pocatello, Idaho; KDSh Boise, Idaho; KMON Great Falls, Montana; KBMY Billings, Montana.

The setup calls for a sending and received teletype located in the studios of each station and one located in the press box of the ball park for a total of 16 machines.

The machines are put in operation at 4 p.m. each afternoon and are in continuous operation until 12 midnight. At 4 o’clock each afternoon each station is dialed in and each station in turn sends weather information, records of any new players added to member teams, pertinent sports information from each of the cities and each sportscaster sends 75 to 100 words of material that can be used by each of the other sportscasters in their nightly sports features. At that time the sending rotation of the four teams that will be playing is set up and at approximately 7 p.m. the four teams send their starting lineups and all information regarding the night’s game. As soon as the game has gotten underway, each team that is playing sends each half inning as it is completed.

The sending rotation which works out very easily is that if the first team in the rotation isn’t ready at 8:15 or 8:20 he clears and the next station comes up. If he isn’t yet ready to send he also clears and the third station takes over. Presuming that he is ready he sends his first half inning and clears for the fourth station which likewise either sends material or passes for the next station, so the rotation goes on through the evening until the last game has been completed. All stations of course receive all of this material which makes the game more interesting and gives an idea of what is happening in each of the other three games. Scores are available to them at the end of each half inning and in the event of a game being called because of rain the sportscaster can immediately pick up material from any of the other three games and continue with the broadcast. At the end of the good game the broadcaster who has then has available to him a rundown of all of the other games being played which makes for a sports roundup that is readily salable at the end of each game.

**Personnel Needs**

First of all, each station requires two men in addition to its sportscaster; one, the statistician who writes down the material and the sportscaster who must be a rather fast typist in order to transmit the material. All of our stations have been able to find men extremely interested in baseball who are more than happy for a few dollars remuneration to send this material. The teletype is easy to operate and the eight sportscasters involved have worked out a code that enables them to receive a great deal more material than they have in the past for re-creation.

Of course every broadcaster is interested in costs and while costs will vary in each locality each station here, through the use of this service, is effecting a saving of approximately $1,100 during the course of the 5-month baseball season.

**By Jack Paige**

*Mr. Paige, now executive vice president of Intermountain Network, Salt Lake City, started in radio in 1935 at NBC Chicago, was later promotion director of the Cowles stations and in special events at MBS, New York.*

**BASEBALL RE-CREATION BY TELETYPE**

Page 98 • June 29, 1953
Used by more TV stations

than any other 4 x 5 commercial slide projector

The famous GRAY TELOP I

Makes profits grow — projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!

GRAY 3A TEOJECTOR

New, compact unit for automatic remote control projection of standard 2 x 2 slides... in uninterrupted sequence... with fading, lapping and superimposition. Solves many problems for both large and small stations.

Get all the facts, now!

WRITE TODAY FOR BULLETIN RD-6A

GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY-Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.
DOWN in New Orleans, where sports always has held its own in a culture which mothered jazz, Creole cooking, and the Mardi Gras, WDSU-TV has endeared itself to the hearts of that city's sports lovers with a weekly series of local boxing shows.

WDSU-TV last March 21 inaugurated a weekly half-hour series of regulation "live" amateur boxing matches, completely staged, promoted and packaged by the station and televised from its own studios. The series has won the support of business, civic, religious and athletic groups.

Robert D. Swezey, vice president and general manager of WDSU-TV, feels the large audience and the general praise accorded the station and the show's sponsor, Pepsi-Cola, can be traced to the fact that the weekly event is not just a "program," but a community "project."

The project developed from discussions by Mr. Swezey and Mel Leavitt, WDSU-TV sports and special events director. Mr. Leavitt is a former sports writer (St. Louis Globe-Democrat) and commentator (MBS), and in three years with WDSU-TV has been identified with several of the station's notable achievements, including the first telecasts of the hearings by Senate Crime Investigating group headed by Sen. Estes Kefauver, and the first network origination of the Sugar Bowl football classic and Mardi Gras.

Mr. Swezey assigned Mr. Leavitt to study the local sports picture for some method of lessening the growing hostility of sports promoters toward TV. Out of this study came the present plan, by which Messrs. Swezey and Leavitt believed the station could gain these four specific objectives:

1. WDSU-TV could rebuild confidence in boxing, which had declined steadily for some time partly because of poor professional notices and mainly because of insufficient interest on the amateur level.
2. By using the glamour of TV, WDSU-TV could highlight and strengthen the program of the Amateur Athletic Union, impressing parents with the careful supervision practiced by the AAU, and combating delinquency by influencing youngsters to join a regulated boxing program.
3. WDSU-TV might open the way to a new area of TV activity by telecasting live sporting events exclusively to large TV audiences.
4. By helping rebuild a declining sport, WDSU-TV could gain closer cooperation from promoters who have placed the blame on TV for declining gate receipts.

To put over such a project, the station obviously needed an unusually well-equipped and spacious plant, and WDSU-TV's huge modern studio, located in the historic French Quarter and measuring 55 by 100 ft., seemed made to order. The floor area affords space for seating more than 500 people and it has a high ceiling similar to sports arenas and auditoriums.

The audience angle proved to be important, for spectator response, it was shown, served to stimulate the boxers and provide an authentic "crowd reaction" to the sports event.

Every effort was made to simulate the actual surroundings of a boxing arena. A ring announcer was employed to introduce boxers and announce decisions, with a special "drop-mike" rigged so it could be lowered into the ring for each announce-

ment. A ring bell, warning buzzer and round cards were used.

Biggest problem was construction of the ring to meet rigid AAU requirements. WDSU-TV solved the problem of anchoring the ring by stretching cables from the ringposts to the walls, eliminating the studio damages or expense that would be required in anchoring it in the floor or elevating it.

High-ranking AAU officials were so impressed with the ring that they have requested plans for possible future use, according to Mr. Swezey.

Every essential article of equipment was supplied by WDSU-TV and Pepsi-Cola: Trunks, socks, hand-wrappings, towels and medical supplies. AAU provided handlers, referees, seconds, timekeepers, judges and other officials, and a physician was kept at the ringside for emergencies.

The station, rather than overwork a good idea, limits the show to 30 minutes once a week. Three matches are shown with a standby bout for emergencies.

Officials are orientated to avoid unnecessary delays so the program can be kept going at a rapid clip, with amateur rules.
The American Society of Composers, Authors and Publishers congratulates the Ford Motor Company on its Fiftieth Anniversary, and on the good taste and quality of a television program presented by a leading exponent of the American system of free enterprise.

We point with pride to the fact that almost without exception the songs performed on this incomparable two-hour show were the works of ASCAP writers and publishers, whose compositions truly reflect the life of America—past and present.

These songs were selected on their merit—without any solicitation on the part of ASCAP. We salute the judgment of those responsible for the all-around excellence of the Ford Fiftieth Anniversary Show.
aiding in the acceleration. Rounds are only two minutes, each bout consisting of three rounds with a one-minute rest period between rounds. To keep the program moving steadily, officials allow only a minute and a half between bouts, with the result being an almost constant flow of spirited action throughout, Mr. Swezey says.

Supported by a promotion-wise sponsor, Gulf Bottling of New Orleans, distributor of Pepsi-Cola, the program was enlarged during its first five weeks to include teams of boxers from the "fringe area" which embraced the sponsor's territory, according to Mr. Swezey. Youngsters from nearby New Iberia and Reserve, La., already have appeared and plans are underway to bring in others from such distant points as Shreveport, Mobile, Biloxi and Memphis.

Because it qualifies both as TV entertainment and as a legitimate sporting event, the series has received double the usual amount of newspaper coverage, in its first five weeks receiving equal attention from both radio-TV and sports columnists. By including boys from outside New Orleans, it also enlarged its audience, Mr. Swezey says.

Both station and sponsor agreed the entire commercial appeal should be along semi-institutional lines, with "pitch" commercials vetoed. Mr. Leavitt was supplied with a list of "sales points" and told to add brief messages concerning Pepsi-Cola whenever he felt they would fit in smoothly with the movement of the show.

Simple but effective props identify Pepsi-Cola with the show. Free bottles of Pepsi-Cola are distributed to the studio audience. A Pepsi-Cola clock hangs in the background. Attendants in the boxers' corners wear special sweaters with small Pepsi monograms. And at the end of each program the sponsor awards specially engraved "Pepsi-Cola" trophies to winners and medals to losers.

One surprising feature is the low cost to the sponsor. Each program costs the sponsor less than $320, including station time, studio charge and talent fees, plus expenses for the fighters, equipment, medical supplies and trophies. What makes it more amazing, according to Mr. Swezey, is that in remote coverage of a comparable event, the sponsor would pay much more just to send out the remote unit than Pepsi-Cola now pays for the entire program. He estimates the sponsor saves at least $200 a week that way.

The sponsor has gone a step farther in promotion, strengthening identification with youth by promoting various other activities such as announcements of neighborhood functions and upcoming sports events.

Several media success items have come from the WDSU-TV project, Mr. Swezey says. The show has won over many parents previously opposed to boxing, by stressing supervision and the many aspects of self-defense, and by distinguishing between the "sport" of amateur boxing and the "business" of professional prize-fighting.

Of the first 18 bouts, the most serious injury was a bloody nose and nine of the matches were stopped before conclusion to avoid possibility of injury. This type of supervision has gained support from many civic and athletic leaders. Since the majority of the boxers are affiliated with the Catholic Youth Organization in New Orleans, the series has been recognized by the clergy, too, Mr. Swezey says.

Irwin Poche, athletic director of the New Orleans Athletic Club and president of the Sugar Bowl organization, voiced a typical reaction: "This amateur boxing series being promoted by WDSU has provided the biggest stimulus the sport has enjoyed in years. We of the New Orleans Athletic Club can already see the increased interest in boxing as a result of it." Mr. Poche added he felt it would help fight juvenile delinquency.

Another commendation came from Dr. Barry Barrodale, president of the Southern A.A.U. and manager of the 1952 U. S. Olympic boxing team: "The WDSU-TV series is the finest thing that has happened to amateur athletics down South in many years. It is definitely the shot in the arm that boxing needs. I wouldn't be surprised to see similar programs launched by TV stations elsewhere in the country now that WDSU has shown what can be done."

Station officials say that boxing has been revitalized in New Orleans, where it was almost extinct before the show was begun. Community leaders have hailed the bouts as a contribution to correction of juvenile delinquency. Aside from its public service aspects, the series has created a commercial success for its sponsor, providing the Pepsi-Cola distributor with a low-cost, easily-promoted feature that reaches a big audience.

Mr. Swezey sees it this way: "The amateur boxing program is much more to us than just another television show. It has already won popular acceptance, and is proving itself to be a sound commercial vehicle. But I believe its real success will be written in terms of its second effect—the rendition of a stimulating and far reaching service which can be provided to a community only through television."

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**PROGRAMS & PROMOTIONS**

**SCRANTON TV SUPPLEMENT**

"SCRANTON goes TV" is the large headline on a 35-page supplement to the June 6th Scranton Times. The many-pictured section shows WGBI-TV station personnel as well as network stars. The station is a CBS affiliate. According to a map in The Scranton Times, WGBI's signal is expected to reach parts of New Jersey and New York, as well as Pennsylvania. [B+T, June 15].

**CLOSED CIRCUIT TV**

"CLOSED Circuit Televisiion" is the title of a book released by the National Closed Circuit Television Co. of New York. The booklet explains what closed circuit TV is, who can use it, how it works, where it is used and where it can be used, how much it costs and who is behind it.

**THE ITALIAN INFLUENCE**

"THE ITALIAN influence" is the theme of a recent series of advertising pieces by WOW New York. The ads usually picture an attractive girl depicting the Italian influence on hair styling, liquor, etc. The copy reads that the Italian influence is having its way with all phases of modern American life and that WOW interprets "the Italian influence for better living" to a market representative by more than two million Americans of Italian origin who live in the New York area.

**GENE AUTRY CONTEST**

FORTUNE Merchandising Corporation, Los Angeles, has announced a 1953 Gene Autry National Awards contest, to be used by independent bakers in local markets, as well as 60 or more Gene Autry bakery franchise holders. The contest, which will begin September 8, consists of the participants pasting end labels to entry forms and completing a slogan on the local product, or for clients not using end labels, coloring panels and completing a slogan. Of the more than 22,160 prizes offered, the top 20 will consist of round trips to Hollywood via United Air Lines. Among the other prizes are cowboy outfits, flashlights, guns, etc., all bearing the Gene Autry label.

**TRANSPARENT 'VISI-MAP'**

WAAM (TV) Baltimore is airing a new program, "Weekend Highway Guide," which presents a ten-minute weekly session of road information, travel tips, detour and construction warnings and resort highlights, conducted as a public service by Richard Hartman, director of safety and public relations for the Automobile Association of Maryland. Mr. Hartman points out routes, detours, etc., using a trans-
are you interested in selling...

23 MILLION DOLLARS WORTH OF TOOTHPASTE
40 MILLION DOLLARS WORTH OF ASPIRIN

America's Biggest Drugstore Market Listens to KBS!

Every town has at least one drugstore where all the pharmaceutical needs of the community are satisfied. In vast areas covered by the 650 KEYSTONE HOMETOWN AND RURAL AMERICA stations, the drugstore is one of the most important spots on Main Street. Not only the dispenser of medicinals and health aids...the HOMETOWN drugstore is growing in acceptance as the source of cosmetics, grooming and beauty products. If your product's sales channel is the druggist, we offer you an exceptional listening market on KBS. Whether you want cross-section or cross-country coverage...a minute spot or an hour's show...KBS is a lucrative, low-cost Main Street to America's richest radio market. It will pay you to investigate KEYSTONE...more-for-your-money with complete coverage throughout HOMETOWN AND RURAL AMERICA!

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St.
State 2-5028

NEW YORK
150 Fifth Avenue
Plaza 3-1440

LOS ANGELES
1350 Wilshire Blvd.
Dunwoody 3-7910

TAKE YOUR CHOICE
A handful of stations or the network...a minute or a full hour...it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE...yet the best time and place are chosen for you.
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**IME**

**SUNDAY**
- **CBS**
  - 10:00-11:00 p.m.: *CBS News*
  - 11:00-12:00 p.m.: *CBS Sunday Night Show*
  - 12:00-1:00 p.m.: *CBS Sunday Night Show*

**MONDAY**
- **CBS**
  - 1:00-2:00 p.m.: *CBS Evening News*

**SATURDAY**
- **CBS**
  - 6:30-7:00 p.m.: *CBS Saturday Night Show*
  - 7:00-8:00 p.m.: *CBS Saturday Night Show*

**FRIDAY**
- **CBS**
  - 6:00-6:30 p.m.: *CBS Evening News*
  - 6:30-7:00 p.m.: *CBS Saturday Night Show*

**THURSDAY**
- **CBS**
  - 6:00-6:30 p.m.: *CBS Evening News*
  - 6:30-7:00 p.m.: *CBS Saturday Night Show*

**WEDNESDAY**
- **CBS**
  - 6:00-6:30 p.m.: *CBS Evening News*
  - 6:30-7:00 p.m.: *CBS Saturday Night Show*
K-2 Coverage

NBC has secured television and radio rights for coverage of the third American Karakoram expedition, which this summer will attempt to climb K-2, the second highest mountain in the world, Charles C. Barry, NBC vice president in charge of programming, reported last week. K-2 is in northwest Pakistan.

The complete story of the success or failure of this expedition will be carried in a series of filmed programs on NBC this fall, Mr. Barry said. He added that it is possible that NBC radio will present a series of programs on the venture.

parent "visi-map," which enables him to remain visible to the audience. The program is heard Friday, at 7:20 p.m.

'TEN MOST WANTED FUGITIVES' IN COOPERATION WITH the FBI, WABD (TV) New York will devote a segment of its Final Edition of the News (Mon.-Fri., 11:11:15 p.m. EDT) to a Ten-Most-Wanted-Fugitives feature, starting today (Mon.). Photographs and description of the fugitives will be presented, with a request that viewers send any pertinent information to the FBI.

ABC PROGRAM AIRED BY KBOR

BECAUSE the graduating class of the Brownsville, Tex., High School wanted Paul Harvey, ABC commentator, as guest speaker at commencement exercises, the commentator's network program was aired from KBOR Brownsville, a non-affiliate. Bob Fowler, national talent manager for KBOR, reports that there were innumerable complications over lines, station origination, etc., plus many phone calls and wires to ABC vice presidents, but that the request was met due to the perseverance of the high school students and the good will of Mr. Harvey.

BOYS' BASEBALL

WGN-TV Chicago has begun a series of telecasts of boys' major league baseball contests, with Jack Brickhouse handling play-by-play commentary each Monday evening. The league comprises six teams, with boys ranging in age from 9 to 14 years. The series marks its second consecutive year on WGN-TV.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

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Chicago
Ray V. Hamilton
Tribune Tower
Delaware 1-2763-6

San Francisco
Lester M. Blanding
235 Montgomery St.
Exbrook 5-3632

Page 106 • June 29, 1953

AFFILIATION ADVERTISED

A FIFTEEN-page supplement in the Arkansas Democrat on June 14 announced that KTHS Little Rock "Arkansas only 50,000 watt station, joins CBS Monday, June 15th." The supplement gave further information on programming and CBS and KTHS staffs.

NEW ORLEANS PROBE

WDSU-TV will televise the New Orleans waterfront probe by Sen. Charles W. Tobey and his Senate committee investigating waterfront racketeers. The telecast will emanate from the courtroom of Federal Judge J. Skelly Wright in the Post Office building, and will include highlights of the proceedings over which Sen. Tobey, chairman of the committee, is presiding. Also appearing on the hearings will be Sen. Charles E. Potter, a subcommittee member, and Downey Rice, chief counsel for the subcommittee.

'Searching for Oil'

AMERICAN Petroleum Institute is offering a free booklet titled "Searching for Oil—The Gamble That Pays Off for You," which may be obtained by writing to Oil Industry Information Committee, American Petroleum Institute, Box 127, 50 West 50th St., N.Y. 20 (61-T), June 22, p. 79.

WGAK's Drive In Films

DRIVE-IN moviegoers in northeastern Ohio are seeing a boost about radio, too, when watching their favorites on the screen.

It's all part of WGAR Cleveland's promotion of using station personalities in trailers in Ohio drive-ins. The theme: Listen while you work, play, ride, rest.

Based on a three-month radio listening habit study by the station, the promotion also is using an on-the-air announcement campaign and soon will get to billboards in the greater Cleveland area.

What did the station study come up with? WGAR proudly found: "Many people prefer to listen to radio for drama and comedy as well as music, news and sports." Reasons? WGAR says people like radio because it is a great time-saver, it is versatile, it is relaxing as a form of entertainment, it is made up of effortless—a twist of a dial for information and/or entertainment, it exercises the imagination and gives freedom of choice.

TRIBUTE TO CANADA

IN A TRIBUTE to Canada on its observance of National Day on Wednesday, more than 150 radio stations in the U. S. will broadcast a special transcribed musical program featuring Kay Starr, Don Cornell, Percy Faith and Lowell Thomas. The program was conceived by Robert Burton, vice president of BMI and BMI Canada Ltd., and was written and produced by the BMI Special Projects Dept.

'SONG-WRITING CONTEST'

RCA THESAURUS has announced a 26-week song-writing contest to be conducted among listeners of the company's transcribed library series, The Sammy Kaye Show. The contest will begin July 6 and will feature a local and national prize each month plus a grand prize to be awarded at the end of each of two 13-week periods. Called "So You Want to Write a Song," the competition is designed to stimulate mail for stations and sponsors.

BASEBALL PROMOTION

DRESSED in full baseball uniform and carrying portable clock radios tuned to the Mutual major league Game of the Day, two college students were hired by WLUE Asheville, N. C., to carry sandwich boards calling attention to the program. The "players" also gave away season "passes" to listen to all the games.
Advertisers

Norman W. Foy elected vice president in charge of sales of Republic Steel Corp., Cleveland.

Robert Waddell, director of advertising, named director of public relations, Hamilton Watch Co., Lancaster, Pa. R. J. Gunder, sales promotion manager, named director of advertising and sales promotion.

Mary Stringfellow, sales dept., United Air Lines, Hollywood, promoted to publicity representative for radio-TV and motion pictures.

C. B. Mayshark, N. Y. art director, appointed director of New Mexico State Tourist Bureau, Santa Fe. Agency is McCann-Erickson Inc., L. A.


Robert A. Schmid, vice president of General Teleradio; John Poole, KEBG Los Angeles; Rosser Reeves, partner and creative supervisor of Ted Bates & Co., N. Y., and David J. Mahoney, president of David J. Mahoney Inc., N. Y., presented with certificates of outstanding achievement by Assn. of Adv. Men at meeting in N. Y. last week.

Agencies

John B. Gray, copy chief at Maxon Inc., Detroit, elected vice president of agency.

Charles L. Lewin, formerly partner in David D. Polon Co., N. Y., to Rockmore Co., N. Y., as vice president and director of radio and TV.

Patrick O'Rourke, account executive with L. A. office of The Caples Co., named head of agency's new office in Phoenix.

Mr. Lewin


Donald R. Mayer, account executive with Goold & Tierney Inc., N. Y., named director of radio and television.

Kingman Moore, director on NBC-TV Colgate Comedy Hour, to Benton & Bowles Inc., Hollywood, as agency supervisor on filmed NBC-TV Letter to Loreta, sponsored by Procter & Gamble Co., starting in fall, and packaged by Lewis- ler Inc.

Alvin J. Hetfield, N. W. Ayer & Son, N. Y., to Hicks & Greist, N. Y., as director of marketing and research.


PEOPLE

Bette Nasse, Harry B. Cohen, N. Y., to Duane Jones Co., N. Y., as chief radio timebuyer.


Andrew Akmanian to Sidney Garfield & Assoc., S. F., as account executive.

Ann Rouss, previously with Hockaday Assoc., to Smith, Hagem & Snyder, N. Y., as account executive; Grace Quinn, formerly with Reilly, named publicity assistant with agency, and Gene Sprung named industrial publicist.


James R. Johnson, formerly with Campbell Soup Co., to BBDO, N. Y., as an account executive.


Dennis O'Sullivan, copy chief, Lee Ringer & Assoc., L. A., to Vick Knight Adv., that city, in same capacity.

Robert G. Everett, formerly vice president and account supervisor at Price, Robinson & Frank, Chicago, to Leo Burnett Co., Chicago, as account executive.

David Ng, former production manager of Paul Heller Agency, Washington, appointed assistant production manager of Kal, Ehrlich & Merrick, same city.

Harry L. Smith, Alfred Politz Research Inc., to N. W. Ayer & Son, N. Y., in radio-TV department to head research staff. Ira Rothbaum, RCA, to Ayer's Phila. office on copy staff.

Robert Moeller, formerly assistant advertising manager of Crucible Steel Co. of America, to G. M. Baxter Co., N. Y., as assistant account executive.

Richard L. Dexter will resume connection with Potts-Turnbull Adv. Co., Kansas City, as advertising copywriter and junior account executive, upon completion of active duty in Navy in Aug.


IN THE 75TH MARKET - TEXAS' 5TH

The Fabulous Southwest is B-I-G...in Opportunity as well as Area. And El Paso is the hub and center of this, the largest trade territory of the nation.

Nowhere else can you buy so big a "hunk" of these United States at such low cost than you can with KEPO...El Paso's most powerful station with 10,000 watts of power reaching the bulk of West Texas, New Mexico and Old Mexico. Here Retail Sales annually are well over one-half billion dollars.

You must include KEPO in your radio schedule because El Paso is one of the most important centers of distribution in the entire nation.

Figures from Sales Management, May 10, 1953

A R T I C L E S about this stirring city for complete details.

DISPELLING THE FOG

Hon. Hiram G. Andrews
Minority Leader, Pa., House of Rep.

Distinguished Legislator, former newspaper editor and publisher, speaks his mind each Saturday evening 6:30 PM. Rep. Andrews' capsule commentary is another popular feature of Johnstown's Personality Station In Western Pennsylvania's 2nd Largest Market...
position of promotion and publicity on feminine accounts.

Hyman Olken and William Schurr appointed to industrial public relations staff of John Falkner Arndt & Co., Phila.

Alice McDonough, media director at Ollan Adv. Co., St. Louis, has added media direction of radio and television to duties involving newspapers, magazines and posters.

Homer Heck, production manager at NBC Chicago (WMAQ WNBQ (TV)), to Foote, Cone & Belding, Chicago, in radio-TV capacity.

Jerry Gordon, Sun Ray Drug Co., to Sherman & Marquette, N. Y., merchandising dept.

Daniel C. Ellis, formerly with J. Walter Thompson Co., to copy staff of Kudner Inc., advertising agency.

Ray J. Mauer, writer, to Cunningham & Walsh, N. Y., on creative radio and television staff.

Earle A. Buckley, president of Buckley Organization, Phila., named eastern governor of Trans-America Advertising Agency Network.


Stations

Robert E. Chaffee, formerly with CBS, to KXIC Iowa City, Iowa, as sales manager.

John Mowbray, account executive with KSFO San Francisco, to KXA Seattle as commercial manager. Dick Schutte, KSFO account executive, also to KXA.

Ansel E. Gridley, president, general manager and majority stockholder of WFGM Fitchburg, Mass., appointed vice president and general manager of Salisbury Best Corp., recent grantee of Ch. 4, Worcester, Mass.

James H. Ranger, salesman-announcer, named manager of KWG Stockton.

Robert D. Peel, former program director at WFRX West Frankfort, Ill., to WIND Chicago as production manager and assistant program director. Dominic Quinn, staff announcer at WDFD Flint, Mich., to production staff of WIND.

Joe Farris named program director of WQKV-AM-FM Charleston, W. Va., replacing Phil Vogel, who shifts to WKNA Charleston.

A. T. Leonard appointed program director at WRBC Jackson, Miss. R. A. Miller appointed farm director of station.

Craig Maudsley appointed program director at KONA (TV) Honolulu. Jim Gunn, Jim Spencer, Nita Benedict and Paul Wickey are account executives for station. Frank Pich named chief engineer and Vic Rowland appointed director of public relations.

B. Hillman Bailey, Jr., general manager at KSIG Crowley, La., named general manager at KTAG (TV) Lake Charles, La.

Charles H. High, sales manager, appointed station manager of WQKV-AM-FM Charleston, W. Va., replacing Col. B. W. Venable, vice president of Kawasha Valley Best Co., operator of station.

Robert Lyons, assistant manager at WRAP Norfolk, Va., promoted to general manager.

Alan W. Trench, salesman at WCAE Pittsburgh, promoted to assistant sales manager.

Howard Salesbury rejoins WQKV-AM-FM Charleston, W. Va., as account executive. Bill Richards, newscaster, appointed assistant program director of WQKV.

Walter Dibble, announcing and news staff of WSTC-AM-FM Stamford, Conn., promoted to assistant program director. Bob Perham, WWNY Watertown, N. Y., and Ira Harsell, WRCS Ahoskie, N. C., to announcing staff of WSTC.

Jim Travis, formerly with KOMA Oklahoma City, to WPIN Findlay, Ohio, as head of continuity dept.

Henry T. Wilson, business editor for WOR-AM-TV New York, named to newly-created post of manager of press information.

Frank J. Howard, promotion manager at WJAR-TV Providence, appointed to sales dept. of WBZ-TV Boston. Hank Elliott, staff announcer at WMEX Boston, will be summer replacement on WBZ-AM-TV announcing staff.

John A. Sullivan appointed news director of WCAX Burlington, Vt.

Alfred W. Crapsey, local sales manager, promoted to supervisor of public affairs, education and transcription sales operations at KNBC San Francisco.

Tom Baxter, engineer-producer, rejoins KECA Hollywood, as producer-director.

William M. Greene, free lance Hollywood writer, to KNBH (TV) that city, as producer on Jack McElroy Show.

A. B. Jolley, former Dallas county agent, to KRKD-AM-TV Dallas as agricultural director.

Johnnie Williams, WAAA Redwing, Minn., to KKDUB-TV Lubbock, Tex., as announcer. Marilyn Rupe to film dept. of KDUB-TV.

Ronald Tighe to KCBS San Francisco news staff, replacing Donald Shields, resigned.

Bill Guthrie, formerly with WIND Chicago, and Don Anderson to announcing staff of WENR Chicago.

Bill Burns appointed news director at WDTV (TV) Pittsburgh.

Cal Rains appointed night news editor at WIRL Peoria, Ill.

Chris Patte promoted to chief announcer at WLBG Laurens, S. C.

Mrs. Mescal Johnston named women’s service director at KLRA Little Rock, Ark. Herbie Byrd named sports director at KLRA.

Frank Barron, WJW Cleveland sales representative, to sales staff of WXEL Cleveland.

Fred Eames Jr., supervising engineer at WLWD (TV) Dayton, Ohio, to WENS (TV) Pittsburgh, as chief engineer.

S. (BUD) FANTLE Jr., formerly owner of KELO Sioux Falls, S. D., still puts his faith in towers, but now they are oil derricks instead of radio antennas. Here he is on the job in the South Dakota oil fields.
Alan Balbridge to WSRK Shelbyville, Ind., as director of news and special events. Don Clark to WSRK as disc jockey and staff announcer. Larry Schott, part-time announcer, to sports dept., and Jan Stine, disc jockey, named assistant women's program director.

Milo Hamilton to WTVI (TV) Belleville, Ill., as sports director.

Howard Williams to engineering staff at WICC-TV Bridgeport, Conn.

Al Alexander, former sports director and announcer for KHMO Hannibal, Mo., to KXEL Waterloo, Iowa, in same capacity. Charlie Trussell, WNOW York, Pa., to KXEL as disc jockey and mc.

Don Anderson, KHUM Eureka, to engineering staff of KCBS San Francisco.

William T. Romaine, manager of film library at CBS New York, to WSAZ Huntington, W. Va., as administrative assistant.

Ted Work, formerly with WBTM Danville, Va., to WISP Kinston, N. C., as announcer-disc jockey.

Lois Rainville named sales secretary at KCBS San Francisco. Ralph Buchanan is new KCBS librarian.

Howie Leonard, WLAW Boston, to announcing staff of WPOR Portland, Me.

Michael Doyle, Hollywood TV writer-director, father of triplets, Bruce, Laurence and Moira, June 20.

Hollis Seavey, director of Clear Channel Broadcasting Service, father of boy, June 17.

Dolly Banks, co-owner and manager of WHAT Philadelphia and Shep Shapiro, Chicago lawyer with offices in Phila., were married Jan. 18.

Norman Ross, 57, WMAQ Chicago announcer, died June 19.

**Networks**

Sam Rossant, head of MGM radio attractions' sales div., to ABC Radio sales dept., as account executive.

Muzy Salberg, with CBS Radio promotion dept. since 1948, named program promotion manager for network.

Charles M. Stark, Solow-Stark Productions packaging firm, N. Y., appointed account executive in sales dept. of DuMont TV Network.

Frank Telford, radio and television producer-director for Young & Rubicam, to producing staff of DuMont TV Network, where he will work on packaging ideas of his own and other related assignments.

Max Lichman, producer-director, NBC-TV Your Show of Shows, granted ASCAP license, has organized new music publishing company, Savoy Music Inc.

Earl Bronson, formerly with Schwimmer & Scott, to ABC Radio production staff.


Robert Berbach to NBC Chicago staff as NBC-TV film syndicated salesman, Franklin Ferguson as announcer, Robert Knoles as TV prop procurement coordinator, Tom Eldred as TV production facilities assistant, and Janice Kingslow as junior promotion writer for WMAQ-WNBQ (TV) advertising and promotion staff.

Barbara Britton and Richard Denning, who portray title roles in CBS-TV Mr. and Mrs. North film series, assume same roles on CBS Radio version.

Mark Stevens replaces Lee Tracy on Martin Kane, Private Eye, NBC-TV, Thurs., 10-10:30 p.m., sponsored by U. S. Tobacco Co.


Herman I. Smith, 34, CBS-TV Hollywood cameraman and technician, was believed drowned June 15.

**Manufacturing**

Donald Crawford, treasurer of Duplan of Canada Ltd., textile firm, appointed coordinator for associated companies of RCA International Div., located in Argentina, Australia, Brazil, Canada, Chile, England, Greece, India, Italy, Mexico and Spain.

Harry E. McCullough, sales manager for radio and TV, promoted to general sales manager of radio and TV, Crosley Div., Avco Mfg. Corp., Cincinnati.

Philip J. Herbst, RCA Victor engineer, named head of Communications Engineering Section of engineering products dept.

John J. Poister, formerly with Zenith Radio Corp. in sales promotion and creative advertising activities, to Tempo Inc. as account executive.

Fred M. Pugh appointed sales representative for General Electric silicone products dept. to industries in central and eastern Ohio.

C. D. Pitts, former Coast Guard officer and radio and sound engineer, appointed field sales representative for RCA equipment in company's Washington, D. C., office.

G. Harold Metz, manager of personnel div., RCA Service Co., named director of personnel, RCA Victor Div., Camden, N. J. Joseph F. Murray, formerly manager of wage and salary administration and services section in company's personnel div., replaces Mr. Metz as personnel manager of RCA Service Co.

Roger Somerville, formerly with Fairchild Recording & Equipment Co., named mechanical project engineer on government assign-
ments at CBS-Columbia Inc., Long Island City, N.Y.

Representatives

Bill Walsh, media director for John C. Dowd Inc., Boston, named supervisor of radio spot sales for Weed & Co.'s Boston office.

George I. Weissman Jr., formerly with *Tide* magazine, to N. Y. sales staff of George P. Hol-lingbery Co., station representative firm.

Calvin S. Cass, sales staff of WINS New York, to radio sales staff of Adam J. Young Jr., N.Y. radio station representative firm.

Eddie Bond, salesman at CHUM Toronto, to sales staff of H. N. Stovin & Co., Toronto, station representative firm.

Program Services

Alan Johnston, account executive, KCBS San Francisco, to Zip TV Programs Inc., in same capacity.

Ray Boley, owner of Arizona Recording Productions, Phoenix, and partner in Canyon Films, advertising film producer of that city, elected president of Phoenix Advertising Club.


Personnel Relations


Irvig Rogosin, National Labor Relations Board principal trial examiner, named general counsel for Independent Motion Picture Producers Assn., and will head labor negotiations committee.

Trade Associations

Carey Wilson, M-G-M producer, has been elected president of Screen Producers Guild, Hollywood. Other officers are Samuel G. Engel, Arthur Freed and Jesse L. Lastky, first, second and third vice presidents, respectively; William Thomas, executive secretary; Walter Mirich, treasurer, and William Wright, assistant treasurer.

For the Record

New Grantees’ Commencement Target Dates

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<th>Location &amp; Channel</th>
<th>Year</th>
<th>Network</th>
<th>Representative</th>
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<td>6/18/53</td>
<td>Late Sept. '53</td>
<td>Pearson</td>
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<td>7/21/53</td>
<td>Full Nov. '53</td>
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<td>3/11/53</td>
<td>ABC</td>
<td>Unknown</td>
</tr>
</tbody>
</table>

THE SCOPE OF THIS LIST

BET’s New Grantee’s Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the *Telecasting Yearbook* forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been changes in call letters, target dates, networks or representatives from the information in the *Yearbook* the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the *Yearbook*. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

It’s Happening in NEW HAVEN

ON WNHC

Pies, anyone? Pastries? Tell ’em about it over WNHC Radio. Marzullo’s Pastry Shop is in its eighth year of continuous selling to WNHC listeners.
The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka
Ben Ludly, Gen Mgr., WIBW-KCKN

KGW on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.
**Service Directory**

Custom-Built Equipment  
**U. S. RECORDING CO.**  
1121 Vermont Ave., Wash., 5, D. C.  
Lincoln 3-2705

**Commercial Radio Monitoring Company**  
**Mobile Frequency Measurement**  
**Service for FM & TV**  
**Engineer on duty all night every night**  
**JACKSON 3502**  
P. O. Box 7037  
Kansas City, Mo.

---

**Upcoming Events**

June 30-July 11: TV Workshop, Pasadena, Play- house.
July 8-10: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee.
July 8-31: Summer TV Workshop, Michigan State College, Lansing.

**Special Listing**

Program and sales conferences, co-sponsored by BAAI and EMMI.

June 20-July 1: Utah, Salt Lake City; Anchorage, Alaska.
July 1-10: U. of Denver, Denver; Wades Hampton, Columbia, S. C.
July 6-7: Northern Billings, Mont.
July 6-8: Selwyn, Charlotte, N. C.
July 8-9: KFVR Studios, Bismarck, N. D.
July 9-10: Rosonie, Va.; Laddison, Minneapolis.

---

**New TV Stations**

**Actions by FCC**

Little Rock, Ark.—Arkansas Radio & Equipment Co. (ARKAR), granted vhf Ch. 4 (60-72 mc); estimated kw visual, 50 kw audio, antenna height above average terrain 1,411 ft., above ground 1,547 ft. 2,763 watts. First year operating cost $86,368.31, revenue $86,368.31. Station location 2,615 Cantile Rd., transmitter location 15 miles NW of Little Rock. Highest coordinates 31° 42' 47" N., 92° 01' 26'' W. Long. Transmitter and antenna RCA. License issued to H. B. Hines and Vic P. Grant, Jr. Address: 112-116 East Capitol Ave., Little Rock.

Grant issued June 18.


Grant issued June 18.


Santa Barbara, Calif. — Santa Barbara Broadcasting Co. (SABio), granted vhf Ch. 3 (174-180 mc); ERP 6.5 kw visual, 1.1 kw audio, antenna height above average terrain 1,800 ft., above ground 1,802 ft. Estimated cost $6,000, first year operating cost $6,000. Address: 1237 State St., Santa Barbara, Calif. Station location and transmitter location determined. Geographical coordinates 34° 26' 51" N., 119° 24' 36" W. Long. Transmitter and antenna GE. Legal counsel Spearman & Son. Washington, Consulting engineer Frank Godfrey Co., Upper Mount- rain. President: G. L. R telescope, legally president John P. E. Allen. Address: 112-116 East Capitol Ave., Little Rock. Grant issued June 18.

Television Station Grants and Applications June 14, 1952

Grants since July 11, 1952:

**TOUR FIRM'S**

Location 8 Channel 6

Columbia, S. C.

State -30:

1121 FCC

Upcoming SERVICE

KFYR York,

REACH 1:

100 average terrain

On average

FM

Total FM

Radio

Licensed (all on air)

CPs on air

Total CPs

CPs not on air

Total CPs

Appliances in hearing

New original hearing requests

Facilities change requests

locally issued

CPs deleted in May

CPs deleted in May

**FCC Broadcast Stations Authorizations as of May 31, 1952**

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Legal counsel Dow, Lohnes & Albertson, Washing- ton. Consulting engineer William H. Car- man, vice president and general manager. Herbert Wimerth, (69.5%); Vice President and General Manager, Albert L. Miller, (30.5%). Applicants also are licensees of KTRC Santa Fe and KDRA-AM, Farmington, N. Mex.

Cleveland, Ohio—Cleveland Becky, Inc. (WREK-AM-FM) granted unch H. 65 (776-782 mc); ERP 204 kw visual, 601 kw visual; antenna height above average terrain 672 ft., above ground 885 ft. Estimated operating cost $500,000, revenue $579,899. Legal counsel Speaker & Robison, Wash- ington. Principals include President John T. Miller, (33.3%). Secretary R. E. Lamb, (33.3%) and Donald W. Horbeck (33.3%). Granted June 19.

Huntsville, Ala.—WGNV, Inc. (WGNV) granted unch H. 29 (560-566 mc); ERP 1,000 kw visual, 3,280 kw visual; antenna height above average terrain 700 ft., above ground 986 ft. Estimated construction cost $640,000, revenue $640,000. Post office address: 4th Floor, Gold Bidg., Houston 6, Tex. Studio and transmitter location: Old Cen- tral Ave., 600 ft. south of Wheeler Ave.; on transmission site on West Mtn. Geographic coordinates: 34° 10' 0" N., 66° 17' 60" W, Long. Trans- mitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Principals include President John T. Miller, (33.3%). Secretary R. E. Lamb, (33.3%) and Donald W. Horbeck (33.3%). Granted June 19.

Applications Amended

Sacramento, Calif.—Sacramento Telecasters, Inc. amends application for WCH 12 to change station characteristics of fully leased. Filed June 23.

New Haven, Conn.—Connecticut Radio Foundation (WELI) amends application for new TV station on WCH 13; with change of site; to be shared with Midland Bcstg. and 29.0 kw visual, 49.5 kw visual and 2.0 kw auroral; antenna height above average terrain 500 ft. ERP 7,000 kw visual. Decision June 18; announced June 23.

Thomasville, Ga.—K. D. Rivers Sr., amends application for WCH 6 to change direction of broadcast; antenna height above average terrain; antenna height above average terrain 700 ft.; to be shared with WCH 12. Decision June 18; announced June 23.

Cedar Rapids, Iowa—Cedar Rapids TV Corp., amends application for WCH 20 to change direction of broadcast; antenna height above average terrain 11,000 ft.; to be shared with WCH 12. Decision June 18; announced June 23.

Kansas City, Mo.—Midland Becky, Inc. (KMBK) amends application for WCH 9 to change hours of operation from unlimited to shared time with WCH 12. Decision June 18; announced June 23.

Applications Dismissed

New Haven, Conn. — WAZV Becky, Inc. (WAV) dismisses application for new TV station on WCH 19, leaving uncompleted application of WELI there. Dismissed June 23.

Hattiesburg, Miss.—Mississippi Electric Co. (WMBR) application for new TV station on WCH 9, leaving uncompleted application of Hatties- burg Becky, Inc. (WHBY) and WMBR there. Dismissed June 23.

TABLE 1

<table>
<thead>
<tr>
<th>Network</th>
<th>Network Code</th>
<th>Owners</th>
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</tr>
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<tbody>
<tr>
<td>ABC</td>
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<td>RKO</td>
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<td>CBS</td>
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<td>Warner</td>
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</table>

Note: Table 1 contains information about network owners and broadcasting services. It is not relevant to the main text and can be safely omitted.
FOR THE RECORD

KCIV (TV) Sioux City, Iowa—Great Plains TV Properties, Inc., granted modification of CP to install new transmitter and change ERP from 18.2 kw visual to 19.6 kw visual and antenna height above average terrain 530 ft. Decision June 16.

KTAG (TV) Lake Charles, La.—KTAG-TV Inc. granted modification of CP to change ERP from 30 kw visual and 10.5 kw aural to 24.1 kw visual and 11.5 kw aural; change transmitter and studio locations; antenna height above average terrain 330 ft. Decision June 23.

KTIV (TV) Hutchinson, Kan.—Hutchinson TV Inc., granted modification of CP to operate on commercial basis on Ch. 12 from June 17 to Oct. 15, inclusive. Decision June 17.

KEED (TV) Wichita, Kan.—The C.N.C. Co., granted modification of CP to change corporate name to KEED Inc.; change antenna height above average terrain 590 ft. Decision June 23.

WPMT (TV) Portland, Me.—Portland Telecasting Corp. granted modification of CP and to move transmitter site slightly; change coordinates (not a move); antenna height above average terrain 670 ft. Decision June 23.

WYAC-TV Flint, Mich.—Trendle-Campbell Best, Corp., granted modification of CP to change ERP from 21.5 kw visual and 12 kw aural to 10.2 kw visual and 4.9 kw aural; change coordinates (not a move); antenna height above average terrain 670 ft. Decision June 23.

SOUTHEASTERN's professional TV

perhaps have just gone into television with some personnel, and are finding the transition a bit difficult. Or, possibly you're having trouble securing adequately trained men for certain key positions. Maybe you feel, as we do, that writers and sales representatives should know TV production.

Whatever your particular problem, it will pay you to investigate SOUTHEASTERN's professional TV Engineering and Production classes—an investment specifically for those with professional radio or electronics experience.

These students are trained by experienced television men who hold important posts with one of the country's leading television stations. In a modern, fully-equipped studio, the students work on a basis of regular television station operation utilizing latest model television equipment. Upon graduation, they are familiar with the latest television techniques and thoroughly competent to handle any TV job.

Get the facts about SOUTHEASTERN's professional training courses now. Or, let us know your personal needs. New classes begin every six weeks.

new TV station on uhf Ch. 18 and it is de-

New AM Stations

 actions by FCC

Bogalusa, La.—Bogalusa Best, Co. Granted CP for new AM station on 500 kc. 1 kw daytime.

Poteau, Okla.—LeFlere Best, Co. Granted CP for new AM station on 1200 kc, 1 kw day.

Wakulla, Fla.—Bogalusa Best, Co. Granted CP for new AM station on 1200 kc, 1 kw day.

Stations Deleted

KCTV (TV) Austin, Tex.—Charles Henry Coefield d/b/a Capital City TV Co. turns in CP for new tv station on uhf Ch. 18 and it is de-

Existing AM Stations

Actions by FCC

KHJ Los Angeles, Calif.—General Teleradio of California, Inc. Requires permission to change from employing directional antenna both daytime and nightime to nighttime only. Filed June 16.


WGNR-AM-FM New Rochelle, N. Y.—Ivarh J. Johnson, Inc., Granted permission to install towers to remain off the air for 90 days from June 27 to Sept. 15.

WSVA Harrisonburg, Va.—Shenandoah Valley Best, Corp. Granted permission to change to 1 kw fulltime, to change proposed directional pattern. Filed June 23.

KYAK Yakima, Wash.—Yakima Best, Corp. Granted permission to change to 1 kw, 1 kw during the day and 500 kc to 500 kw during the night of 1380 kc, directional night, to change proposed directional pattern. Filed June 24.

Application

New Castle, Ind.—Courier-Times Inc. (WCTW-FM), 925 kc, 500 w daytime. Estimated construction cost $22,100, first year operating cost $8,000, first year revenue $18,000. Principals include George Donald, Reed McCormick (59.2%), Vice President Alvin H. Barnard (4.6%); Secretary-Treasurer Susan P. McCormick (4.6%). Mr. McCormick's brother is an executive of station.

Seattle, Wash.—W. Gordon Allen, Granted CP for new AM station on 1560 kc, 1 kw daytime. Estimated construction cost $10,000, first year operating cost $2,000, first year revenue $15,000. Station to be operated as KXLY Inc. with W. Gordon Allen, 60.1% owner of KGAL, Eugene, Ore., and sole owner of Oregon's Beaver Network (radio station)—WBBN, 37.5% owner; Vancouver, Wash., office address: 269 Hansen Ave., Salem, Ore. Granted June 16.

Application

New AM Stations...

actions by FCC

Bogalusa, La.—Bogalusa Best, Co. Granted CP for new AM station on 500 kc. 1 kw daytime.

Poteau, Okla.—LeFlere Best, Co. Granted CP for new AM station on 1200 kc, 1 kw day.

Wakulla, Fla.—Bogalusa Best, Co. Granted CP for new AM station on 1200 kc, 1 kw day.

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KCTV (TV) Austin, Tex.—Charles Henry Coefield d/b/a Capital City TV Co. turns in CP for new tv station on uhf Ch. 18 and it is de-

Page 114 * June 29, 1953
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY, INC.
Executive Offices
National Press Building
Offices and Laboratories
1259 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCE *

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MO-3-3000
Laboratories Great Neck, N. J.
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Washington 4, D. C.
Member AFCE *

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
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30 Years' Experience in Radio Engineering
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CONSULTING RADIO ENGINEERS
1023 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCE *

FRANK H. McINTOSH
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1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCE *

WELDON & CARR
Consulting Radio & Television Engineers
Washington 4, D. C.
Dallas, Texas
1001 Consdr. 4121 5th Bldg.
Member AFCE *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
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WASHINGTON 5, D. C.
Member AFCE *

RUSSELL P. MAY
711 14th St., N. W.
Sharon Bldg.
Washington 5, D. C.
Republic 7-3984
Member AFCE *

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Consulting Radio Engineers
EDWARD W. DIBERTS
EDMUND E. PENDELETON
977 15th St. N.W.
Republic 7-3983
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 22 AR 4-3721
1100 W. Abram
ARLINGTON, TEXAS

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 6108
Member AFCE *

WILLIAM P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television
Electronics-Communications
1910 7 St. N. W., Wash. 6, D. C.
Executive 2-1236 Exchange 2-1236
(Nights-holidays, Lockwood 5-1819)
Member AFCE *

ROBERT M. SILLIMAN
John A. Meffet—Associate
1405 G St., N. W.
Republican 7-6646
Washington 5, D. C.
Member AFCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television
Electronics-Communications
1910 7 St. N. W., Wash. 6, D. C.
Executive 2-1236 Exchange 2-1236
(Nights-holidays, Lockwood 5-1819)
Member AFCE *

WALTER F. Kean
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Calif.
(A Chicago suburb)

BROADCASTING • TELECASTING

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Konawha St., N.W., Wash., D. C.
Phones Emerson 8-6071
Box 2468 Birmingham, Ala.
Phones 3-2874
Member AFCE *

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
280 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Sutter 1-7545

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
280 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Sutter 1-7545

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Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

QUALIFIED ENGINEERING is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

June 29, 1953 • Page 115
Help Wanted—(Cont'd)

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Managerial

Immediate opening for aggressive successful man-

an- announcer-engineer at KWWO, Chichaska, Oklahoma.

Young man now working, announcing program, to take over station in south Atlantic state. New 

fessional, progressive small opportunity for excellent Announcer. Send full details, photo, immediately, to Station 

Box 87, Lexington, Vermont.

Engineer—announcer needed immediately.

Top

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B.T.

Engineer—announcer, Florida. Mostly selling but

good announcing required. Salary plus commissi-

Box 39X, B.T.

Good

Assistant manager, Saginaw, Michigan.

References and tape required. WJBC, 269 E Washington 

Street, Bloomington, Ill.

Announcer—radio-sell West, Kansas City, Missouri.

Providing as little as 16 years of electronic experi-

ence, preferably audio, with good mechanical know-how.  Average salary in TV is $1,000 per week. Excellent 

radio equipment, to play on air directly from studio. Send experience and references. Good salary plus expenses. Send complete list of experience and enclosure. Photograph will not be returned. Box 645W, B.T.

Chief engineer with medium station experience.

Please write including background, experience, references and salary requirement. Box 966W, B.T.

AM control room operator. Start at $70 for 40-

hour week. We desire man to establish midwest VHF TV operation when opening occurs. Slate background. Prefer first phone. Box 98X, B.T.

Engineer with first class license to fill job of chief engineer in combo operation. No announ-

ce admission of Gates equipment only. Here is a good job, excellent working conditions, with 

lots of time to yourself. Salary $600 per week. Address Box 4X, B.T.

Technicians—Excellent opportunity for young technicans with first class license. No experi-

ence necessary, will train both AM and TV. Include background and present salary first letter. 

Box 95X, B.T.

Engineer-announcer, with ability to become chief engineer. Good pay, modern equipment, excellent opportunity for advancement. Apply Box 19X, B.T.

Two first class engineers wanted for 5 kw Ohio 

station. One engineer immediate opening. One later in summer. Box 40X, B.T.

Opening for transmitter or control operator. No 

announcing. First class license. Call or write W. H. Pownez for call (KRCN, Amarillo, Texas.

Technicians: Station established radio 25 years 

now operating TV needs first class license techni-

4.

Technicians with previous TV experience will 

preferably around $1,500 to $1,800. Slightly less for 

non-TV experience. Rapid increase to top rate. 

Merit pay increases. Call collect Burton or Crain. WLBC-TV, Muncie, Ind.

Northeastern Michigan directional engineers 

need with first class ticket. Car necessary, send 

complete details first letter. WSOW, Saginaw, 

Michigan.

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Top newscaster, directing city news department. Big market. Minimum $5,200. Box 98W, B-T.
6 years staff announcing, news, sports, programming director. Twelve years experience in Louisiana, Oklahoma. Minimum $40, 40 hours per week. Box 98W, B-T.

Top DJ, now on 50,000 watt in large metropolitan area. Desties DJ or staff work on radio or TV station, 2 years experience. Family man. Will consider any large market. Box 76W, B-T.

Former chief engineer of 335,000 watt television station desires position as studio supervisor or technical director for ABC or CBS. First phone, married veteran. Box 30X, B-T.

Engineer available two weeks notice. Ex-Signal Corp. Excellent long experience in large market as assistant chief and maintenance engineer. Solid knowledge of radio and television systems. Experience, salary $4500. Age, 31. Please write to Joseph Doak, Minneapolis, N. Y.


Production-Programming, Others

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 78W, B-T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar box. Box 29X, B-T.

Calling all Florida stations! Ambitious young man desires position in station, either TV or radio, sales or production. Will write upon request. Box 18X, B-T.

Announcers

Television director or announcer, 10 years radio, film, dramatic experience, B.A. Degree, including TV, production course. Box 29W, B-T.

Experienced television production worker available August 1st. Ten years radio background. Excellent training in all phases of TV. Copy samples. Box 11X, B-T.

TV program directors—need a top "on camera" newsmen? 13 years radio, 5 years TV. Write or wire Iowa address.

Woman TV announcer of news features, now in New York with major network, wants local southern California College, member AFRA. Eight years experience, continuity, publicity writing. Box 50X, B-T.

For Sale

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Help Wanted

Television

TV Positions Available This Fall

UNIVERSITY OF MISSOURI

Operating Engineers, studio and transmitter—write Chief Engineer.
Continuity Director-Writer; Announcer; Commercial
Artist; Cameraman; Film Editor; Traffic
Manager—write Program Director.

Mail complete details to:

KOMU-TV
Commercial Television Station
Of the University of Missouri
507 Hitt Street
Columbia, Missouri

Salesmen

WANTED:

Topnotch TV Salesman for Topnotch TV Station in Rich Market

WFMY-TV, Greensboro, N. C., wants to hire a man of high caliper, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcers

UNUSUAL SPORTS ANNOUNCER WANTED

Midwest TV station wants man to handle programs of participating sports, such as hunting, fishing, golf, etc. Experience in these activities required. Send background reference, picture to BOX 6X, B&T.

Situations Wanted

Managerial

Profit Minded Station Manager Available

Presently manager of network AM station in major market. Fifteen years of radio administrative sales and promotion experience have proven profit making ability. Now want to direct major market radio or TV station with definite stock participation based on results. Prefer to remain in East.

Box 39X, B&T

Technical

CHIEF ENGINEER

Am or TV chief's opportunity desired by reserve officer being released from active duty in Germany, July 1. Well qualified to assure your station with background in TV and broadcast engineering. All phases TV including color, European applications, kinescope recording, staff management and program production, radar indicator and video development and manufacture; teletype, radio-teletype, carrier, VHF, UHF, Radio CW, radio-telephone and telephone communications. Hold FCC first class radiotelephone operator's license. Past experience with General Electric designing, supervising manufacture video equipment with radio and TV applications. Motion picture recording and sound with ABC including development of quality control procedures. While working for B. S. Degree in Electrical Engineering, on G. I. Bill, University of Nebraska, built and supervised operation of radio studios. Studio and transmitter engineer, prior to World War II duty, at 50 kw and 250 watt radio station, as well as aiding in construction of 50 kw international broadcasting transmitter for Crorey Corporation.

Opportunity prime requisite, salary secondary, 29, family man.

Box 45X, B.T.

FOR THE RECORD

WWPA Williamsport, Pa.—Williamsport Radio

Best, Assocs. Inc. amends application, seek-

ing change of facilities from 390 kw to 1330 kw at

direction and change trans-

te to N. White Deer Ridge on State Hwy. 554, 0.1 mi. 8 of Williamsport, to reduce night power to 1 kw. Filed June 24.

Station Deleted

WFEX Duluth, Minn.—Lake Superior Bestg.

Co. Granted request to cancel license and dis-

miss application for renewal of license; delete

call letters WFEX. Station was assigned 10 kw
day, 5 kw night on 1080 kc, directional. Deleted

June 9; announced June 15.

Existing FM Stations

WAPF-FM McComb, Miss.—Southwestern

Bestg. Co. of Mississippi granted modification of

CP to change transmitter location and change

antenna height above average terrain from 150

ft. to 155 ft. Decision June 15; announced June

23.

KCMO-FM Kansas City, Mo.—KCMO Bestg.

Co. granted permit to change ERP from 36 kw

to 50 kw and change antenna height above aver-

age terrain from 390 ft. to 760 ft. Granted

June 17.

Application

KUHF (FM) Salt Lake City—Frank C. Carman,

David G. Smith, Grant R. Wraalh and Edna O.

Moore partnership 96% as Utah Bestg. & TV

Co. requests new CP to replace CP for new FM

station which expired April 20, 1953. Filed June

24.

Station Deleted

WCVS-FM Springfield, III.—WCBS Inc. Granted

request to cancel license and delete FM station on

Class B Ch. 275. Deleted June 17; announced June

23.

Ownership Changes

Decisions by FCC

KFVD Los Angeles, Calif.—Standard Bestg.

Co. Granted assignment of license to new part-

nership, deleting William M. Burke, deceased,

and adding several minors of Burke family.

Transfer accomplished as gifts. Granted June

17.

KIBC Palo Alto, Calif.—J. B. Rhodes. Granted

assignment of license attached to Sundial Bestg.

Corp. operator of KDPC (FM) San Francisco.

Consideration $60,000. Granted June 17.

KGHL Billings, Mont.—Northwestern Auto

Supply Co. granted modification of license to

change name to Northwestern Industries Inc.

Decision June 15; announced June 23.

WBAX Wilkes-Barre, Pa.—John W. Stenger

Jr. Granted assignment of license to Anne

Stenger, executor of estate of John W. Stenger

Jr., deceased. Granted June 23.
KRN Ballinger, Tex.—Krnus Counties Bests. Granted assignment of license to new partnership of Walter G. Russell, M. M. Rochester and J. W. Youngblood. They accepted a prior claim of Finkboner and assume latter’s share of station’s obligations totaling $3,865.00. Initial decision June 18; announced June 23.

WDWM Superior, Wis.—Lake Superior Bests. Granted modification of license to change name of station to WDWM. Initial decision June 18; announced June 23.

Applications

WRAG Carrollton, Ala.—Walthal E. Hook and William E. Farrar request assignment of license to new corporation, Pickens County Best, Co. Pending. Initial decision is merely to transfer the operation to a corporation. Filed June 18.

KDAS Malvern, Ark.—Malvern Bests, Co. David M. Segal, Edward M. Guss, Leslie Eugene Abraham, Harry A. Hackett and others of 80% of stock; request transfer of control to Thomas P. Alford (100%) for $2,399.40. Alford is vice-president of KDAS and manager of KFVS Texarkana, Tex. Filed May 20.

KMIB and KMFM (FM) Monroe, La.—Liners Bests, Station Inc. Requests transfer of control to Joseph Liner Gains, individually and as administrator of estate of J. C. Liner Sr., deceased. Filed June 13.

KDQ Albuquerque, N.M.—KVBR Bests, Co. Requests modification of license to change name to KABQK Best Co. Filed June 24.

WETB Johnson City, Tenn.—East Tennessee Bests, Co. Requests permission to operate as a partnership. Filed May 27.

KFD-A-AM-TV Amarillo, Texas.—Amarillo Bests, Co. Requests transfer of 5% interest of Gene L. Cagle, 90% owner, to a trust for the benefit of his son-in-law. Filed June 15.

WCAY Norfolk, Va.—Cavalier Bests, Co. Requests assignment of license to Laruus & Brother Ch. 43, and transfer of 50% interest of CARH Development Co. to increase service to tidewater area of Virginia, including Ch. 5 of Roanoke, Va. Initial decision is 50% affiliate, but expected to be increased by affiliation of WYAT Norfolk with CBS as its 50% affiliate effective September 27. Attempts are being made to obtain for WCAY affiliation with NBC to replace the NBC service to be relinquished by WYAT when it becomes a CBS affiliate. Late decision. FCC conformed to WRVH (FM) Richmond, and WRVC (FM) Norfolk.

WHIT-AM-FM Huntington, W. Va.—General Huntington Radio Corp. Requests transfer of control of WITW Ch. 4 andirt and WRIC (FM) as a dividend in kind. Effect is to eliminate Bridge-Louis Beatty Ch. 4 from control of ownership. Filed June 15.

Hearing Cases...

Final Decisions

Sparta, Ill.—New AM, 1230 kc. FCC announced decision to grant application of Hilich Community Broadcasting Corp., for permit for new AM station on 1230 kc with 10,000 watts unlim-ited. The station of Hawthorne Best Co. seeking same facilities in St. Louis. Final decision June 17; announced June 19.

Waco—New, TV Ch. 14. FCC announced order making effective immediately initial decision to grant application of Salisbury Best Co. for TV station on Ch. 14 with ERP of 100 kw visual and 2 kw audio and antenna height above average terrain 132 ft. Order June 17; announced June 18.

WELS Kinston, N.C.—Farmers Best Service Inc. FCC announced decision granting licen- cation for renewal of license. Final decision June 17; announced June 18.

Brownwood, Tex.—New AM, 1240 kc. FCC announced decision granting application of Ly- man C. Brown to Lyman Brown Enterprises for permit for new AM station on 1240 kc with 100 watts visual. Final decision June 17; announced June 19.

Initial Decisions

Denver, Colo.—New TV, vhf Ch. 4. Examiner James D. Cunningham issued initial decision looking toward grant of application of Metro- politan Broadcasting Co. (ROA) for permit for new TV station on Ch. 4 with ERP of 250 kw visual and 15 kw audio and antenna height above average terrain 393 ft. Subject to condition that within 30 days after issuance of this decision, Metropolitan must furnish concrete proof of the removal of all presently existing obstructions under which NOC has an ownership interest and controlling status thereof. Examiner would deny competitive application of KMYR Best Co. (KMYR) seeking same channel. Initial decision June 18.

Trenton, N.J.—New TV, vhf Ch. 41. Examiner Hugh E. Hutchinson issued initial decision looking toward grant of the application of Peoples Best Corp. (WTTM) for new TV station on Ch. 41 with ERP of 1840 kw visual and 621 kw audio and antenna height above average terrain 336 ft. Initial decision June 12.

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith issued initial decision look- ing toward grant of application of Mt. Hood Radio & TV Best, Corp. (KGMN) for new TV station on Ch. 6 with ERP of 500 kw visual and 50 kw audio and antenna height above average terrain 1,153 ft. Examiner would deny competitive application of Pioneer Bests, Inc. (KGMW), whose owners acquire option for 20% interest in new Ch. 6 prospective grantee. Initial decision June 16.

Harrisburg, Pa.—New TV, vhf Ch. 27. Examiner William G. Buts issued initial decision looking toward grant of application of Ros- moyne Corp. (WCMD LeMoyme) for new TV station on Ch. 27 with ERP of 355 kw visual and 69.5 kw audio and antenna height above average terrain 194 ft. Examiner would deny competitive application of Kendrick Best Co. (WHGB). Initial decision June 18.

Vancouver, Wash.—New TV, vhf Ch. 21. Ex-aminer Elizabeth C. Smith issued initial decision looking toward grant of the application of Van- couver Radio Corp. (KVAN) for new TV station on Ch. 21 with ERP of 1000 kw visual and 62 kw audio and antenna height above average terrain 150 ft. Examiner would deny competitive application of Mt. Scott Telecasting Inc. (KGGN) for new TV station on Ch. 6. Initial decision June 18.

Other Actions

KRLW Walnut Ridge, Ark.—Tri-State Bests, Co., Memphis, Tenn., and Southern Best, Services. FCC granted application for new hearing applications of Tri-State and Southern Bests. For a new AM station on 106 kc with 250 kw ERP and 62 kw audio and antenna height above average terrain 600 ft. The Commission ordered to new license to operate as a division of KCAC Inc. for new TV station on Ch. 61.

Tartan TV, Inc.—New TV, vhf Ch. 8. FCC announced order denying petition of Cascade TV Co. for review of examiner’s ruling of June 18 which denied petitioner’s motion for postponement of further hearing set June 21; on its own motion. FCC continued proceeding to July 6 in accordance with procedures set forth in Cascade case is con- cerned. Decision June 22.

Allentown, Pa.—New TV, vhf Ch. 38. Reasons for new TV station on Ch. 61.

What are you so happy about, Radcliffe?

My classified ad in BT pulled 42 replies! What’ya waiting for, Slim? Try BT yourself, today!
Opinions and Orders . . .

Decisions by FCC

Columbus, Miss.—New AM, 1540 kc. FCC announ-
cement of a partial order. FCC has refused to grant
a permit to Odyssey Communications Inc. to operate
under a lease agreement with WJAF, Columbus. The
permit was requested by Odyssey to serve the
Columbus area with a new AM station.

FM Allocation Plan—FCC adopted an order
directing the allocation of frequencies to the
following stations: KFAX, Columbus, Ohio, to
operate at 95.9 MHz; KOMA, Columbus, Ohio,
to operate at 95.1 MHz; and WQMA, Columbus,
Ohio, to operate at 95.3 MHz. The order also
required that the new stations operate only during
the daytime. The new stations are scheduled to
begin operation on January 1, 1984.

New Petitions . . .

June 15

TV Allocation—Iowa Board of Electronic
Television ruled that a new AM station at
Washington, Iowa, may not operate at 1560 kc.
The allocation plan for this frequency was denied
by the FCC on June 15.

June 17

KXLY-TV Spokane, Wash.—Petitions for ac-
cceptance and grant of application for permit to
new station on vhf Ch. 4 to broadcast in the
Spokane area. The petition requests that the
station be allowed to operate at 95-kw power.

Youngstown, Ohio—New TV, vhf Ch. 21, Polan
Industries, grants and applicant for modifi-
cation of permit to extend completion date. The
petition seeks to extend the completion date for
the station from June 15 to June 30.

Joliet, Ill.—New TV, vhf Ch. 48. Sanders Bros.
(Docket 10336) and Joliet TV Inc. (Docket 10337),
Chief of FCC Broadcast Bureau, petitions for de-
celeration of the application for the station.

Sacramento, Calif.—New TV, vhf Ch. 46. John
Pott, General Counsel, filed petition in behalf of
Joliet TV Co. to extend the completion date.

TV allocation—Lawrence A. Harvey asks al-
location of vhf Ch. 30 to Washington, D. C.

Ponatice, Mich.—New AM, 1460 kc. James Ger-
erty Jr. (Docket 10568) opposes petition of Chief
Pontiac Bestg. Co. for reconsideration of FCC
action granting permit to Gerty without hearing
Gerity and WACMP Flint, Mich., file joint peti-
tion in which WACMP withdraws portion of
earlier protest under Sec. 406 of Communications
Act, retention of protest under Sec. 309(c), and
Gerity consents to WACMP's petition instead
of Gerity's protest under Sec. 309(c). Gerity consents to postponement of effec-
tive date of his grant and both parties agree to
waiver of hearing or request for delay of hearing
until conference on working out inter-
ference problems can be concluded. On June 23
Chief Pontiac filed reply to Gerity.

Lebanon, Ohio—New AM, 1510 kc. Lebanon
TV Corp. petitions that initial decision to grant
its application be made effective immediately.
Chief of FCC Broadcast Bureau stated he would
not file ex parte memorandum.

Portland, Ore.—New TV, vhf Ch. 3. Westing-
house Radio Stations Inc. (REX) (Docket 11953),
Portland TV Inc. (Docket 10546), Cascade TV
Co. (Docket 10246) and North Pacific TV Inc.
(Docket 10319). Westinghouse opposes petition of
Cascade asking reconsideration of FCC order of
June 4 denying amendment of Cascade's application.
Westinghouse on June 10 also filed opposition to
Cascade's appeal for review of com-
missioner's ruling denying request that hearing
set June 23 be postponed to date about two
weeks subsequent to action by the Commission
on application for reconsideration of amendment
denial.

June 18

KGIS Martingal, Tex.—Change from 256 w on
1250 kc to 5 kw directional on 850 kc (Docket
10500). Chief of FCC Broadcast Bureau grants
application to change facilities since (described)
by Petaluma, Calif., to purchase KGSS license from
KGBS and will surrender KGSS license. KGSS is
on 1560 kc with 5 kw day, 10 kw night directional.

Waterloo, Iowa—New TV, vhf Ch. 16, L. E.
Kelly and Associates, Inc., requests reconsidera-
tion of FCC order of June 4 denying amend-
ment of Cable of Iowa application.

WWIZ Vineland, N. J. LICENSE DENIED
(Ticket 10921). Chief of FCC Broadcast Bureau
opposes petition of WWIZ for reconsideration
and grant without hearing.

June 19

TV Allocation—Polan Industries replies to op-
opposition to proposal and reaffirmed request
that Ch. 9 be reserved for educational use at
Winston-Salem, N. C.

TV Allocation—Metropolitan Telecasting Co.
prospective applicant, asks allocation of vhf Ch.
34 there through three plans affecting allocation of
vhf channels at Cairo, Ill.; Fulton, Poplar
Bluff and Minden, Mo.

TV allocation—American Polytechnic Institute
asks continued reservation of educational chan-
els and proposes joining in joint state-wide efforts for joint use of facilities.

Radio Station—WPLU-TV, vhf Ch. 4, Jose Ra-
mon Quinones (WAPA) (Docket 10463) and
American Colonial Hestg. Corp. (WKNY) (Docket
10465). Quinones replies to letter of American
Colonial Hestg. Corp. requesting that its petition for
review of the FCC order denying amendment of its application for a license to cover
is rejected, and that preliminary ruling be made by the hearing examiner.

Eugene, Ore.—New TV, vhf Ch. 12. Eugene
TV Inc., grantees requests denial or dismissal of
suit filed by Eugene and KHR Hood River, Ore., on June 22 against KUO, for violation of its
transfer application for hearing.

June 22

Elyria-Lorain, Ohio—New TV, vhf Ch. 11. Lo-
rain Journal Co. (Docket 10353) and
Elyria-Lorain Bestg. Co. (Docket 10356). Elyria-
Lorain Bestg. petitions to amend its appli-
cation to show additional financial data in
applications.

New TV, vhf Ch. 61, Penn-
Allen Bestg. Co. (WFMZ-FM) (Docket 9045) and
Penn-Alle~ petitions to amend application to
bring it up to date and make minor corrections.
KOB Albuquerque, N. M.—Extension of SSA
for 776 kc (Docket 10316). Pierson & Ball, coun-
sel for KOB, makes its reply in behalf of KOB to remove certain unapproved character-
izations made with respect to management and controlling stockholders of American Broadcast-
ing-Paramount Theatres and substituted new
paragraph thereto. Filing was made in reply
to exceptions of AB-FT to initial decision on
SSA extension.

Evansville, Ind.—New TV, vhf Ch. 7. South
Bend (Docket 10371). Evansville TV Inc. (Docket
10467). On the Air TV Inc. (Docket 10468). Peti-
tions for reconsideration of FCC order of
June 10 grantingOfStringwich, Mo.—Applicant to increase power of tv station to 1 kw;
presently operating on 560 kc with 3 kw day, 6 kw
directional at 9300. KNTV replies to proposal for
change of foreign station WFBX, by the
KBTV, Houston, Tex.—Petition for renewal of
KSAB license, asking reconsideration of FCC
Broadcast Bureau, KFDM Beausmont, KLZ Den-
ver, and WJY Colorado Springs, with findings of
FCC Broadcast Bureau chief, differs with those of SUV.

Spokane, Wash.—New TV, vhf Ch. 2. Louis
Wm. Bestg. Co. (Docket 10452). Bestg. is a division
of the Metropolitan Telecasting Co., asking
application for new station in Spokane.

Conway, S. C.—New AM, 1510 kc. The FCC
awarded a new permit to WZJF, Conway, S. C.,
which operates at 900 kc.

Savannah, Ga.—New TV, vhf Ch. 3. WSAV
Inc. (Docket 10317) and WTVJ Inc. (Docket
10318). Applications for WSAV, which operate
in Savannah, Ga., have been granted for a new TV station in Savannah.

June 23

Amendment of AM Standards to Delete Pro-
visions Respecting Skywave Measurements
Report of the Skywave Committee of the FCC
Consulting Engineers files comments stating it
has reviewed the amendment of any relevant engineering facts in case by case manner, and
considering if necessary, will be ceed with others affecting amendment of AM standards.

Routine Roundup . . .

June 18

Color Test Authorized
Commission rules that test permits non-standard color television signals, in accord-
ance with test permits given in June 1983, at specifications, over facilities of National Broad-
cast, will be permitted during regular broad-
cast day, starting mid-July to July 31, 1983. Operation is limited to commercial applicants, the program will also provide a glimpse of networking TV color signals under NTSC and ATSC specifications, and will provide on
non-technical viewing audience to reception in television program. This is the first of any new color system involved in these tests.

June 19

Applications for Filing
Accepted for Filing

Completion of CP

WZEZ Homewood, Ala., Emery M. McElroy and Associates, Inc. (Docket 10462) submitted the application of CP for
Home-wood—Mod. (CP-BP-7855) which authorized new
station for extended date. (BP-627).

License to Cover CP

WLWA-TV Lynchburg, Va., Lynchburg Bestg. Corp.—License to cover CP (BP-715) which
authorized new station for extended date.

Broadcasting • Telecasting
June 23 Decisions

**APPLICATIONS RETURNED**

Assignments of license


**WELP Easley, S. C., Pickens County Bicts. Co.—Voluntary transfer of control of license corporation, from Kenneth D. Lorton, d/b/a WELP, to James W. B. Lorton.**

Requests for remote control of transmitters returned to:

- Kansas City, Mo., David M. Segal

**June 22 Decisions**

**ACTIONS ON MOTIONS**

By Commissioner Robert T. Bartley

Certified opinions granted in petition for extension of time until June 25, 1953, to file applications for renewal of licenses.

By Hearing Examiner Annie Neal Huntting

Tele. Birts-Huntington, Calif.—Granted petition for further consideration of applications for new TV stations to operate on Ch. 31, Ch. 46, and Ch. 50, to the extent of reconsideration of issues of contract between WABC, Inc., and B volts Co., to accept late application until date from 1/15/54.

For the reasons stated in the petition to reopen the record in Beaumont, Tex., Ch. 6 program to be considered; for, to the extent of reconsideration of all issues of contract between WABC, Inc., and B volts Co., to accept late application until date from 1/15/54.

By Examiner Herbert Sharman

Scipps-Howard Radio Inc., Knoxville, Tenn.—Granted petition for further consideration of applications for new TV station to operate on Ch. 10 to change certain restrictions of Docket 54-19, Question 1a, and to eliminate name of Roy W. Howard and substitute names of Incorporation of Trustees of The Edward W. Scripps Trusts in Section 5 of Docket 54-19.

On Examiner's own motion, continued hearing from June 6, 1953, to July 1, 1953, in matter of Cease and Desist Order to be directed to William Russell Milroy Jr. (Docket 5103) Action 6/11.

**WPTC**

By Hearing Examiner Fanney N. Libin

**Radio Station KRMD Shreveport, La.—** Granted petition for approval of its application to amend applications for new TV station to operate on Ch. 15 to change certain restrictions of Docket 54-19, Question 1a, and to eliminate name of Roy W. Howard and substitute names of Incorporation of Trustees of The Edward W. Scripps Trusts in Section 5 of Docket 54-19.

By Examiner Howard Gifford Irlin

**Music Bicts., Co., Grand Rapids, Mich.—** Denied renewal of several of its existing license in proceeding in re Docket 10442 (Versus Radio and Television Bicts. Co., to require attendance before the examiner, and Governing Board of Leonard Stiles and By Steier, who were named in petition, to be given notice and opportunity to be present.)

By Commissioner Robert T. Bartley

**Cascade Television Co., Portland, Ore.—** Denied renewals in a post mortem of further hearings scheduled for August 22, 1953, to October 8, 1953 (Docket 9382 et al.).

By Commissioner Robert T. Bartley

**June 23 Applications**

**ACCEP TED FOR FILING**

License to cover CP

WOSA Colorado Springs, Colo.—Licensed to cover CP (BRCT-8359) which authorized in

**WOSA**

Broadcasting • Telecasting

**June 24 Decisions**

**ACTIONS ON MOTIONS**

By Commissioner Robert T. Bartley

KREO Durango, Colo.—Certified opinion to accept late application for renewal of license.

By Hearing Examiner Benno Gagun

**Allentown Television Corp., Allentown, Pa.—** Granted opinion to accept late application for renewal of license.

**WAVY**

By Hearing Examiner Hugh B. Hutchison

Mid-Continent Tele. Inc., Wichita, Kan.— Granted petition to accept late application for renewal of license.

By Hearing Examiner Elizabeth C. Smith

**Northwest Tele. and Bicts. Co., Portland, Ore.—** Granted petition for further consideration of hearing record in re application for new TV stations (Docket 10266 et al.).

By Hearing Examiner James D. Cunningham

**KXII**

By Hearing Examiner James D. Cunningham

**KWBT Bicts. Co., Denver, Colo.—** Granted opinion that memorandum of law and facts presented by Telecasting Co. re proceeding to reconsider applications for federal licenses, and to present evidence of sufficient interest of the public in the hearings to be held, to be stricken and dissociated from the record.

By Examiner Herbert Sharman

**Scipps-Howard Radio Inc., Knoxville, Tenn.—** Granted petition for further consideration of applications for new TV station to operate on Ch. 31, Ch. 46, and Ch. 50, to the extent of reconsideration of all issues of contract between WABC, Inc., and B volts Co., to accept late application until date from 1/15/54.

By Examiner Howard Gifford Irlin

**Radio Station KRMD Shreveport, La.—** Granted petition for approval of its application to amend applications for new TV station to operate on Ch. 15 to change certain restrictions of Docket 54-19, Question 1a, and to eliminate name of Roy W. Howard and substitute names of Incorporation of Trustees of The Edward W. Scripps Trusts in Section 5 of Docket 54-19.

By Commissioner Robert T. Bartley

**June 23 Applications**

**ACCEP TED FOR FILING**

License to cover CP

WOSA Colorado Springs, Colo.—Licensed to cover CP (BRCT-8359) which authorized in

**June 24, 1953 • Page 121**
THE National Retail Dry Goods Assn. has made its annual study of department store promotion expenditures. The results, reported elsewhere in this issue, tell a story that is not a pleasant one for broadcasters’ ears. Newspapers got 61 cents of the department store’s advertising dollar; radio and TV together got three cents of it.

That story is as familiar as it is sad. Year after year newspapers carry the bulk of department store advertising. Year after year broadcasters get only peanuts—and without any salt.

What’s the reason? Listen to BAB President Bill Ryan, addressing the Indianapolis sales clinic: “The key to the retailer’s advertising habits is the customer buying pattern, which fluctuates widely from day-to-day and from week-to-week. Nothing broadcasters do or say will change the retailer’s custom of spending perhaps $1,000 in advertising one week and not one thin dime the next, according to these variations in buying patterns.”

Stores channel their promotional efforts to take advantage of the habits of their customers. Now, think back at the way radio time salesmen have traditionally tried to sell their medium to department stores. Was it in accordance with the stores’ pattern of a lot today and a little or none tomorrow, or was it along the station-network pattern of the same time, same station, day after day?

The truth is that broadcasters have failed to follow the first rule of good salesmanship—to think only of what the customer wants—and have tried to force department stores to adapt themselves to the radio pattern. The result of this kind of salesmanship is sadly reflected in the NRDGA figures: three cents for broadcast media, 61 cents for newspapers.

Where stores have used radio according to their own advertising patterns the results have been uniformly good, as the department store studies and ARBI figures have shown time after time. Radio used in this fashion has outpulled and outsold newspapers, the same items being advertised in both media with the same amount of money spent in each.

The moral is obvious: If enough broadcast station operators want department store business badly enough to adapt their schedules to the stores’ pattern of advertising, the NRDGA figures for 1953 will show a much better newspaper-broadcast ratio than 61 to three.

“Mr. Chairman”

TOMORROW (Tuesday) Paul A. Walker ends a distinguished career as a federal official. He will terminate 19 years on the FCC—it’s only charter member. For many years he served as vice chairman and for over a year as chairman.

Paul Walker would prefer to remain on the FCC. Despite his 72 years, he retains the vigor of his Pennsylvania forebears. He is at his best before an audience.

But Mr. Walker won’t remain because of political fortunes. The Republicans are entitled to a four-man majority. His commission is needed. Moreover, the statutes do not take into account a man’s ability to carry on. Mr. Walker has passed the statutory retirement age and for nearly two years has served by special dispensation.

We suspect Mr. Walker will not retire from the arena altogether. He will leave government. But his knowledge and his talents will not retire. A college lecture tour, for example, would be apple pie for him. And, while we don’t happen to agree with their philosophy, the educational television folk certainly would find him an inspired and devoted counselor.

In government or out, “Pappy” Walker will always be “Mr. Chairman” to the legions who worked with him during nearly two decades of the “Radio Revolution.”

Pay Within Pay Without Work

THE LONGEST strike-caused station shut-down on the broadcast records ended June 19. For a solid month the radio and television stations of the Kansas City Star (WDAF-AM-TV) were silent. The issue was “pay-within-pay”—or the payment of commercial fees to announcers during regular shifts.

Settlement came after agreement with the AFTRA local to defer the fee consideration until fall. In the interim the station management will survey the feasibility of the fee system. Arbitration will be invoked, if need be.

Individual radio stations and networks heretofore had been subjected to strikes. But never before has service been blacked out for more than a matter of hours. Supervisory personnel has taken over.

In television, however, a different problem arises. Operation is far more complex. In the ordinary station operation there are not enough qualified supervisory employees to take over. In the WDAF-AM-TV situation there may have been other reasons—perhaps the threat of secondary boycotts or refusal of union employees of the newspapers to cross picket lines.

The significant point, as we see it, is that the WDAF-AM-TV ownership stood its ground on principle. It didn’t yield on the “pay-within-pay” issue. At no time was there a stalemate on scale.

We frankly don’t understand the union’s reasoning on the fee system. At those stations where the system is in effect, the announcer gets a wage agreed upon for a week’s work. But he also gets a cut on the station rate on every commercial he announces. His salary (now $108 per week at WDAF-AM-TV) apparently is merely a sustaining fee for the privilege of having the announcer on the payroll.

The more equitable approach, if the usual salary method is abandoned, would be to place announcers on a nominal drawing account, against fees earned on commercials. This would approximate the practice of organizations which pay their salesmen commissions against the business they bring in.

If the fee system is imposed for announcers, what about other station employees? The announcer is dependent upon the engineer and the operator, the script writer and the salesman. In television there are a dozen other people who participate before the announcer beams before the camera.

WDAF-AM-TV took a terrific economic lacing in going dark for a month. But in so doing it performed a valuable service in arresting the spread of the fee system, which is dangerous to the stability of both radio and TV.
Once in a while, one radio station comes close to capturing the true nature of its city... draws its strength from the same forces that have made its city great... and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh... and the station is WWSW.

liked most by Pittsburgers...

because it is most like Pittsburgh!
Wrather-Alvarez Broadcasting Co. Inc.
announce the appointment of
EDWARD PETRY & CO. Inc.
as exclusive
National Representatives
of
KFMB-TV
and
KFMB
San Diego, Calif.