IN THIS ISSUE:

Survey Shows TV
Big Sales Booster
Page 31

Five Clients Shift
to New Agencies
Page 33

Many Factors Influence
UHF Conversion Rate
Page 44

Both Sides Heard
On NARBA Issues
Page 54

TV FILM FEATURES
Start on Page 79

22
year

THE NEWSWEEKLY
OF RADIO AND TV

Baltimore—

the city of white marble steps...

Baltimore's rows and rows of white marble steps make it different from every other city in the United States.

It's different as a market, too! Because

**IT'S HIGHLY CONCENTRATED!**

Baltimore's 1 1/2 million people all live right inside the city— or in the heavily populated parts of the surrounding counties. You can reach them all— 375,000 radio families— by buying W-I-T-H! Because

**NIELSEN PROVES W-I-T-H'S SUPERIORITY!**

W-I-T-H leads every other radio and television station— regardless of power or network affiliation— in N.C.S. weekly daytime circulation in Baltimore City and Baltimore County.

Get the whole story about W-I-T-H and its commanding position in the Baltimore market. Your Forjoe man will give you all the details from the latest Nielsen Coverage Service Survey.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

JOSEPHINE WETZLER

Although Josephine Wetzler is one of the newer members of the WLS staff of station personalities—only 10 years of service with us—she has long been a seasoned veteran of WLS principles and policies. For, prior to joining WLS she was with WMBD in Peoria, Illinois where, under the guidance of Edgar L. Bill, first station director of WLS, she was indoctrinated with the same program ideals earlier inaugurated by Mr. Bill at WLS . . . ideals which were sound then and which still prevail.

As WLS Director of Educational Programs her principal responsibility has been the furtherance of WLS SCHOOL TIME, a daily series of educational programs. Under Mrs. Wetzler's supervision, WLS SCHOOL TIME has become an outstanding example of education by radio. It's been a recipient of the Peabody Award for meritorious public service, has won acclaim from distinguished scientific authorities, educators and parents—and respected acceptance of thousands of Midwest listeners.

It is programs and personalities like this that have resulted in the intense listener loyalty WLS enjoys . . . a loyalty zealously guarded by WLS . . . a loyalty of immeasurable added value to our advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

SEE YOUR JOHN BLAIR MAN
WHK
IS
CLEVELAND

Represented by Headley-Reed Company

You can't cover it -- without it!
speaking of growing...

WDEL-TV
Channel 12
Wilmington, Delaware

In its fifth year of profitable selling... WDEL-TV's market is big—Delaware, parts of New Jersey, Maryland, and Pennsylvania—and prosperous—$1,333,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows have built a large loyal viewing audience—an audience that buys WDEL-TV advertised products. More and more national and local advertisers are taking advantage of this low-cost means of effective selling. You can sell your product profitably, too, when you buy WDEL-TV.

Represented by MEEKER

New York Chicago Los Angeles San Francisco
MOST CONFIDENT man last week on FCC vacancy was Robert J. Dean, general manager and principal owner of KOTA Rapid City, S. D. He was sitting on lid in Washington, presumably at behest of his chief supporter, Sen. Francis Case (R-S.D.) and, it was learned authoritatively, he is now being checked by FBI, usually last step prior to nomination. Checks previously had been made on Charles Garland, KOOL Phoenix; C. S. Cahn, 30-year-old New Yorker, when he became counsel for Senate Foreign Relations Committee. Officially, there was no inkling that decision had been reached but, with FCC functioning as six-man agency since June 30, it was conceded appointment would be made soon.

DEAN CANDIDACY received considera-
ble broadcaster support last week with adoption of resolutions by North Dakota, South Dakota and Minnesota State Assns., which were transmitted both to White House and Republican National Committee. They advocated appointment of "practical, ex-
perienced broadcaster" and cited Mr. Dean's 25 years in radio plus his legal background. Unconfirmed was report that Dean nomination was on President's desk awaiting his signature prior to transmission to Senate. Fortnight ago, same report was made on Garland nomination but was held up cause of rumor which entailed further inves-
tigation.

FORTHCOMING soon will be announce-
ment by Milton H. Biow of appointment of Terry Clyne, vice president in charge of radio and television, as senior vice president. Mr. Clyne joined Biow in 1947, initially as account executive on Bulova, which he still handles along with other agency business.

FIRST TANGIBLE result of FCC's deci-
dion in so-called Denver case [BT, July 6] seen in agreement reached between CBS and WREC Memphis, whereby each gives other first call on TV affiliation. In Denver case, FCC legalized similar arrangement of KLZ with CBS. WREC, applicant for Ch. 3 against WMPS, is long-time radio affiliate of CBS. Interim arrangement on CBS in Memphis has been worked out by CBS with WHBQ-TV (Ch. 13), scheduled to go on air this fall.

SURPRISING though it may seem, result of New York's mayoralty election this fall could have important bearing on FCC. If Rudy Halley, president of City Council, is elected over as yet unknown opposition, future of Madame Comr. Frieda B. Hen-
nock could be assured. She's close personal friend and it's thought in New York circles that she probably could have any city judge-
ship within mayor's appointive power. Miss Hennock, who has been Democratic mem-
ber of FCC since 1948, had been appointed to circuit court judgeship in New York by President Truman but nomination subse-
sequently was withdrawn. Her FCC term runs until June 30, 1955.

CHICAGO agencies and representatives burning at what they describe as scheme used by some automobile and beer makers to avoid paying national rates. Charge is advertisers order campaigns, then cancel all or part, allowing their dealers to place same business with stations direct. Adver-
tisers get advantage of usually lower retail rates while agencies and representatives lose their commissions.

FIRST CLASS audience rating rhubarb expected to develop as more uhf TV sta-
tions get on air, become affiliated with net-
works. Problem is this: If network show gets 25 rating in old-established vhf market, how is it going to get an equivalent audience rating when carried on uhf station in an-
other market where only 10-15% of exist-
ing vhf stations have been converted to uhf. There's some thought in audience measure-
ment circles of "weighting" results.

MORE AND more complaints being re-
ceived by FCC from uhf licensees over their inability to reach affiliation agreements with major networks. While number of com-
plaints is not staggering, one highly placed authority said that they make up for it in "vigorous language" of their protests.

MANUFACTURES of electronic hair re-
movers constitute latest group to come in-
volvement with FCC. They're protesting failure of FCC to classify their operations as "sur-
gical" which would give them benefit of more liberal rules governing high frequency interference suppression. Despite deluge of petitions from manufacturers and their Washington spokesman, FCC refused change of regulation. Some years ago FCC faced same situation with diathermy manu-
facturers, whose machines played hob with high frequency transmission.

THERE'S MORE than meets eye in that Milwaukee Ch. *10 action of FCC on June 30. Former Comr. Paul A. Walker insists he didn't call up highly explosive issue in absence of Chmn. Hyde, as stated in this column last week. It develops that Chmn. Hyde, who had held up action for several weeks pending further study, wasn't present when item came up on regular agenda but did show up in afternoon session at which time regular order was pursued, with result that Hearst (WISN) petition for commer-
cial grant was voted down 4-1. But it's even guess that if Chmn. Hyde had been present at morning session, item would have been passed over. Hearst now will appeal FCC action, contending it was improperly caught in 1948 freeze and that Ch. 10 im-
properly was made non-commercial.

NEW NBC study relates TV viewing to sales of the sponsor's product. Sales are found to correspond with viewing levels. Page 31.

Five important accounts switch agencies and three others may move in fortight. Page 33.

Emil Mogul proposes modernizing system of emergency commission. He thinks the 15% concept should be discarded and payment based on client sales. Page 33.

Specially Films makes deal for English language Italian films. Page 35.

Box Office Television signs U. of Notre Dame to five-year contract covering home football games for closed-circuit theatre TV. Page 36.

New ARB survey of uhf development shows how conversion rates are going in 32 markets. Page 44.

GOVERNMENT Dormant for more than two years, controversy over pending North American Regional Broadcasting Agreement breaks out on Capitol Hill. Page 54.

Sen. Johnson's bill to legalize restrictions on baseball rights for radio and television is sidetracked by Senate. Page 63.

FCC asks National Television System Committee if it intends to file petition for approval of its color system, as companion to pending RCA-NBC case. Page 64.

MBS proposal for new affiliate compensa-
tion patterns get cold shoulder from some stations. Page 72.

A special BT survey shows how much film is used by U. S. television stations and networks. Page 87.


How to use stock film footage. Page 100.

Thirteen good film deals for new TV stations. Page 102.

Tips for novice film buyers. Page 112.

What happened in Roanoke: The story of a uhf station that admitted it couldn't com-
pete with vhf. Page 115.


July 27: NBC Radio Affiliates Organiza-
tional Meeting, Drake Hotel, Chicago.

(For other Upcomings, see page 143)
WWVA . . . The Folk Music Capitol of America
Wheeling, W. Va.

3-STATE MARKET WITH A BILLION-DOLLAR APPETITE

<table>
<thead>
<tr>
<th>State</th>
<th>No. Counties</th>
<th>Total Retail Sales</th>
<th>Food Sales</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania</td>
<td>29</td>
<td>$2,017,041,000</td>
<td>$557,229,000</td>
<td>$43,973,000</td>
</tr>
<tr>
<td>Ohio</td>
<td>23</td>
<td>1,087,195,000</td>
<td>285,593,000</td>
<td>25,301,000</td>
</tr>
<tr>
<td>West Virginia</td>
<td>48</td>
<td>840,487,000</td>
<td>214,297,000</td>
<td>20,178,000</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>$3,944,723,000</td>
<td>$1,057,119,000</td>
<td>$88,452,000</td>
</tr>
</tbody>
</table>

PLUS THIS BONUS LISTENERSHIP

Just four announcements on a recent Saturday night WWVA JAMBOREE
brought in 8,816 pieces of mail from
538 Counties in 22 States
covering
15,859,173 Radio families
with
$94,626,885,000 Buying Power
purchasing
$62,284,127,000 Annually
and representing
41.244% of the national retail sales
Another offer on a single Jamboree broadcast brought in 11,300
post cards from 577 counties—every county from Maine to
Maryland except Hamilton County, N. Y.

STORER BROADCASTING COMPANY

WSPD-TV    WJBK-TV    WAGA-TV    KEYL-TV
Toledo, Ohio  Detroit, Mich.  Atlanta, Ga.  San Antonio, Texas

WMMN    WSPD    WJBK    WAGA    WWVA    WGBS    WSAI

NATIONAL SALES HEADQUARTERS:

TOM MARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, El Dorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

July 13, 1953 • Page 7
J. WILTINGHAM GERCH
Was appointed a Veep
Of Hamstrung, Harried & Bledded.

'Twas not, you'll surmise, a terrific surprise
Since the daughter of Harried he'd wedded.

Now actually though, Gerch got in the dough
By scanning the media lists . . .
And assuring all clients with utter reliance . . .
"No—KOWH® hasn't been missed!"

And assuring all clients with utter reliance . . .
"No—KOWH® hasn't been missed!"

MORAL
EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:

• Largest total audience of
  any Omaha station, 8 A.M.
  to 6 P.M. Monday thru Sat-
  urday! (Hooper, Oct., 1951,
  thru May, 1953.)

• Largest share of audience,
  of any independent station
  in America! (May, 1953.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.
Sponsor Identification Rule Threatens Some 'Teaser' Ads

PROTESTS against FCC ruling requiring that radio-TV "teaser" commercials carry identification of their sponsors (CLOSED CIRCUIT, June 22) developed Friday in both sales representation and agency quarters. T. F. Flanagan, managing director of Station Representatives Assn., said such ruling would "severely handicap" radio-TV, while Aubrey Williams, radio-TV director of Fitzgerald Adv. Agency, New Orleans, circulated letter calling for "some immediate concerted action."

"The teaser," Mr. Flanagan said, "is an important and valuable technique of advertising. Certainly such important advertising media as radio and television should have the advantage of this technique, especially when no difficulty can be created that would need action by the FCC. This technique not only is useful but is imperative in the introduction of some types of new products. It would be a severe handicap to radio and television if the teaser were limited to other media."

Mr. Williams noted in his letter that at his agency "we use teaser copy for fax beer, which refers to 'J Day' but does not offer beer for sale, suggest that you drink it, or even mention the word 'beer."

"A large part of our 'J Day' budgets have been going into radio and TV. If this rule stands, and the FCC decides against radio and TV, while newspapers, magazines, billboards, streetcar cards, etc., etc., are permitted to run teaser copy, then we will lose that radio and TV activity. . . ."

"The situation indicates pretty clearly to me that some immediate concerted action is required. . . ."

Mr. Williams' letter was sent to station representation organizations and perhaps others, and, after quoting account of FCC ruling, inquired: "Are you guys gonna stand for that?"

Editor's Note: FCC last month informally ruled that under Sec. 317 of Communications Act, adequate sponsor identification is required, i.e., station must run an identification of the product. This ruling is expected to be given [CLOSED CIRCUIT, June 22].

Informed of protests, high FCC authority told B&T last Friday that Commission has been liberal in its interpretation of Sec. 317. He cited this example: It is acceptable if announcement is, "Watch for the biggest development in automotive history by Buick." (He said it wasn't necessary to say: "Buick, a division of General Motors Corp.") Unacceptable, however, would be announcement: "Watch for the biggest development in automotive history." If in fact announcement was sponsored by Buick.

Vote to Repeal Movie Tax

HOUSE Ways & Means Committee Friday voted to repeal 20% federal tax on movie theater admissions. Treasury Dept. estimated loss of revenue to Government would be more than $200 million a year.

DOUGLAS WANTS TO RENEGOTIATE NARBA

SE:

Sen. Paul H. Douglas (D-III) is against North American Regional Broadcasting Agreement and believes treaty should be renegotiated rather than be ratified. His views Friday were given in letter to Senate Foreign Relations subcommittee hearing treaty provisions (see story page 54). Sen. Douglas' opposition, which centers on absence of Mexico and Haiti and so-called "concessions" to Cuba by U.S., is added to Sen. Homer Ferguson (R-Mich.), member of subcommittee, which was critical of radio's international treaty.

Sen. Charles W. Toheh (R-N. H.), subcommittee chairman, on hearing's close Friday said his group would give treaty "early consideration."

FCC Chairman Rosel H. Hyde reappeared before subcommittee Friday declaring that U.S. should not pursue international situation where each U.S. clear channel has ideal conditions for its ideal facility at expense of non international radio treaty. Chmn. Hyde vigorously defended use of directional antenna by clear channel outlets as provided by NARBA. He declared farm groups have no cause for complaint, as less not more interference on clear channel frequencies will ensue. Mr. Hyde reminded Senators that clear channel issue should be re-examined only when U.S. radio boundaries are stabilized.

Subcommittee member Mr. Hyde. Also broadcasters John E. McCoy of Storer Broadcasting Co. (see statement, NARBA story, page 54): A. Earl Cumlin, consulting engineer, speaking on behalf of WPPA Dallas, KTVI Little Rock; WWKDK Shreveport; XHEX, Mexico; WBAL, Baltimore; WJSU Corpus Christi; WGBH Miami; WWVE New Orleans; KTBZ Austin; and WAGA Atlanta.

Also, Frank Marx, engineering vice president, ABC; Joe Omond, president, Josh Higgins Broadcasting Co. (KKXL Waterloo, Iowa); Andrew G. Haley, Haley, Doty & Schellenberg, representing 61 licensees, permittees and applicants and station owners of North Carolina, Washington, California and Missouri, and J. J. Hyman, representing WBTN Huntington, W. Va.

Mr. Marx said NARBA was supported by ABC as giving greatest benefit to greatest number of people and providing flexibility in domestic problems. Mr. DuMond asserted only less than 1% of broadcasting industry in country oppose treaty. If ratified, NARBA will not injure service to farm areas, he said. Messrs. Haley and Cumlin echoed sentiments of broadcasters who support treaty.

BUSINESS BRIEFLY

NON-TV MARKET DRIVE: Philip Morris Cigarettes, N. Y., going into 104 non-TV markets with radio spot campaign for its regular and king size cigarettes, effective today (Monday). Contract calls for 13 weeks then hiatus, followed by another 13 weeks. Agency: Blow Co., N. Y.

SPOT FOR STANDARD BRANDS: Standard Brands, N. Y., will be using extensive radio spot campaigns starting this fall for two of its products, Blue Bonnet Margarine and Royal Deserts. Blue Bonnet will go into 50 markets for 13 weeks starting in September and Royal Deserts will be using about 65 markets for 15 weeks and may use half dozen small markets later on. Both schedules placed by Ted Bates Inc., N. Y.

TEST SPOT RADIO: Cash Value Tobacco, product of R. J. Reynolds Tobacco Co., to test spot radio in four semi-industrial markets through William Esty & Co., N. Y. Next stop understood to be expansion into industrial markets for this product.

COFFEE CAMPAIGN: Chese & Sanborn (coffee), N. Y., planning to start campaign in 80 radio and five television markets during August. Agency: Compton Adv., N. Y.

DUFFY-MOTT ON ABC-TV: Duffy-Mott Co. to sponsor Jamie, featuring Brandon de Wilde, effective Sept. 28, on ABC-TV, alternate Mondays, 7:30-8 P.M. Agency: Young & Rubicam, N. Y.

SUPER BLUE SUDS PLANS: Colgate-Palmolive-Peet, Jersey City, through Cunningham & Walsh, N. Y., on behalf of its new Super Blue Suds, preparing substantial radio and TV spot campaign to start in September and run through end of year in southwest markets. Account started with test in that area earlier and is now expanding.

GUINNESS IN NORTHEAST: Arthur Guiness Son & Co., brewers Fox of Guiness stout and Burke's ale, starts new campaign for its ale on Aug. 1 in northeast areas. Radio and television will be used. Agency: Compton Adv., N. Y.

FIRESIDE FORMAT CHANGE: Academy TV Productions will film new format of Procet & Gamble's Fireside Theatre with Gene Raymond host-salesman. Agency: Compton Adv., N. Y.

McFarland TV Principal

FORMER SENATOR Ernest W. McFarland, majority leader in 82nd Congress and author of McFarland Act amending Communications Act, became principal owner of TV station last week when he became president and 40% stockholder of Arizona Telephone Co., operator of Phoenix Ch. 3. Stockholders Leon M. Nowell and Ralph A. Watkins reduced their holdings to 20% each in reorganization following the ex-Senator's inclusion. Among stockholders is Edward Cooper (10%), director of television, Motion Picture Assn. of America, and one-time aide to Sen. McFarland. Other Ch. 3 applicants for Phoenix are Kitar and Desert Adv. Co.
KEYL TV VIEWER LOYALTY SCORES

$135,582.00 in KEYL C.P. Telethon!
One of highest “per set” ratings for Cerebral Palsy in any market

SAN ANTONIO, TEXAS. JUNE 28—Jubilant Telethon officials announced today the United Cerebral Palsy KEYL Telethon had raised $135,582 to date, and contributions are still pouring in.

According to Seymour Flatow, chairman of the 16-hour KEYL television show, when all pledges are in, the total is expected to exceed $138,000.

Telethon officials were high in their praise of Dennis James, who acted as master of ceremonies for the night-long show, and for TV Star Laurie Anders, and stage and screen star Eddie Bracken, who assisted.

The second annual telethon, which was held from 10 p.m., June 6 to 2:30 p.m., June 7, was televised by KEYL and broadcast by KABC in cooperation with the San Antonio Light which sponsored this public service project.

UP $60,000.00

The present total, according to Flatow, is almost $60,000 more than was raised on the first telethon.

In addition to praising James and other top entertainers, Flatow gave special recognition to Tommy Reynolds and Pat Boyette of KEYL for their early morning stint as master of ceremonies, and for Pedro Gonzales-Gonzales, Latin-American comic who flew here from Hollywood to participate in this year’s telethon.

Of the funds raised, 75 per cent will remain with, and be administered by officers and directors of the local association.

*KEYL, San Antonio’s dominant Television station can mean “Money in the Bank” for your TV schedule too. San Antonio viewers look to KEYL for the best in Public Service Programs... by far the most hours of television broadcasting in San Antonio... and television buyers know KEYL’s consistently higher ratings mean greater coverage... more sales... “Money in the Bank”. That’s why, when buying in San Antonio, they look to the station that delivers the MOST... KEYL, San Antonio’s dominant Television Station.

*Markets exceeding 100,000 Sets!

In New York, call Tom Harker, National Sales Director, 118 E. 57th Street... or in Chicago, call Bob Wood, 230 North Michigan Avenue.

National Representatives—Katz Agency

ABC * CBS * DUMONT

Page 10 * July 13, 1953

Broadcasting * Telecasting
WAPA Initial Decision; Other FCC Actions

INITIAL DECISION recommending grant of vhf Ch. 4 at San Juan, P. R., to WAPA there issued Friday by Examiner Benito Gaguine. Action made possible by withdrawal earlier in week of objections of WKVM San Juan, which proposes to seek allocation of another channel there (story page 62). WAPA permit would specify ERP of 56.5 kw visual and 33.9 kw aural with antenna height above average terrain 221 ft.

Economic Protest Filed
Mid-June new TV grants to WPTR Albany for uhf Ch. 23 and Van Curker Bestg Co. for uhf Ch. 35 at Schenectady are asked to be set aside for hearing in Sec. 309(c) economic protest filed with FCC late Friday by WABY Albany. WABY contends it has been injured test filed with uhf terrain kw Ch. 62. Other state and W. Bluefield, in hearing plea merit consideration. WABY is upset by hearing. In Ch. 46 filing of ABC TV station, a rival of WABY is proposed to be granted an allocation. FCC has set Aug. 15 (8) for oral argument.

WEBC Ch. 62
Ch. 62 in competition between WEBC and KDAL Duluth, is being considered in oral argument Aug. 15 (8) and should be decided by Aug. 29 (8). FCC is expected by Aug. 20 (8) to announce decision.

CBS-TV FIRSTS
CBS-TV's I Love Lucy won first place in five of six cities for June with CBS-TV's Arthur Godfrey Talk Show in top position in Boston, C. E. Hooper Inc. reported. Service covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

complete hearing with it as sole survivor. Competition Lakehead Telecasters asks dismissal. Lakehead is part owned by WREX. Latter has merged with WDSM; WREX has been deleted. Cal Tel Co. Petition Cal Tel Co., which received initial TV grant for vhf Ch. 19 at Scranton, Pa., earlier in week, petitioned FCC Friday to make proposal effective immediately (story page 62). Chief of FCC Broadcast Bureau stated he would not file exceptions to initial decision. Bureau chief also reported he would not file exceptions to initial decision to grant of WVEC Ch. 67 to WFMZ (FM) Allentown, Pa.

Harvey Petitions Again
Lawrence A. Harvey, permittee uhf Ch. 20 KBAY-TV San Francisco, petitioned FCC Friday to add Ch. 58 at Beverly Hills, Calif., and Ch. 56 at Santa Monica, Calif., earlier in week, petitioned FCC Friday to make proposal effective immediately (story page 62). Chief of FCC Broadcast Bureau stated he would not file exceptions to initial decision. Bureau chief also reported he would not file exceptions to initial decision to grant of Ch. 58 at Los Angeles.

WNOP Files for Ch. 74
WNOP Newport, Ky., filed application for uhf Ch. 74 there, going into competition with pending Cincinnati bid of Gordon Best Co., whose purchase of WSAI Cincinnati was approved by FCC earlier in week (story page 64).

Ch. 44 Application Dismissed
KPFA Berkeley, Calif., dismissed its bid for uhf Ch. 44 there, FCC reported Friday. No other applications pending for channel.

Proposed Standards Amendment
Amendment of AM standards proposed by FCC Friday would add table for estimating coverage and interference effects of stations using simple, vertical omnidirectional antennas, in absence of field intensity measurements.

CBS Sells Vine St. Theatre
CBS Radio Vine St. Theatre, Hollywood, sold for over $200,000 to Huntington Hartford, part owner of A&P grocery chain and sponsor of philanthropic enterprises. CBS had owned theatre for 17 years. It was original home of Lux Radio Theatre and Hallmark Playhouse. New owner will use building as legitimate theatre and theatre workshop on assuming possession at end of July.

WVEC-TV Tower Accident
DURING erection of WVEC-TV Hampton, Va.'s, tower late last week, 175-ft, section dropped when guy wire loosened. Only minor damage reported to TV tower, causing two days' delay. However, WVEC (AM) tower was knocked over when TV tower section swung in temporary westerly wind and hit tree. Tree was not affected with temporary antenna being in operation. Station had planned to use new TV tower for AM also.

CBS-TV's I Love Lucy won first place in five of six cities for June with CBS-TV's Arthur Godfrey Talk Show in top position in Boston, C. E. Hooper Inc. reported. Service covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

People
GUS HAGENAH, vice president of Standard Radio Transcription Services Inc., appointed Chicago branch manager of United Television Programs Inc. He will handle local and national sales of UTP's TV film series to Chicago agencies, advertisers and stations, according to Milton Blink, UTP executive vice president. Mr. Hagenah continues SRTS. Mr. Hagenah has been active in Standard sales and management more than 10 years.

THOMAS E. MARTIN elected executive vice president and general manager of Hawley Broadcasting Co., owners and operators of WATV-AM-FM-TV Rayville, La.

E. HARRY CAMP, vice president and general manager as well as a stockholder in WDKC Cleveland, resigned to return to his home at Miami Shores, Fla., where he is planning non-radio business venture. He retains interest in WDKC and TV grant at Waterloo, Ind.

A. RAYMOND BERMOND, assistant advertising manager of Hallicrafters Co., Chicago, since 1951, appointed advertising manager of firm's radio division.

Six New ABC-TV Affiliates
Six new television stations have joined ABC-TV as affiliates raising total number of outlets to 132. Alfred R. Beckman, director of ABC's station relations departments, announced Friday. They are: WTVT (TV) Macon, uhf Ch. 47 (effective Aug. 1); owned by Macon Television Co. Dixon Harper, general manager; WJHL-TV Johnson City, Tenn., owned by WJHL Inc., uhf Ch. 11 (effective Aug. 11), W. J. Lancaster Jr., general manager; WITC-TV West Palm Beach, Fla., owned by WITC Inc., uhf Ch. 21 (effective Aug. 9), Joseph S. Feil, general manager; WTCP-TV Winston-Salem, N. C., owned by WTCP Broadcasting Co., uhf Ch. 1 (effective Sept. 1), James Cano, general manager; KYTV (TV) Springfield, Mo., owned by Springfield Television Inc., uhf Ch. 3 (effective Sept. 1), J. B. Ireland, general manager; WTVT-TV Meridian, Miss., owned by Southern Television Corp., uhf Ch. 11 (effective Sept. 10), Robert F. Wright, general manager.

Elected to RCA, NBC Board
WILLIAM E. ROBINSON, publisher and executive vice president of New York Herald-Tribune and also member of RCA board, named to board of NBC, and Harry Coleman Hagerty, financial vice president and director of Metropolitan Life Insurance Co., elected to board of RCA, Brig. Gen. David Sarnoff, chairman of RCA and NBC, and Mr. Robinson and Mr. Hagerty on their respective new posts. Messrs. Robinson and Hagerty succeed Lewis L. Strauss, who resigned from RCA and NBC boards when he was named chairman of Atomic Energy Commission.

Diges Funeral Services
FUNERAL services for Isaac W. Digges, 56, counsel for Assn. of National Advertisers, Advertising Council and Advertising Research Bureau, were to be held at Marion Ave. Presbyterian Church in New York. Mr. Digges, who also had helped advertisers, agencies and advertising media with their legal problems over past 30 years, died July 8 in St. Luke's hospital in New York after brief illness.

NBC Film Appointments
IN LINE with NBC Film Division's expansion plans, John B. Cron, division national sales manager, announced Friday appointments to division advertising department of James E. Swift, assistant to NBC's Karol Guffey, and Jason Lane, who will specialize in research and market analysis (story page 74).
75 Years of G-E
YOUR COMPLETE LINE OF

STUDIO

"Spare Cade!" an ABC network is seen through General Electric studio equipment facilities.

TOWER LIGHTING

TRANSMITTER

G-E transmitter equipment in CBS-Empire State Building, New York installation.

MOBILE UNIT

G.E mobile truck used by WHUM-TV.
From the smallest portable amplifier all the way up to the UHF 12 kw transmitter...from a single-bay antenna to a 5-bay helical antenna. You name it—General Electric can supply you with all equipment necessary for television broadcasting. Look over these illustrated units in our model TV station plan. See for yourself this complete, ready-to-order line. And, remember, this advanced equipment—proved in stations throughout the world—is backed by G-E's 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write: General Electric Company, Section 273-13 Electronics Park, Syracuse, New York.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
Things have changed in ARKANSAS, too!

If you still think of Arkansas in terms of mountain cabins and kerosene lamps, take another look! Arkansas has made almost unbelievable progress in the last decade—retail sales, for example, are 276.9% ahead of ten years ago*!

There's a bright new star on the Arkansas radio horizon, too—it's 50,000-watt KTHS in Little Rock, now CBS, and the only Class 1-B Clear Channel station in the State. KTHS gives primary daytime coverage of 1,002,758 people—more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Interference-free secondary daytime coverage exceeds 3 1/4 million people, and includes practically all of Arkansas!

Get all the big KTHS facts, now. Write direct or ask your Branham man.

* Sales Management figures.

50,000 Watts . . . CBS Radio

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS
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.
WHERE PEOPLE EARN ENOUGH MONEY TO BUY ANYTHING YOU WANT TO SELL

A 16-COUNTY MARKET IN WESTERN NEW YORK WITH A SPENDABLE $2 BILLION INCOME

WHAM

will rate favorably in comparison with any Radio Station or market in New York State. "Sales Management Survey of Buying Power" quality of market index proves it.

WHAM has a complete market analysis of WHAM-land. Request a copy from George P. Hollingbery Company or WHAM.

IN REVIEW

THE BENNETTS


CONSIDERING the aspersions continually cast on the American soap opera by professional purists, NBC-TV probably deserves some sort of an accolade for bravely launching a new "dramatic serial" out of Chicago.

Network TV's newest venture along this line is The Bennetts, a story of the day-to-day life of a midwestern lawyer, his family, his friends and his cases. By and large, The Bennetts is better than run of the mill daytime dramatic offerings. It also proved, on the initial program, to be good television, thanks to competent production and direction and a better than average script.

It is not enough to create a believable cast for the television novel; the viewer should have a pretty fair idea of the environmental and geographical factors which set off the motivations of the characters. Writer Bill Barrett has managed to do just this.

He blueprinted a typical Midwest industrial city (population: 72,000) and called it Kingsport—"situated in an area that might be likened to south central Ohio." As a result of painstaking scripting on politics (the town is strongly Republican, although it went for Roosevelt in 1932) and other details, The Bennetts manages to come alive at the outset.

The first program had all the necessary ingredients: Wayne Bennett parceling out a weekly allowance to his son, exuding marital happiness for his mate Nancy, demanding four eggs for breakfast and hinting that his friend, Bert, may have been connected with a $2,000 store theft when the latter turns up with an anniversary ring for his wife Elly and reports he's being shadowed.

Production by Ben Park and direction by John Hinsey are equally excellent.

NOTHING BUT THE BEST


EDDIE ALBERT seemed relatively pleased with himself last Tuesday night when he faced the NBC television cameras as m.c. on a new half-hour show called Nothing but the Best. His was the softest touch in town, he said. Procter & Gamble, sponsor of the show for several of its products, has given him a free hand in presenting weekly hereafter stars whose talents have earned them a permanent niche in the nothing-but-the-best annals of the entertainment world as well as newcomers who aren't. Mr. Albert feels may be destined to join them. Should his guests continue to be as accomplished in their respective fields as are Louis Armstrong, Lee Wiley, Vera Zorina, and the Mambo Knights, a group of Negro youngsters who created some fine rhythmical effects on their make-shift instruments, Nothing but the Best will be worth watching.

The production itself, however, was not up to the calibre of the Armstrong trumpet and immortal song style, a Wiley treatment of slow on-beat unstylized tunes or a graceful Zorina ballet. The continuity, ordinary in content, was badly paced in delivery too. Between song, dance and trumpet numbers things fell pretty flat. Mr. Albert, well known for his ease in speech and mannerism, took it a bit too easy on this telecast. The pace of the production suffered.

But individual segments were well directed and well staged. The director concentrated on each personality, not on the show as a whole. Skillful use of lighting created several good effects. Particularly appealing was the show's introductory scene. Performers, as their names were announced, were hit with a single spotlight. Each stood at a different distance from the camera. In utilizing the depth of the set to its best advantage an almost three-dimensional effect was created.

On the assumption that a woman is more inclined to follow a man's advice than that of another woman, P&G has Mr. Albert selling the ladyfolk on the advantages of Lilt home permanents. An attractive blond girl who has given the product a try is on hand for visual purposes but Mr. Albert does the talking. The show's theme is carried over into commercial copy too. Mr. Albert is doubly anxious that his feminine viewers try Lilt because after all they are entitled to "nothing but the best."

BOOKS


EXHAUSTIVE treatment of one area of television is contained in this book, which includes a guide to creative camera work. Original directors' scripts, marked to show floor plans and camera positions, are included. Accompanying one script is televised pictures of certain scenes to show what the TV audience actually saw. Techniques of good photography and staging are explained with an interesting text and many pages of pictures and drawings.
760 kc Honolulu, Hawaii, the First Radio Voice of the rich Island Market of 500,000 people who have an Effective Buying Income of $569,000,000 annually.

Effective July 1, 1953, KGU will be nationally represented by...
High-gain VHF antenna
— with a 50-kw rating!

It delivers up to 316 kw ERP—
with plenty of power leeway

RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits—with plenty of gain to spare.

It has adjustable beam tilting

Optional with all RCA 12-section 50-kw Superturnstiles, this feature insures best possible coverage and maximum reinforcement of your vertical pattern. It's done simply by phase-shifting the power between upper and lower halves of antenna—using standard feedline.

It provides null fill-in

With RCA 12-section 50-kw Superturnstiles, you can virtually eliminate first null with practically no loss of gain. Result: Effective close-in coverage, and vertical field-pattern shaping for constant field.

It uses a switchable feed system

Advanced-type junction boxes, new feedlines, and a sectionaliized line-connecting system, enable you to switch power from one part of the antenna to another. An important feature for emergency operation!
Time Buyers who Dig for the FACTS

BUY SAN DIEGO

(...Because it's the Nation's fastest growing large city)

AND

BUY KSON

(...San Diego's only 24 hour music and news station)

Because, regardless of what survey they work with, they have only to consult SRDS to find-

**KSON IS THE LOWEST COST PER THOUSAND**

<table>
<thead>
<tr>
<th>PULSE</th>
<th>NIELSEN</th>
<th>HOOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSON . . . 44¢</td>
<td>KSON . . . 06¢</td>
<td>KSON . . . 76¢</td>
</tr>
<tr>
<td>&quot;A&quot; . . . $ .80</td>
<td>&quot;A&quot; . . . 10¢</td>
<td>&quot;A&quot; . . . $1.04</td>
</tr>
<tr>
<td>&quot;B&quot; . . . $2.27</td>
<td>&quot;B&quot; . . . 25¢</td>
<td>&quot;B&quot; . . . $6.18</td>
</tr>
<tr>
<td>&quot;C&quot; . . . $1.68</td>
<td>&quot;C&quot; . . . 22¢</td>
<td>&quot;C&quot; . . . $4.04</td>
</tr>
<tr>
<td>&quot;D&quot; . . . $1.50</td>
<td>&quot;D&quot; . . . 21¢</td>
<td>&quot;D&quot; . . . $4.65</td>
</tr>
<tr>
<td>&quot;E&quot; . . . $1.50</td>
<td>&quot;E&quot; . . . 14¢</td>
<td>&quot;E&quot; . . . $4.12</td>
</tr>
</tbody>
</table>

April-May daytime Inner Pulse 100% yardstick (Mon.-Fri.) daytime 15 time one minute rate.

Comparative cost per thousand homes based on average daily circulation daytime 15 time one minute rate.

April-May daytime Hooper radio audience index (Mon.-Fri.) daytime 15 time one minute rate.

REPRESENTED BY THE BOLLING CO.

OWNED AND OPERATED BY FRED and DOROTHY RABELL
Latest Pulse survey shows WWDC by far the leading Washington Station in out-of-home audience. WWDC had 24.4% of this big audience—6 A.M. to 12 midnight for the entire week. The second place station had only 13.7%.

This survey was made during the month of February, 1953, when there were no baseball or other continuous special broadcasts on the air. It covered the people who listen to radio in their automobiles, offices, business establishments, and recreation spots.

And this audience is BIG! Latest U. S. Government figures show that there are 244,067 automobiles in the Washington area equipped with radios.

And this audience is a FREE BONUS for advertisers! Get this big PLUS from WWDC in the always-rich Washington market!

IN WASHINGTON, D.C., IT'S WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
RCA 50-kw Superturnstile sections to fit your need

<table>
<thead>
<tr>
<th>Sections</th>
<th>Channel</th>
<th>Type No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>2 and 3</td>
<td>TF-12AL</td>
</tr>
<tr>
<td>12</td>
<td>4 to 6</td>
<td>TF-12AM</td>
</tr>
<tr>
<td>12</td>
<td>7 to 13</td>
<td>TF-12AH</td>
</tr>
<tr>
<td>6</td>
<td>2 and 3</td>
<td>TF-6AL</td>
</tr>
<tr>
<td>6</td>
<td>4 to 6</td>
<td>TF-6BM</td>
</tr>
</tbody>
</table>

Specially matched Styroflex line

No VHF antenna operates right without close matching with the transmission line. RCA's Styroflex transmission line matches the impedance of Superturnstile sections, handles higher power, holds center conductor in position—even when line is coiled.

Complete VHF Antenna Accessories

RCA has all equipment for VHF 50-kw Superturnstile systems—transmission line fittings, towers, r-f loads and wattmeters, diplexers, etc. Everything is "system-matched" for maximum performance.

Remember

RCA makes five different types of high-gain 50-kw antennas for VHF. RCA has all 50-kw antenna accessories. RCA can supply high-gain 50-kw antenna systems—tailored specifically for your VHF channel, power, and service area. Play it safe. Let your RCA Broadcast Sales Representative help plan your TV antenna system.

This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system. Here's TV antenna planning—that insures the station for the future!
Double Trouble

EDITOR:

We appreciate and thank you for your publicity, page 30, May 25, 1953, stating "Iowa Packing Co., Division of Swift and Co., appoints Rockett-Lauritzen.''

However, we regret to inform you that the Iowa Packing Co. appointing Rockett-Lauritzen, was not a division of Swift and Co., but purely a local organization. There are two Iowa Packing Cos., so it is easy to see how this account could become confused . . .

Donald C. Lauritzen, President Rockett-Lauritzen Advertising Los Angeles

Thank You Note

EDITOR:

. . . Your generous contribution has helped measurably to create an awareness of the seriousness of the cancer problem and of the necessity of acting for the common good against a common enemy.

I do want to thank, most warmly, on behalf of the Society and its hundreds of thousands of volunteer workers, for the splendid help you have given us.

Elmer H. Bobst
Honorary Chairman
Board of Directors
American Cancer Society Inc.
New York

Equal Treatment

EDITOR:

. . . I fully concur with your judgment in the revised format of Telestatus. By handling the matter as now set up, it treats everyone equitably and I have no quarrel with that.

The only quarrel we have ever had was the fact that you recognized such situations as Dallas-Fort Worth as a common market and yet failed to recognize Kalamazoo-Grand Rapids as a single entity. Under that listing, it simply was unfair to us. Now that everybody starts even, we will be glad to tell the Kalamazoo-Grand Rapids story via the promotion route.

John E. Fetzer
President
WKOZ-AM-TV
Kalamazoo, Mich.

Who's on First?

EDITOR:

Re: July 6 issue, B+T, page 22 "Our Respects":

The implication of paragraph 8 of the story is that Messrs. Walker, Renton and Linek originated the Conelrad system in toto. The basis of the system is the cluster operation of groups of stations, either synchronized or pulsed.

In 1941 the writer submitted the idea of the cluster system (with pulsating operation, on off mode and sequential mode variations, and some other ideas) as a deceptive device permitting operation of radio stations as does the present Conelrad system. The idea then, as now, was to permit the operation of stations during alert periods and at the same time deceive anyone using the signals for navigation.

This letter is not intended to reflect on any of the above named gentlemen, but rather to point out that the system . . . was conceived at the start of World War II.

Palmer A. Greer
Radio Engineer
Spartonburg, S.C.

Hocus Pocus

EDITOR:

. . . To impart some of the "sparkle" of our business to the minds of listeners, WJBS has been making station breaks which say: "This is the Magic of Radio in Deland, Florida: WJBS". We were seeking to impart to the listener the idea that we deal in a day-to-day miracle. Many listeners have commented, "Why that's right, it is magic." Perhaps other stations might like to remind their listeners that radio is magic!

Robert H. Walton, Station Manager
WJBS Deland, Fla.

Stresses Competition

EDITOR:

June 29 issue of B+T, under the column At Deadline, has an item about WGBI-TV and the recent decision by the FCC. The item states in part, "MCL is partly-owned by WQAN."

One of the points at issue is that there has been, there is, and there will continue to be stiff competition between WQAN and WGBI, as well as WGBI-TV.

Elizabeth R. Lynett and Edward J. Lynett, as individuals (not as The Scranton Times, nor WQAN), are part of MCL. Since MCL has stressed this matter of competition in its application, I wonder if you might not think it desirable to clarify the statement which appeared in B+T.

Cecil Woodland
General Manager
WQAN Scranton, Pa.

[EDITOR'S NOTE: FCC on June 29 designated for hearing the application of WQAN-TV for assignment of permit from Scranton Busters, Inc. to MCL Telecasting Corp. Upon issues involving continued competition between WGBI-TV, WGBI and WQAN, despite contentions of parties that competition will not lessen, MCL Telecasting Corp., is owned one-third by Scranton Busters, Inc., now permitted WGBI-TV and licensee of WGBI; one-third by Meco Realty Co., controlled by Comerford theatre interests, and one-third owned by Edward and Elizabeth Lynett (each hold 16½% Interest). The Lynettes, as co-partners, do business as the Scranton Times, WQAN licensees.]

More Than Meets the Eye?

EDITOR:

I note that Sen. Joe McCarthy has introduced a bill to require radio stations to make and keep recordings of all broadcasts. Tape for radio—film for TV stations . . .

What a racket!

T. Doug Youngblood
General Manager
WFIG Sumter, S. C.

Bright Side

EDITOR:

The complaint of Arthur J. Barry [Open Mike, July 6] about the poor radio sets manufactured these days is certainly a legitimate one, and his proposals to combat the situation have merit.

The situation is not without its compensations, however. The non-selective sets which cut his station out in the fringe areas are the same type which cut his outside competition out of his hometown area. It's a standing gag here in Middletown that we have "rigged" most sets to receive only WALL.

This is another contributing factor to radio's emergence as the nation's real hometown medium.

James M. Patt, President
WALL Middletown, N. Y.

Broadcasting • Telecasting
$1500

IN 4 HOURS AND 20 MINUTES
THAT SHOWS THE POWER OF
KWBE-RADIO
BEATRICE, NEBRASKA

$10.00 started the Monetary Donations to the Hebron Relief Fund through KWBE-RADIO—when Hebron, Nebraska, located 50 Miles South-west of Beatrice was struck by a tornado at 9:45 P.M. on Saturday—May 9th—

$3,000 WAS THE TOTAL COLLECTED BY KWBE-RADIO.

THIS WAS AN EMERGENCY THIS SHOWS THE LISTENING POWER OF KWBE-RADIO.

KWBE-RADIO WAS ON THE JOB
AND GOT TREMENDOUS RESULTS—

WE CAN “SAVE THE DAY” FOR YOU BY OFFERING OUTSTANDING BUYING POWER IN THE RICH BLUE RIVER VALLEY—

KWBE RADIO
BEATRICE, NEBRASKA

250 WATTS
1450 KC
Today, no one anywhere has to be shown what a cigarette looks like—or how to smoke it. Lighting one is the first thing many people do in the morning. Putting one out is the last thing they do at night.

Everywhere people are smoking more cigarettes than ever before. Some 3 trillion since the war. An expected 400 billion this year. They have more choice than ever before. Regular. King-Size. Tipped. Filtered. Flavored. And some 27 brands.

That’s Where Advertising Comes In

For the people who sell cigarettes know that a brand is by and large a state of mind. And that advertising creates this state of mind...turns a product into a brand...and slips it in the customer’s pocket.

They know that a brand is no brand at all when it’s in a market advertising doesn’t reach.

And they also know that as advertisers, they have less than ½¢ a pack (taxes, 8¢ plus) to win their share of the market.

That’s Where Radio Comes In

Of all media, radio alone exactly parallels the requirements of the cigarette industry—and of any industry that wants to speak to everyone, often, economically.

Like cigarettes, radios turn up everywhere—except in subways and the public library. Like smoking, listening knows no boundaries—geographic, economic, or educational.

And just as people are buying more cigarettes than ever before, they’re buying more radios than ever before. Some 100 million since the war. Another 14 million indicated for this year. And among some 50 makes, radio sets also offer more choice than ever before. Auto. Portable. Clock. Console. Combination.
Naturally these radios command a lot of listening, in all markets. Day and night, the average family listens some 20 hours a week. For radio, as they say, satisfies and . . .

**CBS Radio Satisfies Best**

On CBS Radio, advertisers find their biggest audiences — and a cost per thousand that’s 20 per cent lower than on any other network. Consequently, CBS Radio makes even smaller that “fraction of a cent” which most rapid turnover, cumulative profit products can afford to spend on advertising.

Perhaps that’s why all of the five major cigarette companies — American Tobacco, Liggett & Myers, Lorillard, Philip Morris, and R. J. Reynolds — are using CBS Radio in 1953. And why cigarette billings on CBS Radio are up 33 per cent over last year.

**For All Mass Products, Radio Is a Basic Medium**

Whether the product costs pennies or thousands. Whether it lasts for a week or a lifetime. For example, *soap*, now sponsoring 32 CBS Radio broadcasts every week. And *drugs and cosmetics*, sponsoring 55. Or *household furnishings and appliances*, today investing 121 per cent more on CBS Radio than last year. Or *automobiles*, with two accounts new to CBS Radio this year alone.

*The dollar vote from advertisers of all kinds is running 25 per cent stronger for the CBS Radio Network than for our nearest competitor.*

Whatever your product, if you’re looking for a low-budget way to maintain present market loyalties and to reach out to new customers: . . . if your advertising requires frequency, and economy, and impact, strike up a match with radio.
BOB SARNOFF served more than three years in the Navy, two of them as communications officer under Admiral William S. (Bull) Halsey in the South Pacific. During that time he had no idea that nearly nine years later he would be standing in the office of the Secretary of the Navy, with two of his peacetime colleagues, to receive a Navy decoration for his civilian activities.

The trio was there to receive the highest award the Navy can bestow upon a civilian, the Distinguished Public Service Award. The honor was in recognition of their work on the NBC-Navy documentary of the Navy's role in World War II, Victory at Sea. Those who shared the honor with Mr. Sarnoff were Henry Salomon, producer and writer of the series, and the eminent composer Richard Rodgers, who composed the 13-hour original musical score for Victory.

In a way, Victory may be said to be an identifying mark of Mr. Sarnoff's rise, which has taken him to the NBC vice presidency in charge of the company's Film Division, one of the three major operating divisions of NBC.

Bearing a famous name in communications, the son of Brig. Gen. David Sarnoff, chairman of the boards of both RCA and NBC, young Bob Sarnoff elected to start his career elsewhere. When he was released from active Navy duty after the war was over, he turned first not to RCA or NBC, but to a communications entity which embraces both broadcast and printed media. He became assistant to Gardner Cowles Jr., publisher of the Des Moines Register and Tribune, then for almost a year in the Midwest post he moved East again, as a member of the staff of the Cowles-owned Look magazine.

To NBC in 1948

It was Jan. 1, 1948, when he joined NBC. He started out as an account executive in the sales department and became assistant to the national program manager for the television network the following November. When the Booz, Allen & Hamilton management advisory firm, then making an exhaustive study of NBC's organizational setup, found him doing all the things a production manager ordinarily does, he was named TV production manager. That was in June 1948.

Then followed a period as NBC-TV program sales manager, after which the need for coordinated management of the heavily budgeted, multiple-sponsored TV productions of NBC led to his appointment as director of unit production in January 1951. Here his responsibilities included the Comedy Hour, All Star Revue, Your Show of Shows, and Kate Smith Hour productions.

It was in this capacity that Mr. Sarnoff, who also was supervising the NBC-TV Opera Theatre at this time, launched Victory, a series of 26 half-hour episodes which made its first appearance on NBC-TV on Oct. 26, 1952; started on BHC the next day, later was carried by the CBC, and now is being syndicated by Mr. Sarnoff's film division.

In the meantime, in June 1951, Mr. Sarnoff had been elected a vice president of NBC. A year later the film division was created by the network and he was placed in charge, and in March of this year it was established as the third major operating division of NBC, coequal with the networks and owned-and-operated stations divisions.

Robert William Sarnoff was born July 2, 1918, in New York, a son of Brig. Gen. and Mrs. David Sarnoff. He attended private schools in New York and Phillips Academy at Andover, Mass., where he was graduated in 1935. He then went to Harvard, where he earned his BA degree in government and philosophy in 1939.

That summer he worked in the radio division of the New York World's Fair, followed by a year at Columbia Law School. Then, in August 1941, he entered government service in Washington, serving in what was the forerunner of the Office of Strategic Services, the office of Gen. William Donovan, then coordinator of information. He was on the international shortwave broadcasting side, sometimes referred to as "the Tower of Babel," which fed broadcasts to 11 international stations.

Mr. Sarnoff became Ensign Sarnoff in March 1942, served for a time as a communications officer under the Chief of Naval Operations and then for almost two years under Admiral Halsey in the Pacific. There he supervised establishments of direct radio circuits to the U. S. from Noumea, Guadalcanal, Bougainville, and other islands, and was the liaison officer for the use of network radio correspondents. He returned to the U. S. in December 1944 to serve as liaison officer between the Navy and the broadcasting networks in Los Angeles, after which he returned to inactive duty as a lieutenant late in 1945 and joined the Cowles organization.

Under Mr. Sarnoff's direction, the expanding Film Division now has offices in New York, Chicago, and Los Angeles, and plans to open others as new markets and new stations begin operations.

Mr. Sarnoff was married to Felicia Warburg in July 1950, and has a daughter, Rosita, by a former marriage. He was president of the Radio and Television Executive Society for 1952-'53 and is now a member of its board of governors. He is a member of the Board of Visitors for the School of Public Relations and Communications of Boston U., the American Arbitration Assn., and the Greater New York Councils of the Boy Scouts of America. His clubs include the Harvard Club of New York and the Century Country Club. He has traveled extensively throughout the U. S., Europe, and South America, and his hobbies are collecting art and sailing.
KLZ-TV goes on the air this autumn with the largest, most completely equipped operation in the Denver area—a modern TV Center comprising 34,000 square feet of expertly planned floor space. TV antenna will rise 2380 feet above Denver. Important, too, is the experience and know-how which has given KLZ-Radio a distinguished record for creative programming and public service. This, expanded to our TV operation, will place KLZ-TV in a dominant position, teaming CBS Television and Top Local Programs to bring immediate audience acceptance for Channel 7 advertisers.

HUGH B. TERRY
KLZ-TV DENVER

KLZ-TV
CHANNEL 7
CBS TELEVISION
DENVER
ON THE AIR ABOUT NOVEMBER 1ST

ALADDIN RADIO AND TELEVISION, INC.
Represented by the Katz Agency
on all accounts

DAN SEYMOUR, vice president in charge of programming, Young & Rubicam, New York, is conceivably the youngest old man in the industry. Still comfortably this side of 40, he has been a "name" in broadcasting for nearly two decades.

Now a substantial figure in agency operations, he has previously achieved recognition as "Radio's best announcer," an eminence he enjoyed, presumably, with the self-confidence that devolved from his somewhat simultaneous designation as "one of the ten best-dressed men in America." Or perhaps he viewed it with the paternal serenity resulting from his selection as "Favorite American Father."

The point is, Mr. Seymour is a man of parts, all of them meshing fluidly in the whole man at his present job.

Born in New York City, Mr. Seymour was graduated from Amhurst in 1935 with a BA degree. While at college he was active in dramatics, and at 18 he went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques.

After graduation, he landed an announcing job with a Boston radio station and shortly went to New York and CBS to launch his successful career as a national performer.

His list of programs reads like a virtual roll-call of a golden era in broadcasting, but his most significant assignment, as it turned out, occurred in 1941 when he began to officiate as announcer on the We the People show for Gulf Oil, through Young & Rubicam.

13 Years With Show

He remained with the program, the sponsor and the agency for 13 years, until last fall. For the past four years he has served it simultaneously as m.c.-host, editor and producer.

Shortly after the close of the show, in December 1952, Nat Wolff, vice president in charge of radio and television for Y & R, invited Mr. Seymour to do what he could to administer a lift to the General Electric program. He performed his doctoring mission so successfully that Mr. Wolff urged him to consider a permanent role with the agency as a television and radio executive. Mr. Seymour considered—and he capitulated; last April he was named a Y & R vice president. Shortly prior to that he had become a stockholder in the agency.

Mr. Seymour married the former Louise Scharff. They have four children, Mary Louise, 17, Judith Ann, 14, Stephen Dana, 11 and Kathie Joan, 3. Their home is in White Plains, N. Y.

His hobbies are golf, fishing and gardening.
NBC SURVEY DRAWS TV MAXIM: 'SEE PROGRAM, BUY PRODUCT'

And the reverse is true, Quad-City research purports to show. The loyal viewer will buy the product—the viewer who stops watching the show also stops buying the product. Moral: Keep your viewers, keep your customers.

A detailed survey showing the lift that TV viewing gives a sponsor's sales curve—and the drop that comes if he stops sponsoring or viewers stop viewing—was unveiled by NBC last Thursday.

Principal conclusions of the study, which is called "Why Sales Come in Curves," and is "a preliminary report of NBC's study of brand-switching":

* If they begin viewing, they begin buying.
* If they stop viewing, they stop buying.
* If they continue viewing, they continue buying.
* If they continue not viewing, they continue not buying.

These conclusions are backed up by a series of case histories gathered for NBC by W. R. Simmons & Assoc., New York research firm, in interviews on brand purchases and viewing habits conducted with people in 4,881 homes in February 1952 and with the identical people in May of the same year.

Locale: Quad-City

The locale was the Quad-City area—Davenport, Iowa, and Moline, Rock Island, and East Moline, Ill. This is a two-station TV market of some 72,000 families, both rural and urban. TV set ownership at the time the first survey was made was 66% (the national level reached about 66% in March 1953).

The same questions were asked of the same people in both February and May. The study covers 42 TV-advertised brands (18 product categories) and 45 TV shows on which they were advertised (programs from all four networks and also local shows, with high and low rating shows, high and low budget shows and both daytime and evening shows represented).

From the number of people who were buying a particular brand in February but were not buying it in May, it was computed that the average brand had a customer turnover of 66% but that total sales remained virtually unchanged—that is, two out of three people in the total customer group either stopped or began buying in this period.

Switching "All the Time"

"This sort of switching is going on all the time," the report continued. "It's a fact which makes it crystal clear why a brand has to advertise—and continue to advertise—to survive: To cut down customer loss . . . to build up the number of loyal customers . . . to increase the number of new customers."

"And television advertising . . . can have considerable influence on the direction this brand switching takes. We sorted out, for a wide variety of brands and products, the people who switched to the brand between February and May. We examined their exposure to other brand's television advertising. We found, in case after case, (that) when they switch, they switch to brands they've seen on TV."

The report conceded that this does not prove that it was the program alone that led them to switch, but pointed out that "it does prove that television meets the first requirement of an effective medium: It has the opportunity of influencing them."

For the report's "Theme Brand"—a cleaner advertised on a big evening variety show, whose progress was followed throughout the report—it was pointed out that, of the people who were not buying this brand in February but were buying it in May, 72% said they had been watching the program either in one month or in both months. For a food product the percentage of these "new" customers who had seen that product advertised on TV was 66%; for a cigarette, 55%; for a beer, 76%.

(With respect to the examples cited, it was made clear that "while a few product categories are repeated in several examples, not a single brand-program combination—other than our Theme Brand—in the entire report is even used more than once.")

Among those who "began viewing" the "Theme Brand's" program between February and May, it was found that 21.5% also "began buying" the product in this period. By comparison it was found that among non-viewers—people who were not watching the program in either February or May—the number who "began buying" the product was only 15.3%. Thus, the report pointed out, there were 40% more new customers in the "began viewing" group.

New-Customer Expectancy

The 15.3%, the report asserted, "is what might be termed the normal, non-TV 'new-customer expectancy' for this brand in this period. In other words, with his other advertising, but without this television program, the advertiser could expect about 15% of the women to start buying his brand within this three-month period."

Along the same lines, it was found that a TV-advertised dentrifice had 33% more new customers among new viewers than among non-viewers; a hair preparation had 60% more; a packaged dessert had 38% more.

Looking at the relationship between the stopping of viewing and the stopping of buying, the researchers found that people who have been watching a program but have stopped watching are more inclined also to stop buying the product advertised on that program. For
the "Theme Brand" it was found that, of the people who stopped viewing the show between February and May, 20.2% also stopped buying the product, whereas among non-viewers, only 14.1% stopped buying. The difference: 43% more lost customers among the stop-viewing group. A soap product was found to have lost 38% more customers among viewers who had watched and stopped, and a beer product, 66%.

The study also found more "loyal customers" among "loyal viewers." For the "Theme Brand," it was pointed out, 39.1% of those who were watching it both February and May were also buying the product in February and May. This compares with 23.7% of such "loyal customers" among people who were not watching the program in either month—a difference of 65% in favor of the loyal-viewing group. For a food product this difference was placed at 61%; a hair tonic, 50%; a drug product, 118%.

Total Customer Stodpoint

Approaching the question from the standpoint of total customers, the survey showed that, among people who "began viewing" the "Theme Brand's" program, there were 23% more customers (both new and established customers) in May than in February, whereas among non-viewers there was only a 3% gain during this period. A food product had 13% more customers among "begin viewers" and 1% less among non-viewers, comparing May to February; a cigarette, 23% more among new viewers and 8% less among non-viewers; a dentifrice, 22% more among the new viewers and 9% less among the non-viewers.

The report at this point emphasized:

"When we speak of the changes within a group between February and May, we are not talking about a comparison of one matched group with another. We are dealing with the very same individuals at two points in time. The customer level in May is based on exactly the same persons as the customer level in February. The people are identical. But in the case of one group, there is a change in exposure to specific TV advertising. In the case of the other group, there is no such change in the exposure.

"And when there is this change in exposure, there is a marked change in the customer level: If they BEGIN viewing, you get MORE customers."

Looking at people who continued viewing the "Theme Brands" program as compared with those who had viewed in February but had stopped in May, the study showed 3% more customers in the continue-viewing group in May than in February, but 11% fewer May customers among the stop-viewers.

There also is a relationship between length-of-viewing and product-buying. Of those who did not watch the "Theme Brand" program in either February or May, 39% reported buying the brand in May. Of those who viewed the program one month or the other, 48.1% bought it in May; of those who viewed it both months, 55.4% bought, and of those who said they viewed it "regularly" both months, 58.9% bought.

'Loyal' Customers

Further, the percentage of "loyal' customers was shown to be greater among more "loyal' viewers, and "loyal' customers were found to buy in larger quantities.

The report also compared the number of customers the "Theme Brand" would have had without TV. First it was shown that in total customers, this TV-advertised brand registered a 3% gain between February and May. Then, applying the other information available, it was estimated that "without TV, this brand would probably have had about 6% fewer customers in May than it had in February.

"Thus the net difference television makes is the spread between the 3% increase in customers that actually developed, and the 6% loss that would probably have taken place without the TV program. With TV, the advertiser was about 10% ahead of where he would have been "without TV"—in three months."

The study also investigated what happens when a sponsor goes off the air. A headache remedy advertised on a participating program in February but stopped shortly afterward. The program continued. It was found that 11.7% of the people who had been viewing the program stopped buying the brand after it went off the air, whereas 8.9% of the non-viewers stopped buying it. This, the report notes, amounts to "31% more lost customers among the viewing group." The report continues:

Must Continue Advertising

"The buyers among the February viewing group included new customers which television brought to the brand. The advertiser can't expect to retain them without continuing to advertise to them."

The report also contains a case history of a "new" TV advertiser, a toiletry with a low sales level and a sharply declining sales curve which started on a participating program shortly after the February interviews. Of the people who were watching the program in May, 4.6% had begun buying this toiletry. On the other hand, only 2.4% of the non-viewers were buying it. Additionally it was shown that among non-viewers the total number of customers dropped 38% between February and May. But among viewers, the drop was 6%, and the report said "it is reasonable to assume that sometime before May, the sales among the viewer group had stopped falling."

Appraising the effect of the introduction of a television set into the home, the researchers compiled figures on the number of TV-advertised purchases in new TV homes in May, and similar data for the same homes in February, before they got their TV sets. Thus it was found that between February and May, TV-advertised brands increased their share by 6% in the new TV homes, while other brands dropped 12% in the same homes.

6 Million More Yearly

"These changes are especially interesting in view of the fact that about six million homes each year are being added to the TV audience," the report observed.

The study findings were revealed by Dr. Thomas Coffin, NBC manager of research, at a news conference in New York Thursday. Research and Planning Director Hugh M. Beville presented Dr. Coffin's Future Showings

Showings this week of the presentation include one tomorrow (Tuesday) at a luncheon for advertising agency representatives, and one Wednesday for representatives of clients, both to be held in New York.

During the balance of this month, NBC plans to further unveil its findings in other points across the nation. The schedule set up last week includes these six cities: Chicago on July 21; Detroit, July 22; Cleveland, July 23; San Francisco, July 28, and Los Angeles, July 30.
5 CLIENTS SWITCH AGENCY ACCOUNTS

Some advertisers move to new agencies, while others are expected to switch in the next fortnight.

FIVE advertisers switched agencies last week and at least three more are expected to do so within a fortnight.

Vitamin Corp. of America, currently serviced by DDBO, New York, is expected to announce appointment of BBDO, New York, effective early this fall. The firm uses radio spot campaigns.

Emil Mogul, president of Emil Mogul Co., New York, reported at a luncheon last Wednesday in New York that he had just signed a new account whose annual billing will be about $1 million and that the official announcement will be made in about 10 days.

Advertising of the Friendly and Valentine brands of General Shoe Corp. by mutual agreement will be transferred Aug. 1 to Erwin, Wasey & Co., New York, from Anderson & Cairns. The decision results partly from a desire of General Shoe Corp. to consolidate its advertising with fewer agencies and partly from possible conflicts with another shoe account now serviced by Anderson & Cairns.

Garden Guild of America Inc., Devon, Pa., (horticultural products) named Smith, Hagel & Snyder Inc., New York, to service its account. Radio will be used.

Rilling Dermetrics, N. Y., named Anderson & Cairns, New York, to handle advertising and promotion for the Dermetrics line of cosmetics for the consumer and the Rilling beauty shop preparations.

Moore-McCormack Lines, appointed Young & Rubicam, New York, to handle its advertising effectively immediately.

Meanwhile, Kenyon & Eckhardt, New York, is expected to announce a new account shortly.

Necchi Sewing Machine, in the market for a new television show and now serviced by Doyle Dane Bernbach, New York, was said to be looking for a new agency which can present a TV show to Necchi's liking. However, if DDBO should come up with just the right show for the client, chances are Necchi would remain with the agency.

Thomas, Bolger Programs In Sponsorship Question

SPONSORSHIP outcome for the Danny Thomas show on ABC-TV this fall will depend on the outcome of the network's Ray Bolger pilot film, which is scheduled to be ready by the end of June.

American Tobacco Co., New York, has signed to sponsor the Thomas show on alternate weeks (B&T, June 29), but may sponsor it every week if it does not elect to take the Bolger show. But if the Bolger program turns out successfully then the tobacco company will alternate the two shows.

The decision as to which show would be sponsored by American Tobacco's Lucky Strike and which by its Pall Mall is still up in the air.

Meanwhile, Speidel watch bands is said to be ready to alternate with American Tobacco in sponsorship of the Thomas show if the tobacco firm did not sponsor him each week. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for both Pall Mall and Speidel, while BBDO, New York, handles Lucky Strike cigarettes.

Mogul Calls 15% Commission 'Archaic'; Urges Revision

THE 15% COMMISSION system for compensating advertising agencies is "archaic," Emil Mogul, president of Emil Mogul Co., said at a luncheon held last week to introduce the agency's newly appointed vice president and general manager, Nat C. Wildman.

Mr. Mogul told B&T later that instead of the 15% commission, a new "system of compensation based on client sales" should be installed.

The agency therefore will be put on its mettle to perform for sales of a client and would benefit accordingly, he asserted. Mr. Mogul added that if sales went up the agency's take would be more and if sales drop, the agency's share also would drop. The agency, he said, would have to be prepared to know each client's volume and its potential.

Mr. Mogul revealed to B&T he has such a system of "compensation based on sales" with one of his clients, Rayco automobile seat covers.

In introducing Mr. Wildman to the group, Mr. Mogul traced the history of the agency, which originated in 1940 with two accounts—still with the firm—and a third which was dropped later on. During the war the agency did not take on much new business but in 1945, when Charles Rothchild joined with three new accounts, the company then had five accounts, 11 employees and billing of about $600,000. Today, Mr. Mogul stated, the agency has 17 clients, 70 employees and in September will probably hit over $5 million in billing.

Each account that the agency had taken was either a small or non-advertising one, but today most of them are leaders in their fields with substantial advertising budgets, he pointed out.

In a brief rundown of his accounts, Mr. Mogul said that Barney's—now the largest independent clothing store in the country—was his first account, and when it started out it had a small advertising budget, but now its budget is around $15,000 to $20,000.

His second account, National Shoe Stores, also started with a modest ad budget and after 10 years it has over 100 stores and is still going strong with a substantial advertising budget.

Ronzi Macaroni Co., with the agency for 11 years, started with a modest and limited budget and today is a leader in its field, outselling the next two brands combined, he said.

Esquire boot polish, whose account was acquired in 1945, was then dominated by three polish company giants but eight years later had changed the industry to the point that the 10-cent shoe polish was out of existence and the 25-cent polish sold by Esquire had established the industry price.

The firm has the largest advertising promotion expenditure in the shoe polish industry, Mr. Mogul told the group.

He also cited the success of Rayco automobile seat covers and revealed that he had an unusual arrangement with this account, whereby he collects no fee and no 15% commission but has a special arrangement whose details he did not reveal at that time.

Within a year, he predicted, the Rayco account will be over $2 million.

Mr. Wildman, the new vice president and general manager, has been with the Joseph Katz Agency, New York, for years.

Basford Management Group

A MANAGEMENT committee has been set up by the G. M. Basford Co., N. Y., composed of a four-man executive committee and five vice presidents. They are executive committee members Roger L. Wensley, Henry C. Sildorff, Fred Adams and William C. Greene, and Vice Presidents John De Wolf, J. C. Snape, W. D. Murphy, Michael Turner and John Sasso.

Republic Includes Radio-TV

REPUBLIC Steel Kitchens, Canton, Ohio, will include radio-television in a new advertising campaign designed to capture the lead in the $250 million-a-year steel kitchen market, according to E. E. Bang, advertising manager of the firm's Berger division. Radio-TV plans have not been shaped up yet. Agency is Meldrum & Fewsmith, Cleveland. Production of firm formerly was handled by its Berger division.

STRATEGY talk for the new Fred Allen show, Judge for Yourself, takes place between the star, the sponsor (P. Lorillard Co.) and the network (NBC-TV). In huddle are (1 to r): William J. Halley, president, and Herbert A. Kent, chairman of the board, Lorillard; Mr. Allen, and Frank White, NBC president. The show, for Lorillard's Old Gold cigarettes, begins Aug. 18 (Tuesday, 10 p.m., EDT).

July 13, 1953  
Page 33
P&G's AM STABLE RENEWED ON NBC

Total contract of sponsor represents $6½ millions in billings.

RENEWAL by Procter & Gamble of its entire program lineup on NBC radio—eight and three-quarters hours a week, representing about $6.5 million in gross annual billings — was announced last week by John K. Herbert, NBC vice president in charge of networks.

The renewals were for 52 weeks, effective June 29. They cover six Monday-though-Friday daytime programs: Welcome Travelers (10-10:30 a.m. EDT), five half-hour serials carried from 3 to 4:15 p.m. EDT: Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right to Happiness, and Backstage Wife.

"This offers firm evidence of network radio's ability to attract the right audience," Mr. Herbert asserted. "It represents a firm conviction on the part of a major advertiser in NBC radio's proven effectiveness . . . ."

Three of the six shows have been sponsored by P&G on NBC since the late 1930s—Pepper Young's Family since January 1936; Road of Life since September 1937, and Life Can Be Beautiful since September 1938. Biow Co. is agency for Welcome Travelers; Benton & Bowles for Life Can Be Beautiful and Pepper Young's Family; Compton Adv. for Road of Life; Dancer-Fitzgerald-Sample for Right to Happiness, and Young & Rubicam for Backstage Wife.

Compton Promotes Three

THREE members of the account group of Compton Adv., N. Y., have been elected vice president: Orville Chase, Olin Saunders and Robert Tannehill.

R&R Elects Joyce

JOSEPH R. JOYCE, a member of executive staff of Ruthrauff & Ryan, New York, since January 1953, last week was elected a vice president.

NEW BUSINESS


Radio Bible Class, Grand Rapids, Mich., has signed to sponsor Radio Bible Class over ABC radio, Sunday, 8:30 a.m. EDT, for 52 weeks, starting yesterday (Sunday). Agency: John M. Camp & Co., Wheaton, Ill.

Anson's Men's Jewelry has signed for participations on NBC-TV's early-morning Today series, Mon.-Fri., 7-9 a.m. EDT and CDT, starting early in September. Agency: Grey Adv., N. Y.


Bulova Watch Co. Ltd., Toronto, has bought for use on Canadian stations A Day in the Life of Dennis Day, Boston Blackie and This is Paris from All-Canada Radio Facilties Ltd. Agency is MacLaren Adv. Ltd., Toronto.

AGENCY APPOINTMENTS

Cudahy Packing Co., Omaha, Neb. (Old Dutch cleaner, Delirich margarine and meat products), appoints Young & Rubicam Inc., Chicago, to handle advertising of all of company's products in U. S., Canada and foreign countries.

Hosid Products Inc., Syracuse, appoints Barlow Adv. Agency, that city. TV will be used.

Garden Guild of America Inc., Devon, Pa., appoints Smith, Haged & Snyder Inc., N. Y. Radio will be used.


Top's Music Enterprise, N. Y., names Kieser, Baker, Hagedorn & Smith, that city, to handle its advertising. Variety of media will be used.


Contra Costa Real Estate Board (covering Lafayette, Danville, Walnut Creek and Mt. Diable, Calif.) appoints Ad Fried & Assoc., Oakland, Calif. Radio and TV will be used.

Thayer Inc., Gardner, Mass. (baby carriages, strollers, juvenile furniture), appoints James Thomas Chirurg Co., Boston and N. Y.

Gerity-Michigan Corp., merchandising div., appoints Ross Roy Inc., Detroit, as advertising counsel. Television will be used in future campaigns.


Betty Zane Corn Products Inc., Marion, Ohio (popcorn and popcorn oil), appoints Kight Adv. Inc., Columbus, Ohio. Jane Dunlap is account executive.

Seggerman Nixon Corp. (Perrier naturally carbonated water imported from France), appoints Albert Frank-Guenther Law Inc., N. Y. Adrian Farley Jr. is account executive.


De Mert & Dougherty (Heet gasoline additive, Shampan glass cleaner), appoints Arthur Meyerhoff & Co., Chicago, to handle its advertising.

Rilling Dermetics Co., N. Y., names Anderson & Cairns, N. Y., to handle its line of cosmetics advertising and promotion.

J. A. Folger Co., Kansas City, Mo., names Brooke, Smith, French & Dorrance, S. F., to handle consumer and trade advertising for Folger Instant Coffee. Radio will be used in test markets.

Vitaco Inc., Oakland, Calif. (Vita-Pakt orange juice), appoints Jewell Adv., same city. Radio-TV to be used.

Eldon Mfg. Co., L. A. (toys), appoints Markham-Buss Adv., same city. TV will be used.


Sarco Co., N. Y., and Sarco Canada Ltd., Toronto (steam traps temperature controls

BROADCASTING • TELECASTING
and heating specialties), and Sarcotherm Controls Inc., N. Y., (weather-compensating controls for hot water and steam heating systems), appoints Richard & Co., N. Y.

Markson Bros., appoints H. B. Humphrey, Alley & Richards Inc., Boston and N. Y., as advertising counsel to promote Planacentric machine tools.


Imperial Credit Co., Chicago (consumer finance loans), appoints Erle Baker Adv. Co. Radio will be used.

Nick Scabica & Sons, Modesto, Calif. (olive oil), appoints Modesto Adv. Agency Inc., same city. TV will be used.


Intercollege Testy System, nationwide organization of campus radio stations, appoints College Radio Corp., Columbus, as national advertising representative.

M. Seller Co. (hometown jobbers), and Robert S. Atkins, (men's clothing), both S.F., appoint Theodore H. Segall Adv., that city.

Pennsylvania Hotels Assn., appoints Adrian Bauer, Phila. Kenneth A. Syfrid is account executive.

AGENCY SHORTS

Capes Co. opens new office at 1617 E. McDowell St., Phoenix, Ariz. Patrick O'Rourke, account executive in L. A., heads new office which is handling radio and TV accounts almost exclusively at present.

Ted Workman Adv., Dallas, and Albert Sidney Noble, N. Y., elected to membership in AAAA, N. Y.


Powell-Grant Inc., Detroit, changes name to Powell-Gayek Adv. Inc.

Stanley Adv. Agency, Oceanside, Calif., changes name to Stanley & Assoc., with new offices at 515 Topeka St., that city.

Robert E. Clarke & Assoc., Miami, Fla., relocates on 16th floor of duPont Bldg. Telephone is 3-5486.


Neville & Bell, Phila. Adv. Agency, is changing its name to William H. H. Neville Co., effective immediately. James T. Gallagher has been named vice president and copy chief.

Sherwin Robert Rodgers & Assoc., Chicago, announces move from 720 N. Michigan Ave., to new quarters at 60 E. Scott St.

Walter Marto Adv. Agency, Pasadena, Calif., moves to 1846 Walnut St.

SPECIALTY TV FILMS SEALS PACT TO DISTRIBUTE ITALIAN MOVIES

Jules Weill of Specialty says the agreement involves $1 million in advances for some 100 American-language films. "Important" pictures of the last few years are among them.

SPECIALTY Television Films Inc., New York, and a group of Italian producers have signed a two-year television distribution agreement involving advances of approximately $1 million and as many at 104 American-language Italian films.

In an announcement last Wednesday, Jules Weill, Specialty president, said his firm has begun a dubbing program and the first package of films will be ready for release by this September. He added that the films include many of the important Italian motion pictures produced during the 1949-1953 period. They will be merchandised to U. S. TV outlets in groups of 13 and 26 per package, according to Mr. Weill.

The project was initiated by Mr. Weill through the office of Ralph Serpe, head of the Italian films export television dept. The agreement was completed by Mr. Weill and Mr. Serpe in New York after negotiation with the Italian film producer.

According to Mr. Weill, the films include such well-known Italian screen personalities as Anna Magnani, Vittorio Gastman, Silvana Mangano, Silvana Pampanini, Alida Valli, Eleanor Rossi, Leo Padovani, Pierre Aumont and the late Maria Montez.

The films will contain drama, comedy, suspense and spectacle, Mr. Weill said, and include the following titles: "The Three Pirates," by The Women Who Invented Love," "S. O. Submarine."
FILM

S. Durstine agency, New York, and will be run on about 70 stations.

Frank Ferrin Productions, Hollywood, is shooting comedy sequences and commercials for Brown Shoe Co.'s jungle adventure show Smilin' Ed's Gang, which resumes Aug. 22 on new network ABC-TV, after summer hiatus. Ed McConnell, Billy Gilbert and Vito Scotti are featured in the series, for which footage was shot in India. Mr. Ferrin directs.

Gulf Films, New York, has acquired film production and distribution rights to the Life With Elizabeth series that currently is being presented live over KLAC-TV Los Angeles. Film production on the series was begun by Gulf in Hollywood last week and syndication is scheduled to begin in the very fall.

Film City Productions, new Hollywood company headed by Andrew Hickox, starts shooting July 7 on a 15 minute pilot film called "15 Minutes to Kill" at Motion Picture Center, Hollywood. Script is by Stewart Jerome, with Perry Morse directing, Sid Hickox on camera and Chuck Hansen as production manager.

Random Shots

Broadcast Information Bureau, New York, announced last week that its television film program directory division has taken over the operations of the Thomas I. Milana Co., New York, TV film consultant firm. BIB will service the Milana clients, which include advertising agencies, television stations as well as other film consultants.

Thomas I. Milana, president of the Milana Co., has retired from the film program information field to join Interstate Television Corp., TV film subsidiary of Monogram Pictures Corp.

WBKB (TV) Chicago will program approximately 46 feature film programs each week during the summer months, the station has announced. New film schedule went into effect July 5 and does not include regular dramatic film series aired on regular weekly basis, according to George Rice, film director of WBKB, ABC-United Paramount outlet. Heaviest film advertiser on station is Polk Bros. Central Appliance & Furniture Co., which now sponsors 10 1/2 hours of feature motion pictures each week.

Film People

Bob Brahm, associated with Screen Gems Inc., New York, since last April, named eastern sales manager of the film syndication operation of Screen Gems. He formerly was with United Artists Television and before that with P. Lorillard Co.

Lewis C. Cook, director of photography for Naval Photographic Center, Washington, has been appointed technical director of Central Telefilms Inc., Peoria, Ill., producers of TV commercials.

Del C. Gardner, dean of men at Electronics Institute of Detroit, has been appointed to the technical writing staff of the Jam Handy Organization, Detroit.

Funeral services were held Monday in Los Angeles for Ira Seidel, 53, controller of Gems-Krause Inc., Hollywood TV film producers. Ill for the past six months and confined to his home, he died July 3. Besides his wife Madeline, surviving are a son, Donald J. Seidel, and a daughter, Mrs. Edward Kelly.

S. Durstine agency, New York, and will be run on about 70 stations.

Frank Ferrin Productions, Hollywood, is shooting comedy sequences and commercials for Brown Shoe Co.'s jungle adventure show Smilin' Ed's Gang, which resumes Aug. 22 on new network ABC-TV, after summer hiatus. Ed McConnell, Billy Gilbert and Vito Scotti are featured in the series, for which footage was shot in India. Mr. Ferrin directs.

Gulf Films, New York, has acquired film production and distribution rights to the Life With Elizabeth series that currently is being presented live over KLAC-TV Los Angeles. Film production on the series was begun by Gulf in Hollywood last week and syndication is scheduled to begin in the very fall.

Film City Productions, new Hollywood company headed by Andrew Hickox, starts shooting July 7 on a 15 minute pilot film called "15 Minutes to Kill" at Motion Picture Center, Hollywood. Script is by Stewart Jerome, with Perry Morse directing, Sid Hickox on camera and Chuck Hansen as production manager.

Random Shots

Broadcast Information Bureau, New York, announced last week that its television film program directory division has taken over the operations of the Thomas I. Milana Co., New York, TV film consultant firm. BIB will service the Milana clients, which include advertising agencies, television stations as well as other film consultants.

Thomas I. Milana, president of the Milana Co., has retired from the film program information field to join Interstate Television Corp., TV film subsidiary of Monogram Pictures Corp.

WBKB (TV) Chicago will program approximately 46 feature film programs each week during the summer months, the station has announced. New film schedule went into effect July 5 and does not include regular dramatic film series aired on regular weekly basis, according to George Rice, film director of WBKB, ABC-United Paramount outlet. Heaviest film advertiser on station is Polk Bros. Central Appliance & Furniture Co., which now sponsors 10 1/2 hours of feature motion pictures each week.

Film People

Bob Brahm, associated with Screen Gems Inc., New York, since last April, named eastern sales manager of the film syndication operation of Screen Gems. He formerly was with United Artists Television and before that with P. Lorillard Co.

Lewis C. Cook, director of photography for Naval Photographic Center, Washington, has been appointed technical director of Central Telefilms Inc., Peoria, Ill., producers of TV commercials.

Del C. Gardner, dean of men at Electronics Institute of Detroit, has been appointed to the technical writing staff of the Jam Handy Organization, Detroit.

Funeral services were held Monday in Los Angeles for Ira Seidel, 53, controller of Gems-Krause Inc., Hollywood TV film producers. Ill for the past six months and confined to his home, he died July 3. Besides his wife Madeline, surviving are a son, Donald J. Seidel, and a daughter, Mrs. Edward Kelly.

Program Services

BOX OFFICE SIGNS FOR IRISH GAMES, LINING UP HEAVY SPORTS SCHEDULE

The closed-circuit theatre television firm will present all Notre Dame home football games for the next five years. Negotiations for other sports events are in progress.

SIGNING of a five-year contract with the U. of Notre Dame for presentation of all Notre Dame home football games via closed-circuit theatre television, starting this fall, was announced Wednesday by Milton N. Mound, president of the newly-formed Box Office Television Inc.

At a news conference in New York, Mr. Mound disclosed that BOTV also intends to use closed-circuit theatre television for the presentation of a variety of programming including sports events, entertainment, and business meetings.

Accent on Sports

The immediate plans of BOTV indicate the company will accent sports programming. Mr. Mound said BOTV also has signed a six-year contract with the Harlem Globetrotters basketball team and is conducting negotiations with the International Boxing Club for exclusive theatre telecasts of the middleweight championship fight between Carl (Bobo) Olson and Randy Turpin in August and for the heavyweight title fight, tentatively scheduled for September.

In addition to telecasting Notre Dame home football games, BOTV is in the midst of discussions to bring theatre audiences the Notre Dame-Pennsylvania game from Franklin Field, Philadelphia, and the Notre Dame-Southern California contest from Memorial Coliseum, Los Angeles, Mr. Mound added.

The contract with Notre Dame was signed two weeks ago by the Rev. Edmund Joyce, G.S.C., executive vice president of the University. The Notre Dame-BOTV schedule is as follows: Oct. 17, Pittsburgh; Oct. 24, Georgia Tech; Oct. 31, Navy; Nov. 21, Iowa; Dec. 5, Southern Methodist.

It was brought out at the news conference that the contest with Southern Methodist will be presented simultaneously with the home telecast to be carried over NBC-TV as part of the NCAA football television series. Asa S. Bushnell, director of television of NCAA attended the meeting and said that Notre Dame and BOTV had notified his organization.

He explained that NCAA has taken no position with respect to theatre television at the present time and added that the feeling of the organization was that, unlike home television, it would supplement the audience at the game itself. He added that research would be conducted to ascertain the impact of theatre TV, as well as home TV, on gate attendance.

Mr. Mound pointed out that there are about 110 theatres in 62 cities in the U. S. equipped for closed-circuit theatre television and revealed that BOTV has been negotiating with 35 more in preliminary moves.

The company will use AT&T facilities, Mr. Mound said, but no decision has been reached on utilization of network equipment. RCA will be employed to check equipment in the subscribing theatres, he said, adding that BOTV is considering the use of its own mobile unit and technicians, pointing out that the organization has at its disposal the services of "skilled people" in various facets of television programming and production.

Other BOTV Officers

In addition to Mr. Mound, who is a New York attorney, other officers of BOTV are Sid Caesar, star of NBC-TV's Show of Shows, vice president; Abram Chasins, musical director of WQXR New York, vice-president and musical and technical consultant; William P. Rosenmblum, Florida and California businessman, secretary; and Ivan Velt, promotion manager of the New York Times, treasurer. The board of directors consists of the officers and Walter J. Bergman, president of Lily-Tulip Corp.; Dr. Irving Somach, New York physician; Bill Hobin, technical director of Your Show of Shows and Bernie Green, composer and conductor.

The entrance of BOTV into closed-circuit television presages sharp competition for Theatre Network Television (TNT) regarded as the most active up to the present time. TNT has conducted several business and sales meetings, plus the financially-profitable presentation of the first Walcott-Marciano fight from Philadelphia last October.
Americans today are eating more spaghetti, macaroni, ravioli, pizzas and minestrone than ever before, but the lady above has gone a step farther to express the new American enthusiasm for all foods Italian. She is being served an antipasto of pickled artichoke hearts and other delicacies which are now captivating the American palate.

Italian genius in gardening and cookery has long been at work to enhance American menus. Broccoli, zucchini, plum tomatoes, wine vinegar, Parmesan cheese, pastina baby food...Italian in origin, these and a host of other foods are American staples today or soon will be. New Italian cookbooks are rolling from the presses, and the American housewife is now discovering for her family the wonderland of hearty and wholesome Italian cooking. Thanks to the Italian Influence, we're all enjoying our meals more.

In New York -- most Italian of American cities -- the Italian zest for good food, the Italian art of enjoying all life's good things, is reflected in the remarkable Italian-language broadcasting of WOV. Serving a market exceeding two million, WOV applies the Italian influence as a force to sell quality products of every kind in New York. It can work to that end for you, and we'll be happy to show you how.
COMMUNITY TV PLANNED IN ALASKA

PLANS for a community television system in Ketchikan, Alaska—with programs being originated by Ketchikan Alaska Television—were announced last week by Wally Christiansen, general manager.

Present schedule calls for the northernmost community TV operation to begin about Oct. 1 with wired TV transmission to about 20% of the residential area and the complete business district. By the end of 1953 the entire residential area is to be cabled in, according to Mr. Christiansen.

Since there are no TV broadcasts in Alaska—and none expected before the end of the year—the firm will feed film and kinescopes of mainland shows into its distribution system. The programs will be transmitted in their entirety with all commercials at no station time charge. Initial transmissions will be for four hours a day.

Handling the technical engineering are Ron Merritt Co., Seattle, Wash.; Dage Electronics, Holmes Projector Co. and Jerrold Electronics.

Talk of community TV operators originating their own programs has been rife the last few months. Five have announced their intentions of entering this field: Trans-Video Corp. of Pottsville, Pa.; Television Cable Co., Oil City, Pa.; Community TV Systems Inc., Florence, S. C.; Service Electric Co., Mahoney City, Pa.; and Potomac Valley Television Co., Cumberland, Md. [B*T, June 1].

Until recently all of the 200-odd community television operations restricted themselves to picking up existing transmissions from major city TV stations and relaying them via coaxial cable to individual subscribers. Latest estimate is that there are about 90,000 television subscribers. General practice is to charge an installation fee to connect a home with the wired TV system (about $125) and a monthly service charge (about $3.50). Only TV grant in Alaska is for vhf Ch. 2 in Fairbanks to Kigigs & Rollins, granted July 1. Station is due to go on the air in December.

World Business Up

NEW AND RENEWED business of World Broadcasting System, transcribed library and program service, during first six months of 1953 exceeded that of comparable period last year by 48%, it was reported June 26.

In San Diego, California, TV Grant Co. and its affiliate San Diego-Television Systems Inc., were notified by the Federal Communications Commission that its application to serve Ch. 7 and 13 in San Diego, La Jolla and other coastal points was being held in abeyance until the San Diego City Council had decided whether to authorize the creation of a city-owned TV station.

San Diego-Television Systems Inc. plans to operate without affiliation with the San Diego-Times, Inc. A separate board will control the new station. The first station is expected to go on the air in October, 1953.

In Los Angeles, last month [B*T, June 22] included (1 to r): Jerry Lee Pecht, KFMB; Frank Swan, Martin Harris, Carl Greene and Matt Levy, all KGB, and Paul White, KFMB.

San Diego contingent at the BMI clinic in Los Angeles last month [B*T, June 22] included (1 to r): Jerry Lee Pecht, KFMB; Frank Swan, Martin Harris, Carl Greene and Matt Levy, all KGB, and Paul White, KFMB.

Indiana Hotel Group Warns of 'This Is It'

"WARNING" notices have been sent out by Indiana Hotel Protective Assn. Inc., Indianapolis, against Independent Radio & Television Production Assn., said to operate a radio merchandising project called "This Is It." The association claims member hotels and at least one radio station have received NSF checks or have failed to collect amounts due.

Nailed as manager of the group is C. L. Bates, whose address is given as Des Moines. Mrs. Bates was listed as treasurer of the production firm. Other representatives were named as Howard Dehner, Indianapolis, and G. H. Darley, Jerseyville, Ill. The "This Is It" project obtains merchandise from stores to be given customers, with cooperation by radio stations.

Stark-Layton Arranges Tie-Ins With Local Talent Contests

WILBUR STARK-JERRY LAYTON Productions has arranged tie-ins with local radio and TV shows whereby the local talent contest winners and their discoveries are flown to Hollywood for an appearance on the firm's Ladies Choice daily show over NBC-TV.

Tie-ins have been made with The Guys Next Door, KPRC Houston; Inga's Angle, WNBW (TV) Washington; Captain Glenn's Boarding House, WNBK (TV) Cleveland; Breakfast Party, WLW Cincinnati; Cinderella Weekend, WWJ Detroit; New Talent, USA, NBC radio; Ladies Choice Auditions, WSM-TV Nashville, and Our House, WDSU New Orleans.

RCA 'Thesaurus' Sends Clients Sales Service

RCA'S THESAURUS is distributing to station subscribers a complete merchandising service designed to assist in the sale to sponsors of the Thesaurus' Jingl-Library.

Included in the merchandising service is the "Thesaurus Monthly Marketing Bulletin," which provides subscribers with advance information on forthcoming promotion periods and with Thesaurus programs and jingles especially suited for each type of sponsor. Subscribers also are receiving a sponsor-selling Jingl-Library brochure, audition disc and a pamphlet on how to sell jingles to specific sponors.

DAKOTANS HEAR BAB CHAIN STORE PLAN

As BAB clinics near end, Kevin Sweeney tells broadcasters from the two Dakotas of BAB's plans to launch two tests to prove radio's value to department store sales.

BAB neared the end of its 1953 series of spring clinics last week with sessions that explored such topics as radio's ability to sell for department stores and training of new salesmen in quest of more local business. The clinics were to end Friday with one in Charleston, W. Va.

Kevin Sweeney, BAB vice president, told a North Dakota and South Dakota broadcasters meeting Thursday at Bismarck that two new tests will be launched shortly by BAB to prove the effectiveness of radio as a medium for department stores.

He said one of the tests, to involve a major chain operating throughout the country, will begin next month. It will involve advertising in at least 20 cities, Mr. Sweeney said, to check radio's ability to move a wide assortment of items in comparison with methods now being employed by the chain.

The second major test, Mr. Sweeney revealed, will involve about 40 key department stores, which will study the inclusion of radio on a major scale in their promotion plans through a series of more than 100 item promotions.

This test, he added, will be conducted under the guidance of one of the nation's largest firms counseling department store sales on promotions.

BAB will finance both these projects in the department store field, Mr. Sweeney said, and hopes to have the results in the hands of radio stations in time to affect department store advertising patterns in 1954.

The Dakota broadcasters also heard a discussion on merchandising, sales training, sales effectiveness tests and cooperative advertising by a panel consisting of Verl Thomson, KISD Sioux City; Bill McCracken, KOTA Rapid City, S. D.; Tom Barnes, WDAY Fargo, and Harman Livingston, KILO Grand Forks, N. D.

NEW OFFICERS of Rhode Island Radio & TV Broadcasters Assn., named at an organizational meeting June 26 [B*T, July 6], are (1 to r): Mitchell Stanley, manager, WWON Woonsocket, vice president; Mornay Lowe, station manager, WEAN Providence, president, and Norman A. Gittleson, TV operations manager, WJAR-TV Providence, secretary-treasurer.
Coverage that Counts!

WJIM-TV Channel 6

covers 5 major Michigan markets
for NBC, CBS, ABC and DuMont

Truly an Area Station!
NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED

[Image of three cartoon characters climbing ladders]
NBC programs reach the largest audiences in television

Day and night, the average NBC sponsored program consistently reaches more homes than those of any other network.

The average daytime program on NBC Television reaches 448,000 more homes than the No. 2 network. NBC's average nighttime program tops the second network's average program by 1,224,000 homes.

<table>
<thead>
<tr>
<th>NIGHTTIME</th>
<th>NBC</th>
<th>NETWORK #2</th>
<th>NETWORK #3</th>
<th>NETWORK #4</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE NUMBER OF HOMES DELIVERED</td>
<td>6,556,000</td>
<td>5,332,000</td>
<td>3,173,000</td>
<td>2,131,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAYTIME</th>
<th>NBC</th>
<th>NETWORK #2</th>
<th>NETWORK #3</th>
<th>NETWORK #4</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE NUMBER OF HOMES DELIVERED</td>
<td>2,882,000</td>
<td>2,434,000</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

The network delivering the largest program audiences offers the best opportunity for the success of any program, for any advertiser. This is a very important reason why NBC is America's No. 1 Network.

Next week... further proof.

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

a service of Radio Corporation of America

SOURCES: Nielsen Television Index; January-April, 1953, Averages

NOTE: The accuracy of the above data has been verified by the A. C. Nielsen Company.

*No comparable daytime network service
Chairman of the meeting was Orville Burda, general manager, KOX Dickinson, N. D.

A session in Billings, attended by Montana and Wyoming broadcasting officials, heard a panel discussion on the most satisfactory methods of recruiting new radio salesmen. It was decided that the insurance and automotive fields could supply salesmen who could absorb quickly the fundamentals of radio.

Members of the panel were Ed Yocum, general manager, KGHL Billings; Art Moby, president and general manager, KGVO Missoula; Ian Elliott, president, KJFJ Miles City, Mont., and Paul McDamid, president and general manager, KFKR Livingston, Mont.

The panel, headed by Ken Nybo, general manager, KBMY Billings, also heard Mr. Sweeney and Gale Blocki, BAB director of midwestern sales, summarize BAB's seven-point program for producing more retail business in 1954.

At a meeting in Salt Lake City July 1, John F. Hardesty, BAB director of local promotion, advised Utah broadcasters that "if radio stations want a substantial portion of retail cooperative advertising expenditures, it behooves them to assist the retailer in ascertaining the amount of manufacturer money that is at his disposal."

"Many manufacturers," he continued, "do not avail themselves of these funds because of the bookkeeping efforts required to determine their per case or per lot allowance."

Tax Effects on Advertising Cited By Murphy

EFFECTS of economic changes in the United States on advertising, was discussed last Monday by George Murphy, motion picture star and unsuccessful candidate for the movie industry, at the Hollywood Advertising Club.

Changes in the tax structure, which at present favors advertising by making it a deductible business expense, will especially effect the advertising industry. Moreover, Mr. Murphy foresaw the return of a "buyer's market," with potential sponsors of radio and television shows "hanging back" to seek the most value for their advertising dollars.

The actor flippily predicted that ten years from now 80 percent of TV will be on film, using motion picture techniques. "Any other way is too troublesome and expensive," he said.

Widsome inconsistencies in present production and advertising practices were cited by Mr. Murphy. He said many advertisers aim, not to influence the public, but to impress other advertisers. As for sponsors, he cited those who hire experts in production and advertising and then proceed to tell them how to do their jobs.

'Quill' Prints TV Issue

SIGMA DELTA CHI journalism fraternity's national magazine, The Quill, has devoted its entire July 1957 issue to television and its various facets as a news dissemination medium. Articles are authored by Richard B. Hull, director, WOI-TV Ames, Iowa, Iowa State College outlet, on education and TV; NBC-TV commentator John Cameron Swayze, on a nationwide news show; Jack Gould, New York Times TV critic, on criticism; Frank La Tourrette, ABC Western Division news and special events manager, on A-bomb tests TV coverage; Wally McCumber, TV Guide magazine, on publisher, on trade and other magazines on TV; William Ray, NBC Central Division news and special events director, on program types; James A. Byron, news director, WBAP-TV Fort Worth, on remote TV, and Spencer Allen, WGN-TV Chicago, director of the outlets' newsmag program.

Public Events, TV Engineering Committees Set Up by NARTB

TWO more standing committees were appointed last week by NARTB President Harold E. Fellows. They are the Public Events Committee and Television Engineering Advisory Committee and will serve through the fiscal year ending next May at the NARTB convention.

The public events group was set up under board direction to study problems centering around access of radio and TV to public events on an equality with the press.

Membership of the committees follows:

Public Events Committee spokesman for the movie industry, at the Hollywood Advertising Club.

Determination of date and location of the Radio and Television Engineering Advisory Committee will be held as follows: Sept. 15-17, Biltmore Hotel, New York; Nov. 17-19, Palmer House, Chicago; Feb. 16-18, 1954, Roosevelt Hotel, New York. RTMA committees and other segments will meet April 26-27, 1954, at the Roosevelt Hotel, New York. The board will hold its 11th joint conference with the Canadian RTMA board April 29-30, 1954, at the Cen-Brook Hotel, Niagara Falls, Ont.

In addition, RTMA will hold its annual convention June 15-17 at the Palmer House, Chicago.

Manufacturing Groups Set Meeting Schedules

FOUR series of meetings of the electronic manufacturing industry groups will be held during the coming fiscal year, according to James D. Secret, executive vice president of Radio-Television Manufacturers Assn.

Three-day industry meetings of the RTMA board along with committees and divisions will be held as follows: Sept. 15-17, Biltmore Hotel, New York; Nov. 17-19, Palmer House, Chicago; Feb. 16-18, 1954, Roosevelt Hotel, New York. RTMA committees and other segments will meet April 26-27, 1954, at the Roosevelt Hotel, New York. The board will hold its 11th joint conference with the Canadian RTMA board April 29-30, 1954, at the Cen-Brook Hotel, Niagara Falls, Ont.

In addition, RTMA will hold its annual convention June 15-17 at the Palmer House, Chicago.

New Bank of officers for the Florida Assn. of Broadcasters includes (1 to r): Seated, George W. Thorpe, WVGG Coral Gables, immediate past president, board member; John B. Browning, WSBP Sarasota, first vice president; L. Herrsche Grover, WTAL Tallahassee, president; R. L. Bowles, WFTL Fort Lauderdale, director; standing, Dennison Parker, WTAN Clearwater, director; A. B. Letson, WCHN Quincy, secretary-treasurer; Owen F. Bridg, WQAM Miami, director, and Charles E. Davis, WWPQ Palm Beach, director.

Thomas G. Gilchrist (not shown) of WTMC Ocala is second vice president.

Reeser Takes NARTB Post

GREGORY REESER, formerly with RCA Thesaurus, has been named an NARTB station relations representative by Harold E. Fellows, association president. He will start his duties Aug. 1, reporting to William K. Trenor, manager of NARTB Station Relations Dept.

After a Washington briefing, Mr. Reeser will start a field assignment covering midwestern states. He will maintain his present residence in Spirit Lake, Iowa. Before joining RCA Thesaurus he had been an ASCAP representative. During World War II he served five years in the Coast Guard. He attended Transylvania College, Lexington, Ky.

Van Volkenburg To AFA Board

J. L. VAN VOLKENBURG, president of CBS-TV, has been elected to the board of directors of the Advertising Federation of America. He is said to be the first television representative on the board.

Big Mike... the 50,000 watt KFAB... is the "extra hand" for a million farmers. Big Mike doesn't till the soil or haul the grain... he helps out by doing a bigger, more important job. He keeps his farm friends informed with the latest weather information, crop and soil conditions, long-range forecasts and numerous other farm service features... plus entertainment... 24 hours a day.

Big Mike is proud and justly so, of the job he does in helping farmers bring in the crops through better and faster radio farm service. He's proud that the average per farm income in Nebraska is way over $10,000 a year... with the state total reaching a staggering billion-and-a-half dollars annually. This prosperity in the nation's food basket is reflected in buying power for the products and service Big Mike advertises and sells. Find out why more farm advertisers use Big Mike to sell this BIG FARM MARKET. Free and Peters will be glad to tell you more... or call on General Manager Harry Burke.
THE UHF vs. VHF QUESTION: ARB TALLIES THE SCORESHEET

American Research Bureau releases its latest tabulations on the rate of uhf conversion. Conclusions: Set switch-over to the upper band will be slow when there are strong vhf stations in the area, but good uhf programming can accelerate the pace.

THERE'LL be many an argument about the American Research Bureau's latest figures on how many TV set owners have converted to uhf in the 32 markets on which ARB's latest study is based, but the results indicate two major factors:
1. If a uhf station is bucking several strong vhf signals, whether from the same city or from an outside city, the rate of conversion will be slow—but steady.
2. As in all things, there are exceptions. Strong, imaginative programming can boost a city's uhf conversion percentage immeasurably.

ARB's report—the second of its quarterly studies on uhf conversion—was sent to subscribers last week. It shows, according to ARB Director James W. Seller, that a formula can be adduced to determine an individual city's rate of conversion to uhf based on length of time a uhf station has been on the air and the number of good vhf signals being received in the market.

The report covers 1,000 interviews in each of 32 uhf markets, made June 15-July 1. Three questions were asked: (1) Do you have a TV set? (2) Which stations or channel can you receive? (3) Which one station do you view the most?

This is the second uhf conversion study made by ARB. The first, covering 11 cities, was made during April [8-7, June 22].

In its latest study, ARB revised one factor which it considered significant; it decided not to list the television signals (vhf or uhf) not received by more than 20% of the TV families in each market covered by the report.

Although the ARB report is for clients only, the following generalized information was permitted:
- Only one city had a uhf station bucking eight vhf signals. It had a conversion to uhf of only 2.5% of the TV sets in the area. The uhf station, however, had only been operating six weeks.
- In 18 cities, each of which receive anywhere from three to seven vhf signals, the average conversion was 44.5%—but this ranged from a low of 1.7% for a city where the uhf station was 10 weeks old to a high of 94.3% for a city receiving four vhf signals and with the uhf station 10 weeks old.
- Where there are one or two vhf signals, the conversion average reached the higher ratio of 55.4%—ranging from a low of 22.5% in a city where the uhf station was 18 weeks old to a high of 98% where the uhf operation was 10 weeks old. There are 11 cities in this category.
- Length of time during which uhf signals have been going out has a fairly definite relationship to the rate of conversion. Average conversion in seven cities where a uhf station has been operating 22 weeks is 65.7%—ranging from a low of 14.4%, with three vhf signals available, to a high of 99.8% with no uhf stations being received.

In six cities where uhf stations have been operating 14-18 weeks, the average conversion was 46.6%, ranging from a low of 11.5% in a single city with four vhf channels competing, to a high of 88.4% where five vhf signals come in. In nine cities where uhf signals have been on the air for 10 weeks, the average conversion was 50.4%, ranging from a low of 1.7% in a city with three vhf signals to a high of 99% in a city with four vhf signals. In the cities where the uhf stations have been on six weeks, the average conversion was 33.5%, ranging from a low of 1.6 with three vhf stations coming in to a high of 89.4% with seven vhf signals. In the three cities where uhf has been operating for less than six weeks, the average conversion surprisingly was 61.5%. This is due, it is believed to the fact that one city has no vhf's and another only one.

Basic to a proper evaluation of the ARB report is a determination of the strength of the vhf signals received in each market. Although ARB has eliminated those received by less than 20% of the TV homes, it is the belief of some researchers that the cutoff should be even higher.

One suggestion was that all vhf channels received by less than 80% of the TV set owners should not be counted.

As an example of what imaginative, good local programming can do, ARB approved the release of the results on South Bend, Ind., where WSBT-TV (uhf Ch. 34) began programming last December. More than 85% of its TV owners get the four Chicago vhf channels, and somewhat less than 50% receive the Kalamazoo vhf channel. Last April it had a conversion rate of 63.1%, and this has increased since then. This is due, according to ARB, to the fact that WSBT-TV carries a heavy schedule of basketball games—immensely popular in Indiana.


<table>
<thead>
<tr>
<th>Percentage of UHF conversion as compared to number of weeks on the air</th>
<th>Percentage of UHF conversion as compared to number of VHF Signals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Under 6 Weeks</strong></td>
<td><strong>No VHF</strong></td>
</tr>
<tr>
<td>61.5</td>
<td>99.4</td>
</tr>
<tr>
<td><strong>6 Weeks</strong></td>
<td>1 VHF</td>
</tr>
<tr>
<td>53.5</td>
<td>63.1</td>
</tr>
<tr>
<td><strong>10 Weeks</strong></td>
<td>2 VHF</td>
</tr>
<tr>
<td>50.4</td>
<td>60.0</td>
</tr>
<tr>
<td><strong>14-18 Weeks</strong></td>
<td>3 VHF</td>
</tr>
<tr>
<td>46.6</td>
<td>60.0</td>
</tr>
<tr>
<td><strong>22 Weeks</strong></td>
<td>4 VHF</td>
</tr>
<tr>
<td>50.1</td>
<td>60.0</td>
</tr>
<tr>
<td>6.5</td>
<td>5 VHF</td>
</tr>
<tr>
<td><strong>7 VHF</strong></td>
<td>7 VHF</td>
</tr>
<tr>
<td>61.9</td>
<td>8 VHF</td>
</tr>
<tr>
<td>2.5</td>
<td></td>
</tr>
</tbody>
</table>
"SEE THE AMARILLO MARKET BY PLANE?

Man, you need a Canberra jet!"

A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch." Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant. What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory. Up road, boys with Erector sets. Turned nw, over vast oil refinery. Another town, with kids fooling around space ships. Guide pointed out three carbon black plants with huge smokestacks, one not working. South, over scattered dozen lonesome structures. Thin cloud across horizon; closed in on zinc smelter, smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down wind of. Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC-TV antenna, all 833 ft. of it. Panhandle big place, all buildings new. People great—speak to stranger on street."

'Palo Duro Canyon, recreation spot. 'Raw natural gas becomes plastic bases here. 'Cabot Carbon's; pump units for oil wells also made here. 'The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). 'Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. 'Town of Borger, with butadiene plant; looks like something from another world. 'Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. 'Natural gas pumping stations, on pipelines supplying 27 states. 'The American Zinc Smelter, located near Dumas because of low gas rate. 'Whence, powered with 100,000 watts, our Channel 4 signal reaches a potential audience of 398,700 in 30 Texas and New Mexico counties. Availabilities are available.

Amarillo

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company
May 20, 1953

Mr. William H. Zillger
Vice President
Standard Electronics Corp.
285 Emmet Street
Newark 5, N. J.

Dear Bill:

May I take this means of expressing my appreciation and sincere thanks for the splendid cooperation I received from you and your entire staff during the recent installation of our first 20kw Standard Electronics Amplifier.

In my 21 years' experience, I have never installed a transmitter so easily. I have only one suggestion instead of your slogan, "Add-A-Unit", it should read, "Add-A-Unit & Plug-In". Honestly, that was about all we had to do here at WAFM-TV to add your amplifier to our old-type transmitter.

Please convey my thanks to all of the people, there at the plant, who made it possible to beat the deadline for us.

Sincerely,

James L. Evans
Chief Engineer

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

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

standard electronics corporation
A SUBSIDIARY OF CLAUDE NEON, INCORPORATED
newark 5, new jersey

devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry
The most powerful TV signal in Atlanta

WSB-TV now 100,000 watts from a 1062 ft. tower on low channel 2

With the increase to 100,000 watts your competitive advantage in transmitting from a higher tower at a low frequency becomes even more pronounced. WSB-TV truly is one of America's great area stations. Get more for your money . . . much more. Get on WSB-TV.
TELESTATUS®
Weekly TV Set Summary—July 13, 1953—Telecasting Survey

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

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>vhf</td>
<td>uhf</td>
<td>vhf</td>
<td>uhf</td>
<td></td>
</tr>
<tr>
<td>ALABAMA</td>
<td></td>
<td></td>
<td>Massechusetts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>WAFM-TV, WBC-TV</td>
<td>161,000</td>
<td>Boston</td>
<td>WZB-TV, WNA-TV</td>
<td>1,041,272</td>
</tr>
<tr>
<td>Mobile</td>
<td>WXAB-TV</td>
<td>20,000</td>
<td>Springfield</td>
<td>WTVN-TV, WWT</td>
<td>40,000</td>
</tr>
<tr>
<td>Montgomery</td>
<td>WCOV-TV</td>
<td>9,200</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARIZONA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO-TV, KTVL-TV</td>
<td>71,500</td>
<td>Maricopa</td>
<td>(Brownsville, Tex.)</td>
<td>XELD-TV</td>
</tr>
<tr>
<td>Tucson</td>
<td>KOPO-TV</td>
<td>12,400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Rock</td>
<td>KRTV</td>
<td>39,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>KMV-TV</td>
<td>12,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KECA-TV, KHJ-TV, KLAC-TV, KNB, KTLA</td>
<td>1,852,577</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Diego</td>
<td>KONY-TV, KNX, KXIS, KEV</td>
<td>19,820</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGO-TV, KPIX, KRON-TV</td>
<td>654,685</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARKANSAS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Rock</td>
<td>KRTC-TV</td>
<td>12,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COLORADO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td>KCTV</td>
<td>22,870</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>KTVX, KELF-TV</td>
<td>150,543</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pueblo</td>
<td>KOAA-TV, KCJL-TV</td>
<td>30,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONNECTICUT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bridgeport</td>
<td>WICC-TV</td>
<td>11,091</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Britain</td>
<td>WNBI-TV, WHAM-TV</td>
<td>370,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Haven</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DELAWARE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilmington</td>
<td>WDEL-TV</td>
<td>19,146</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DISTRICUT OF COLUMBIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>WHAM-TV, WBMZ-TV, WTCP-TV, WITG</td>
<td>451,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FLORIDA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ft. Lauderdale</td>
<td>WFTL-TV, WMBL-TV, WLTV</td>
<td>124,004</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miami</td>
<td>WTVD</td>
<td>181,800</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>WUSN-TV</td>
<td>252,652</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WCIV-TV, WSPA-TV, WRGB-TV</td>
<td>260,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rome</td>
<td>WAPA-TV, WJAR-TV</td>
<td>79,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HAWAII</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honolulu</td>
<td>KOMA-TV, KONA-TV, KBV</td>
<td>21,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IDAHO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nemopoli</td>
<td>KFXD-TV</td>
<td>30,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ILLINOIS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belleville</td>
<td>WTVI</td>
<td>41,125</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WBMM-TV, WEN-TV, WGN-TV, WGNV</td>
<td>1,015,465</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peoria</td>
<td>Week TV</td>
<td>11,125</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rockford</td>
<td>WTVO</td>
<td>21,462</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDIANA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bloomington</td>
<td>WTVT</td>
<td>230,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WSHB-TV, WFMX-TV</td>
<td>385,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lafayette</td>
<td>WAFM-TV</td>
<td>12,559</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muncie</td>
<td>WLSC-TV, WSST-TV</td>
<td>37,794</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOUTH BEND</td>
<td>IOWA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ames</td>
<td>WOI-TV</td>
<td>164,104</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Des Moines</td>
<td>WOC-TV</td>
<td>302,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sioux City</td>
<td>KTVY</td>
<td>47,258</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KANSAS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hutchinson- Wischita</td>
<td>KTVH (TV)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>273,474</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOUISIANA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>WBAT-TV, WBS-TV</td>
<td>192,487</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>WOSU-TV</td>
<td>18,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BANGOR</td>
<td>WABI-TV</td>
<td>22,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARYLAND</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>WAAQ, WBBX-TV, WMAR-TV</td>
<td>482,444</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Editor's Note:**

- Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.
### FACTS & FIGURES

<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>uhf</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>PENNSYLVANIA</td>
<td>WCAU-TV, WPTZ</td>
</tr>
<tr>
<td></td>
<td>3,196,000</td>
<td></td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WPTZ</td>
<td>641,800</td>
</tr>
<tr>
<td>Reading</td>
<td>WEEL-TV</td>
<td>100,000</td>
</tr>
<tr>
<td>Scranton</td>
<td>WMCA-TV</td>
<td>45,500</td>
</tr>
<tr>
<td>Wilkes-Barre</td>
<td>WBSM-TV</td>
<td>21,900</td>
</tr>
<tr>
<td>York</td>
<td>WSEA-TV</td>
<td>41,330</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR-TV</td>
<td>1,845,330</td>
</tr>
<tr>
<td>Charleston</td>
<td>WCVS-TV</td>
<td>2,133,000</td>
</tr>
<tr>
<td>Columbia</td>
<td>WLOS-TV</td>
<td>20,300</td>
</tr>
<tr>
<td>Sioux Falls</td>
<td>KELO-TV</td>
<td>31,000</td>
</tr>
<tr>
<td>Memphis</td>
<td>WMCI</td>
<td>209,756</td>
</tr>
<tr>
<td>Nashville</td>
<td>WSMV-TV</td>
<td>117,450</td>
</tr>
<tr>
<td>Austin</td>
<td>KTBV-TV</td>
<td>38,791</td>
</tr>
<tr>
<td>Dallas</td>
<td>KTV-KOVD-TV</td>
<td>272,000</td>
</tr>
<tr>
<td>El Paso</td>
<td>KTVK-TV</td>
<td>25,071</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KRLV-TV</td>
<td>255,614</td>
</tr>
<tr>
<td>Galveston</td>
<td>KGU-TV</td>
<td>235,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KCTV-KPLR-TV</td>
<td>254,000</td>
</tr>
<tr>
<td>Lubbock</td>
<td>KCOO-KBBC-TV</td>
<td>28,740</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KTVK-TV</td>
<td>87,000</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFNS-TV</td>
<td>147,444</td>
</tr>
<tr>
<td>San Jose</td>
<td>KJTV-KOAT-TV</td>
<td>32,000</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>KDE-LTV</td>
<td>127,300</td>
</tr>
<tr>
<td>Seattle</td>
<td>KSL-TV</td>
<td>116,000</td>
</tr>
<tr>
<td>Lynchburg</td>
<td>WLVA-TV</td>
<td>66,184</td>
</tr>
<tr>
<td>Norfolk</td>
<td>KTRK-TV</td>
<td>172,729</td>
</tr>
<tr>
<td>Richmond</td>
<td>WTLY-TV</td>
<td>176,929</td>
</tr>
<tr>
<td>Roanoke</td>
<td>WROV-TV</td>
<td>20,485</td>
</tr>
<tr>
<td>Raleigh</td>
<td>WKRL-TV</td>
<td>234,125</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>KVOS-TV</td>
<td>25,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>KGQ-TV</td>
<td>269,900</td>
</tr>
<tr>
<td>Columbus</td>
<td>KHK-TV, KKEY-TV</td>
<td>32,349</td>
</tr>
<tr>
<td>Columbus</td>
<td>KSTM-TV</td>
<td>246,900</td>
</tr>
<tr>
<td>Yakima</td>
<td>KIMA-TV</td>
<td>87,000</td>
</tr>
<tr>
<td>WEST VIRGINIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Huntington</td>
<td>WSAZ-TV</td>
<td>290,432</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WBAY-TV</td>
<td>44,360</td>
</tr>
<tr>
<td>Madison</td>
<td>WOWW-TV</td>
<td>447,696</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ-TV</td>
<td>407,609</td>
</tr>
<tr>
<td>Oswego</td>
<td>WOSH-TV</td>
<td>87,000</td>
</tr>
<tr>
<td>CITY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total stations on Air, 1953</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total cities on Air 1953</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Sets in Use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUMBER OF TV HOUSES REACHED</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ‘Lucy’ Polls at Top

**Of First June Report**

The LEADING THREE in television ratings for the first two weeks in June: *I Love Lucy*, Colgate Comedy Hour, Philco TV Playhouse. So states the A. C. Nielsen Co. report, which also shows how the Coronation fits into the popularity picture. The listings:

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>STATION AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>THE LEADING THREE</td>
</tr>
<tr>
<td>2</td>
<td>Colgate Comedy Hour (CBS)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Philco TV Playhouse (NBC)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Daggett (NBC)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey &amp; Friends</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Coronation (General Motors)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Red Buttons (CBS)</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Studio One (CBS)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Gillis Covecide (NBC)</td>
<td></td>
</tr>
</tbody>
</table>

PER CENT OF TV HOUSES REACHED

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>STATION AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>59.7%</td>
</tr>
<tr>
<td>2</td>
<td>Colgate Comedy Hour (CBS)</td>
<td>47.7%</td>
</tr>
<tr>
<td>3</td>
<td>Philco TV Playhouse (NBC)</td>
<td>40.8%</td>
</tr>
<tr>
<td>4</td>
<td>Daggett (NBC)</td>
<td>31.3%</td>
</tr>
<tr>
<td>5</td>
<td>Coronation (General Motors)</td>
<td>42.4%</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>41.5%</td>
</tr>
<tr>
<td>7</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td>41.4%</td>
</tr>
<tr>
<td>8</td>
<td>Studio One (CBS)</td>
<td>40.4%</td>
</tr>
<tr>
<td>9</td>
<td>Red Buttons (CBS)</td>
<td>40.0%</td>
</tr>
<tr>
<td>10</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td>39.6%</td>
</tr>
</tbody>
</table>

(* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audiences basis is used.

(Copyright 1953 by A. B. Nielsen Company)

### CBS Radio Takes Most Places

**In May 31-June 6 Nielsen Poll**

CBS Radio garnered seven of the ten top evening shows, according to national AM ratings of A. C. Nielsen Co. Leaders during the week of May 31-June 6, as listed by Nielsen, were:

**EVENING, ONCE-A-WEEK NIELSEN-RATING**

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>STATION AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theater (CBS)</td>
<td>3,491</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny (CBS)</td>
<td>3,267</td>
</tr>
<tr>
<td>3</td>
<td>You Bet Your Life (NBC)</td>
<td>3,222</td>
</tr>
<tr>
<td>4</td>
<td>Lux McCarthy Show (CBS)</td>
<td>2,324</td>
</tr>
<tr>
<td>5</td>
<td>Bob Newell Show (CBS)</td>
<td>2,730</td>
</tr>
<tr>
<td>6</td>
<td>Big Story (NBC)</td>
<td>2,351</td>
</tr>
<tr>
<td>7</td>
<td>My Little Margie (CBS)</td>
<td>2,327</td>
</tr>
<tr>
<td>8</td>
<td>Great Gildersleeve (NBC)</td>
<td>2,227</td>
</tr>
<tr>
<td>9</td>
<td>Sluggo (CBS)</td>
<td>2,285</td>
</tr>
<tr>
<td>10</td>
<td>Yours Truly, Johnny Dollar (CBS)</td>
<td>2,283</td>
</tr>
</tbody>
</table>

(* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audiences basis is used.

Copyright 1953 by A. C. Nielsen Company)

### RTMA’s Set Count

**SALES of radio sets showed a sharp upswing in May, according to Radio-Television Manufacturers Assn. In its monthly analysis of retail set sales, RTMA found that 716,407 radios were sold in May compared to 412,802 in April.**

RTMA reported 244,191 TV sets were sold in May compared to 319,721 in April. Five-month totals showed sales of 2,568,080 radios and 2,344,811 TV sets this year. Radio set sales do not include auto receivers.

### Up to 239% More Audience Families than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

- For full details, write, wire or ask Headley-Reed

### June Videodex Shows ‘I Love Lucy’ at Top

**VIDEODEX Reports for June shows CBS-TV’s ‘I Love Lucy’ in first place among the top 10 network television programs, followed by President Eisenhowers “report to the nation” on June 3. Videodex listing of programs is as follows:**

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>SETS IN USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>78,605</td>
</tr>
<tr>
<td>2</td>
<td>President Eisenhowers (Ali)</td>
<td>69,520</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey &amp; Friends (CBS)</td>
<td>69,411</td>
</tr>
<tr>
<td>4</td>
<td>Daggett (NBC)</td>
<td>70,429</td>
</tr>
<tr>
<td>5</td>
<td>Groucho Marx (NBC)</td>
<td>81,270</td>
</tr>
<tr>
<td>6</td>
<td>Red Buttons (CBS)</td>
<td>76,512</td>
</tr>
<tr>
<td>7</td>
<td>Comedy Hour (NBC)</td>
<td>75,569</td>
</tr>
<tr>
<td>8</td>
<td>Tallent Scouts (CBS)</td>
<td>46,453</td>
</tr>
<tr>
<td>9</td>
<td>What’s My Line (CBS)</td>
<td>45,628</td>
</tr>
<tr>
<td>10</td>
<td>Your Hit Parade (NBC)</td>
<td>76,442</td>
</tr>
</tbody>
</table>

Total number Videodex TV markets—91.

Total number TV markets in U. S.—91.

Number diaries tabulated for Videodex June report—9,200.
People are richer in Roanoke.
Look at these figures* just released:

$1,188,788,000 effective buying income
$5,867 per family per year
20% above national average
34% above Virginia state average

The most effective way to reach this important source of spendable income is with Television. And use WSLS-TV to be sure!

Call your Avery-Knode1 man today. He will give you the eye-opening story about Roanoke's dominant TV station...

WSLS-TV gives advertisers the lowest cost-per-thousand with
Preferred Programming (both CBS and NBC plus excellent local shows)
Broadest Coverage (314,000 families in primary area)
Clearer, sharper Image (Antenna nearly 2,000' above city: soon 248,000 watts of power)

*Sales Management, 1953 Survey of Buying Power
To reach—and sell—the rich, expanding Denver and Colorado market, specify KBTV...for sales results! Now in its permanent new location, equipped with the latest equipment to serve every television need,

KBTV is proving its dominance: Four KBTV-Denver local programs among the top ten multi-weekly shows...top network shows...and still more—between 6-12 p.m. Monday thru Fridays, KBTV DOMINATES its share of audience, 54% to Station B's 46%! (Source: Pulse, March, 1953.) Specify KBTV-Denver—

for the great Colorado Market!

JOE HEROLD, Manager
JERRY LEE, Commercial Manager
Studios and Offices: 1089 Bannock Street
Denver, Colorado
in DENVER

BEAMING BETTER PROGRAMS from ATOP LOOKOUT MOUNTAIN

KBTV

CHANNEL 9 DENVER
1089 BANNOCK TAbor 6386

ABC • CBS Affiliate

Contact

FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Broadcasting • Telecasting

July 13, 1953 • Page 53
NARBA CONTROVERSY FLAMES A NEW IN SENATE SUBCOMMITTEE HEARING

Proponents of the agreement describe it as a must for the harmony of North American broadcasting; opponents, in turn, claim harmful effects of the pact.

DORMANT for more than two years, the long-standing controversy over the pending North American Regional Broadcasting Agreement broke out last week on Capitol Hill. It was the first chance for industry leaders involved to fully express their views—pro and con—on NARBA on a common ground; they made the most of it.

The NARBA drama was unveiled in two days of hearings before Sen. Charles W. Tobey's Senate Foreign Relations subcommittee. See

sions began Wednesday morning and were to conclude Friday [see AT DEADLINE].

The third NARBA, which has been awaiting ratification in the Senate more than two years, must receive committee approval before it faces its Senate test. A two-thirds majority of Senators present and voting is needed to ratify the treaty.

Sen. Tobey told B&T that he could not predict how NARBA will fare. The Senator said, however, that the farm groups put forward a good case. He said the subcommittee would give the treaty its consideration as soon as it was possible to get the members together—apparently a problem.

Objectors to NARBA included spokesmen for the Clear Channel Broadcasting Service and Farm Bureau and Grange spokesmen. Their arguments centered on distrust of Cuba's ability to keep its high-powered stations in line, Mexico's refusal to go along with the agreement, and a belief that U. S. Class I-A clears will meet with more interference, not less.

Against these arguments, supporters, aided by pertinent testimony of FCC Chairman Rosel H. Hyde, who headed the U. S. negotiating team, and Sen. Edwin C. Johnson (D-Colo.), influential member of the Senate Interstate & Foreign Commerce Committee, brought these points to bear:

Without NARBA the international broadcast field will worsen. Cuba will range rampant on the spectrum. Negotiations with Mexico can be helped by stabilizing standards for the rest of the North American region. In any event, NARBA affords protection to U. S. Class I-A channels, certainly more safeguards than if no agreement exists.

Here is the list of the broadcasting representatives "for" and "against".

For—William Lodge, vice president in charge of engineering, CBS; Frank Marx, vice president in charge of engineering, ABC; E. V. Higgins, president, Westminster Radio Stations Inc.; John E. McCoy, secretary, Storer Broadcasting Co.; T. A. M. Craven of Craven, Lohnes & Culver; Joe De Mond, president, J. H. Higgins Broadcasting Co. (KKXL, Waterloo, Iowa); Andrew G. Haley, Haley, Doty & Schellenberg (representing number of stations); J. B. Hyman, WHIN, Huntington, W. Va.; Paul R. Bartlett, president and general manager, KFRE, Fresno, Calif.; Glenn A. Wilson, testifying for KSL Salt Lake City, and Elliott M. Sanger, executive vice president, Intercontinental Broadcasting Co., licensee of the New York Times' station WOR.

Against—Hollis M. Dear, director, CBBS; Reed T. Rollo, legal counsel, CBBS; Col. John H. DeWitt Jr., president, WMJ (WJRT), Nashville and chairman of the CBBS engineering committee; George W. Currah, research engineer, and Nelson McNinch, farm director, Earl C. Anthony Inc. (KFI Los Angeles); George Leydorf, vice president in charge of engineering, and Marshall Wells, farm director, both WJR Detroit and William Shoemaker, farm director, Southland Industries (WQAI San Antonio).

Mr. Hyde and Assistant Secretary of State for Economic Affairs Samuel C. Waugh were the government witnesses supporting the treaty.

Mr. Waugh said the agreement in the State Dept.'s opinion is in the overall interest of the listening public and the standard band broadcast industry.

Pointing out that there has been no agreement since 1949, Mr. Waugh said: "Both the State Dept. and the FCC are convinced that the farm areas, therefore, would receive interference from the Interim Agreement, and on this the treaty is better in every respect. The treaty is better, therefore, in the state of the farm problem and in the case of the public, because the treaty is better."

Both Messrs. Waugh and Hyde pointed out that 10 state broadcasting associations passed resolutions endorsing NARBA.

FCC Chairman Hyde presented voluminous testimony in behalf of the treaty. He served as chairman of the U. S. delegation which negotiated the third NARBA.

According to Mr. Hyde, ratification of the treaty would protect "the interests of rural peoples."

Reviewing the history of assignment of frequencies in the AM band, Chairman Hyde noted: "The ability our industry has shown to grow and prosper has been due in no small part to stability resulting from the protection it has received internationally, based upon these provisions of past agreement."

Chief points among the many presented by Mr. Hyde were:

1. U. S. Class I-B Stations (which operate on clear frequencies) would receive a measure of protection from foreign I-A stations but "in the absence of a treaty our I-B stations are constantly in danger of the most serious interference from other countries."

2. Cuba in 1949 "jumped" its use of the 24 channels used by U. S. Class I-A stations from four under the Interim Agreement to 14. Rural areas in the past several years have received "more and more interference—and less and less service." There's a danger, without international understanding, of "things getting even worse."

3. Under NARBA, Cuba would delete present nighttime station operations on all except six of these 24 clear channels. Of the six channels, Cuba agrees to "explicit and stringent" engineering provisions to provide a high degree of protection to U. S. stations.

4. Service to farm areas, therefore, "would be incomparably better than that which exists now or has existed since expiration of the Interim Agreement.

5. Of the mentioned six channels, one is 660 kc (WNBC New York), another 670 kc (WMQM Chicago). Both these stations, he emphasized, are stations operated by NBC, which favors NARBA ratification. Two others are I-A stations in Chicago and Minneapolis on 780 kc and 830 kc (WBBM and WCCO, respectively) operated by CBS, also favoring NARBA. The remaining two, on which Cuba would have limited use, are 640 kc (KFI Los Angeles) and 780 kc (WJR Detroit).

Chairman Hyde noted that KFI and WJR belong to CBBS along with 12 other Class I-A stations which "is the only opposition to this treaty of which I am aware in the broadcasting industry." He added, "In fact I know of no
Scotch BRAND
gives you 2 new recording firsts!

(1) “Scotch” Brand 120A “High-Output” Magnetic Tape

New Coating! revolutionary magnetic material offers unparalleled sensitivity.
Greatly Reduced Harmonic Distortion can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—
Increased Output! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.
New Color! dark green color unmistakably identifies.
Guaranteed Uniformity! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus ¾ db and is less than ½ db from reel to reel.
New Dry Lubrication Process minimizes head and machine wear, assures freedom from squealing, cupping, curling.
100% Splice-Free in all lengths including 2400-ft.

(2) “Scotch” Brand “V” Slot 7-in. Plastic Reel

Exclusive “V” Slot! easiest, quickest threading device yet perfected.
2¼-in. Hub only large hub reel that takes standard lengths of all magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.
Wide Spokes! 45% more plastic gives extra rigidity, precision balancing.
Tapered Flanges eliminate frayed tape edges, give smoother wind.
Easier Labeling! larger, unobstructed writing and labeling surface.
Costs No More than ordinary reels!

Get Both from Your Distributor.
opposition brought here against the treaty that was not organized by the clear channel group. At another point, Mr. Hyde asserted he was "shocked" that the clear channel stations—which would not be subject to limitations—"can be here objecting" to NARBA.

Anticipating objections to NARBA because it might limit the clears from increasing their power still higher, Chairman Hyde urged that "higher power use be re-examined in the light of the international treaty." He emphasized, however, that the power of the clears would not be limited.

Mr. Hyde, drawn by questioning of Sen. Tobey, asserted that the ability of the U. S. to "deal with Mexico will be enhanced" if NARBA is ratified. He also noted that the Dominican Republic under the treaty would be moved from the 1040 kc 1-A clear channel.

Also staunchly defended by Mr. Hyde was the agreement by Cuba to use directional antennas on the six clears it can use and limit signals to not more than 25 mw/m at any point within 800 miles of the U. S. dominant station.

Sen. Johnson appeared Thursday afternoon. In reference to Cuba, he asserted: "An international treaty must be give and take." Mr. Hyde, he said, "did a magnificent job in working out this agreement." Sen. Johnson said he was fearful at one time that the agreement of the presently inadequate U. S. rural radio service by seriously limiting any increase in power the U. S. Class I-A clears (880 kc and 1180 kc (WHAM) ) and the Dominican Republic gets to use one clear (820 kc, WFWA WBAP). Lack of enforcement powers in the treaty.

Veto power is given other countries regarding increases in adjacent channel skywave signals—a provision that in many instances could not be consummated. He noted that the U. S. delegation kept down concessions to Cuba in a "minimum."

The Senator said the terms of the treaty provide "flexibility." If the treaty is rejected, he said, Cuba can interfere with every clear channel station in the U. S. The latter stations, he said, stand to gain with ratification, but if the treaty is rejected it will be a return to "the law of the jungle." He warned that the ratification of the international broadcasting field. The U. S. then would have to make additional concessions, he warned.

"One of these days," he said, "we will have to work out an agreement with Mexico. If we can't work out NARBA, how will we work out an agreement with Cuba? We can't have everything." He said it would be "almost scanda- lous if after negotiating this agreement we fail to go through with the treaty."

Col. DeWitt summarized his argument:

- The 1950 NARBA threatens U. S. rural radio service by giving Cuba the right to use six specific U. S. clear channels and actually all 24 U. S. clears.
- It throws a roadblock against improvement of the present inadequate U. S. rural radio service by severely limiting any increase in power of U. S. Class I-A clears (880 kc and 1180 kc (WHAM) ) and the Dominican Republic gets to use one clear (820 kc, WFWA WBAP).
- Lack of enforcement powers in the treaty.
- Veto power is given other countries regarding increases in adjacent channel skywave signals—a provision that in many instances could not be consummated. He noted that the U. S. delegation kept down concessions to Cuba in a "minimum."

The Senator said the terms of the treaty provide "flexibility." If the treaty is rejected, he said, Cuba can interfere with every clear channel station in the U. S. The latter stations, he said, stand to gain with ratification, but if the treaty is rejected it will be a return to "the law of the jungle." He warned that the ratification of the international broadcasting field. The U. S. then would have to make additional concessions, he warned.

"One of these days," he said, "we will have to work out an agreement with Mexico. If we can't work out NARBA, how will we work out an agreement with Cuba? We can't have everything." He said it would be "almost scanda- lous if after negotiating this agreement we fail to go through with the treaty."

Col. DeWitt summarized his argument:

- The 1950 NARBA threatens U. S. rural radio service by giving Cuba the right to use six specific U. S. clear channels and actually all 24 U. S. clears.
- It throws a roadblock against improvement
The Story of WGY, Don Tuttle, and the Farmer

Don Tuttle is as well-known as Perry Como to the more than 100,000 farmers in the 45 counties served by WGY. And Don is much more important to his listeners in the 17th State*.

Don is editor of the FARM PAPER OF THE AIR, heard over WGY Monday through Saturday from 12:30 to 1 P.M. Now mid-way through its 27th year, Farm Paper of the Air has become a habit with farmers in the areas around Schenectady, Albany, and Troy. Even busy farmers stop for lunch, and they take Don Tuttle along with their dessert.

From Don they learn the latest auction and market prices, latest developments in labor-saving equipment, vital weather information, and important farm news from the State Extension Service and the Department of Agriculture.

FARM PAPER OF THE AIR pulls more than 20,000 responses annually, one of the reasons it became the cornerstone of WGY's farm programs. Its listening area is more populous than 32 of the nation's 48 states and it is heard over the only station in the area which has scheduled regular programs of interest to farmers.

The FARM PAPER OF THE AIR presents an excellent opportunity for an advertiser to cultivate an unusually fertile field—the large and prosperous farm audience of WGY.

USE THE CHARM, INTIMACY, AND INTEREST OF DON TUTTLE'S FARM PAPER OF THE AIR TO PUT ACROSS YOUR SELLING MESSAGE TO THE LARGE RURAL AREAS SERVED BY WGY

On their way to Europe as International Farm Youth Exchange student delegates, Robert Sweetland of Cazenovia and Evelyn White of Hudson Falls, N. Y., stop long enough to talk with Don Tuttle (right) on FARM PAPER OF THE AIR.

50,000 WATTS

WGY

WGY AND THE FARMER

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of farms in the WGY area</td>
<td>96,550</td>
</tr>
<tr>
<td>Average value per farm</td>
<td>$10,828</td>
</tr>
<tr>
<td>Number of farms owner-occupied</td>
<td>77,265</td>
</tr>
<tr>
<td>Number of trucks</td>
<td>54,643</td>
</tr>
<tr>
<td>Number of tractors</td>
<td>75,013</td>
</tr>
<tr>
<td>Number of autos</td>
<td>89,947</td>
</tr>
</tbody>
</table>

* The WGY area is so named because its effective buying income is exceeded by only 16 states.

WGY AND THE FARMER

The Capital of the 17th State

Represented Nationally by Henry I. Christal, New York—Chicago—Detroit—San Francisco

Broadcasting • Telecasting

July 13, 1953 • Page 57
FCC SETS HEARING ON WTVP (TV)'S PROTEST OF WCIA (TV)'S MOVE

UHF WTVP claims vhf WCIA's moving nearer to Decatur would cause economic injury. CBS-TV is said to have cancelled its affiliation contract with WTVP.

WITH issues including the effect on uhf development of CBS television's proposal to move its affiliation from uhf Ch. 17 WTVP (TV) to Decatur, Ill., in favor of vhf Ch. 3 WCIA (TV) Champaign, Ill., a hearing has been scheduled July 20 before an FCC examiner upon the application of WCIA for the right to keep its transmitter site in the direction of Decatur. FCC has postponed the effective date of its grant of the WCIA (TV) move pending outcome of the hearing. A pre-hearing conference in the case is scheduled before the examiner, William G. Butts, today (Monday).

WTVP (TV) protested the WCIA (TV) move on grounds of economic injury under Sec. 309(c) of the Communications Act, alleging that CBS-TV canceled its affiliation and cancelled "confirmed orders" for sponsored network programs in favor of affiliation with WCIA (TV) as a "must buy" outlet.

FCC was told that because of its transmitter site move, WTVP will cover Decatur with a "principal city" signal and local vhf set owners will not be inclined to convert their sets to receive the uhf signals from WTVP (TV).

Media Control Cited

WTVP (TV) also alleged concentration of control of mass media on the part of WCIA (TV) since it is identified in ownership with the only full-time radio stations in Decatur (WSOT) and Champaign (WDWS) as well as with the only newspapers in Decatur and the Champaign News-Gazette.

The Decatur uhf grant, which stated it has almost completed construction at a cost of nearly $400,000 and plans July 15 commencement, contended removal of the WCIA (TV) transmitter site to a site geographically located so it will provide "principal city" coverage over Decatur, 42 miles distant, "negates the very fundamental purpose of the allocation of channels on a city basis."

WCIA (TV), however, in its opposition to the protest, pointed out the new transmitter site would extend its Grade A contour 3 miles and Grade B contour only 3.5 miles beyond that set forth in its original station grant. WCIA (TV) argued that WTVP (TV) is not properly a party in interest and a grant of the protest "would do violence to one of the most basic and fundamental concepts of public interest, namely, that optimum use of broadcast facilities should be made."

The fundamental concept on which the protest is based, WCIA (TV) argued, "namely, the elimination or diminution of competition, is contrary to law.

While not adopting as issues the allegations of the protest, FCC set forth the following issues for the hearing:

(a) To determine whether the granting of the application of Midwest Television Inc. (WCIA) is consistent with the provisions of the Commission's Sixth Report and Order and the Commission's rules governing the television broadcast service.

(b) To determine whether the affiliation of Midwest Television Inc. with CBS Television, in the light of the circumstances, will deprive persons in the Decatur-Champaign area of any public interest adversely and to the detriment of uhf television in Decatur, Illinois.

(c) To determine if the acts of the postmaster of Midwest Television Inc. have resulted and will continue to result in a tendency to monopolize the media of mass communication to the detriment of the protestant's interests and public interest.

(d) To determine in the light of the evidence adduced on the foregoing issues whether the public interest, convenience and necessity requires that the grant of the subject application be voided.
To sell Garden Supplies to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

This season, as usual, there will be a bumper crop of back fence gardening conversation. But at the same time, inland Californians will be buying yards and yards of garden implements and supplies.

To tell them about your product, tell them on the BEELINE—a 5-station radio combination that gives you:

THE MOST LISTENERS More than any competitive combination of local stations...more than the 2 leading San Francisco and 3 leading Los Angeles stations combined.

LOWEST COST PER THOUSAND More audience, more favorable Beeline combination rates.

Ask Raymer for full story on this $3.5 billion dollar market— inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA  PAUL H. RAYMER, National Representative

July 13, 1953  Page 59
Triangle Broadcasting is granted Ch. 12 at Winston-Salem; Commonwealth takes Norfolk's Ch. 27; Lewiston-Auburn gets Ch. 17 at Lewiston.

TV TRANSMITTER on vhf Ch. 8 atop Mt. Washington, N. H., was authorized when FCC last week granted the facility to Mt. Washington TV Inc., owned by Maine and New Hampshire broadcasters Edward W. Atwood, John M. Kimball and Charles Allen.

The Mt. Washington, Winston-Salem and Norfolk applications were made as competing applications were withdrawn or amended on the eve of the FCC meeting Wednesday.

The Mt. Washington grant was made after withdrawal of a competitive Ch. 8 application at Lewiston by Twin City Broadcasting Corp. (WLOU Lewiston, Me.), and an application, the competitive bid of WCHS would have been unopposed. Similarly, if Community Broadcasting gave up its Portland Ch. 13 application, the competitive bid of Gannett's WGAM Portland would be free for grant.

Portland earlier this year received a new TV grant for uhf Ch. 53, assigned to Portland Telecasting Corp. for WPTM (TV). The permittee is under common ownership with WLAM Lewiston, the new uhf Ch. 17 grantee.

Extra effective radiated power of 105 kw visual and 52.5 kw aural for the Mt. Washington outlet. The antenna will be 3,840 ft. above average terrain.

The grant to Lewiston calls for ERP of 15.8 kw visual and 8.5 kw aural with antenna 370 ft. above average terrain. The Winston-Salem grant to Triangle Broadcasting, made possible by withdrawal of a competitive application by WAAA there, specifies ERP of 316 kw visual and 158 kw aural, with antenna 370 ft. above average terrain.

Originally, both WJS and Mrs. Rogers were competing on Ch. 12 but the latter took a third interest in the new firm of Triangle to avoid lengthy hearing. Before the merger bid was acted upon, however, another Ch. 12 application was filed, that of WAAA.

The Norfolk Ch. 27 grant to WLOW Ports- mouth was made possible by the withdrawal of the competitive application of WSAP Portsmouth. ERP specified is 89.1 kw visual and 51.3 kw aural with antenna 380 ft. above average terrain.

John W. Guider, owner of WMOU-AM-FM Berlin, N. H., and newly elected president of Mt. Washington TV Inc., granted Ch. 8 last week, said the station is aiming for an August or September, 1954, commencement.

Following FCC's action last Thursday, Harold Essex, vice president and general manager of WJS, said the new Ch. 12 outlet should be on the air by fall. The present FM tower will be used initially for WSJS-TV.

General Electric equipment will be used, Mr. Essex disclosed. It is expected that an NBC affiliation agreement will be negotiated shortly. Headley-Read, which represents WSJS, also will represent the TV outlet. Mr. Essex asserted that a number of additions to the staff of the stations shortly will be announced.

Robert Wadson, vice president and general manager of WLOW, in commenting on the uhf Ch. 27 grant in Norfolk, said the station would go on the air as soon as possible after delivery of the new antenna site and studio facilities, he said, are available.

With CBS committed to WTRV-TV and NBC putting lot of steam behind WVIE-TV as its upcoming uhf outlet, it's logically presumed that WLOW-TV, Forcie's WENS-TV, Reitman, which represents WLOW, also will represent the TV outlet, Mr. Wadson said.

Frank S. Hoyer, general manager of WLAM Lewiston, Me., granted uhf Ch. 17, said it was too early to give a definite starting date but that he is shooting for November or December. Equipment will be RCA, he reported, and national representative will be the same as for WPMT (TV) Portland, Me., of which he is president - Everett-M. Tinney, New York, and Kettell-Carter, Boston.

HEAT of fight for vhf Ch. 7 in Waterloo, Iowa, has reached such heights that one applicant has filed an anti-trust suit against another for $50,000 damages.

Scheduled to be heard July 17 in U. S. Dis- trict Court in Waterloo is a request for a preliminary injunction, filed last week by KWWL against KXEL there. KWWL also asked for an interlocutory injunction against what it termed KXEL-inspired boycott by advertisers, mis-representations and defamation - all to the end, the MBS affiliated station (on 1330 kc with 5 kw day, 1 kw night) charged, that it withdrew its TV application.

Position of KXEL could not be ascertained at last week's deadline.

KWWL also alleged that KXEL has built TV tower next to its transmitter buildings and tower before receiving a grant for video station, contrary to FCC regulations. This charge was basis of complaint to FCC last year, but the Commission refused to disqualify the KXEL application at that time. The Commission has not yet set the Waterloo applicants for a hearing.

KEEPS alive the fight for vhf Ch. 10 at Milwaukee, Wisconsin. Attorney General Vernon W. Thomson advised FCC last week that on Monday the re-constituted State Radio Council met and unanimously resolved to "adopt as its own" the applications submitted earlier in behalf of the state by Gov. Walter J. Kohler.

Both channels are reserved for noncommercial, educational use.

Mr. Kohler, Hearst Radio Corp., operator of WISN Milwaukee, is to file this week in the U. S. Court of Appeals for the District of Columbia its protest of the FCC's ruling denying Hearst's plea that the channel be returned to commercial use. FCC also dismissed Hearst's application for the facility. Hearst went through hearing for Milwaukee before the TV freeze in 1948. Ch. 10 was reserved for education by the 1952 final reallocation plan.
KEIC

KAY WEST — Two separate offers bring outstanding results: A 10c booklet offered has out-pulled every other station using it in the Pacific Northwest. Another has developed the lowest cost per inquiry of any Northwest city.

KEX received TWO B.A.B. Awards in recent "Radio Gets Results for Retailers." Schumacher's Market increased sales tremendously with KEX week-end spots; Hermanek's, women's apparel, upped business with radio.

Hollywood Furniture — Exclusive KEX advertiser... doing bigger business than ever with spots and newscasts. Increased trading area with 50 kw.signal a big factor in gaining new customers.

16 Food Products now getting special promotion in Portland grocery stores on the "KEX Summer Bandwagon". Safeway Stores report sales of Best Foods mayonnaise and other KEX Bandwagon products BIG during the campaign.

KEX promotion of "Breakfast Club" appearance in Portland resulted in 8,000 letters in one day. KEX plan for awarding tickets to Red Cross blood donors resulted in one of biggest weeks for Portland Blood Bank.

Benjamin Franklin Savings & Loan Assn. With one-third of their advertising investment on KEX, has increased business every year. Now operating three big offices in Portland.

Sherm Washburn, KEX 7 a.m. newscaster, pulled over 2,000 requests for flag booklet in one week. "Uncle Bob", KEX Children's Program star, named Grand Marshal of Portland's Rose Festival Junior Parade.

50,000 watt KEX receives listener mail in substantial quantities from every county on the Pacific Coast. Write for new coverage maps and mail origination maps.

CALL FREE & PETERS NOW — for Complete Details on ACTION-PRODUCING KEX

KEX Oregon's Only 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

W WESTINGHOUSE RADIO STATIONS Inc

WBZ • Waza • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free and Peters, except for TV; for the television stations NBC Spot Sales

July 13, 1953 • Page 61
ESTES 'DELAY' TV BID DISMISSED

Failing to receive a response to its McFarland letter of June 24, FCC dismisses the Fort Smith application.

CHARGING the vhf Ch. 5 application of Bur- nett Estes at Fort Smith, Ark., was filed either to delay his hearing or to either of the other applicants there, FCC last week dismissed the Estes bid for lack of prosecution. The Com- mission sent Mr. Estes a McFarland letter June 24, 8-8, it disclosed through special investigation, and gave him 10 days to reply. None was received, FCC said.

Mr. Estes is in the construction business in Dallas with Gaylord Shaw. It was the letter's application at Pine Bluff, Ark., which FCC dismissed a month ago, in precedent action, on the grounds it had been filed to delay a grant to Arkansas TV Co. for vhf Ch. 7 [B&T, June 22].

Mr. Estes earlier had filed for Ch. 7 at Pine Bluff but withdrew it. FCC found that the subsequently-filed Shaw application copied the engineering portion of the Estes bid.

The Ch. 5 applicants pending at Fort Smith are those of George Herrnheiz, local jeweler, and American Television Co., one-third owned by H. S. Nakdimen, owner of KWEH Fort Smith.

In its McFarland letter to Mr. Estes, FCC also indicated concern that the applicant's financial representation "may be a sham and an attempt to mislead the Commission." The letter also alleged that representatives of the Pine Bluff Chamber of Commerce stated in effect that Mr. Estes offered to withdraw the Pine Bluff bid for $25,000, which was not paid.

KGBS Call Letters

"KGBS" will be retained as call letters for the radio operation of Harbenbo Broadcasting Co., Harlingen, Tex., it was announced last week by McHenry Tichenor, president and principal owner, Harbenbo purchased KGBS Harlingen for $225,000 from Houston's Mayor Roy Hofheinz, pending FCC approval [B&T, June 29], and proposes to turn in the license for the present KGBS.

KGBS operating at Mason L 1,510 kc with 50 kw daytime and 10 kw directional, will be renamed KGBS. Also now before FCC is an application for assignment of the Ch. 4 permit of KGBS-TV from Magic Triangle Televisors Inc., 50% owned by Mr. Tichenor, to Harbenbo Broadcasting.

Harbenbo Broadcasting proposes to increase its outstanding stock from the present 5,000 shares to a total of 5,000 shares, according to the KSOX transfer application. Mr. Tichenor holds 1,924 shares of the 3,000 shares issued and Genewee Tichenor holds 1,076 shares. After the additional 2,000 shares are issued, Mr. Tichenor's interest will be 38.5% and that of Mr. Genewee 32.5%.

Of the 2,000 new shares to be issued, 1,920 shares have been subscribed by James Cullen Looney, owner of KURV Edinburg, Tex., and 40% owner of Magic Triangle Televisors. Mr. Looney would sell KURV. The remaining 80 shares have been subscribed by Troy R. Mc- Daniel, who already holds 310 shares in Har- benbo Broadcasting. Mr. McDaniel also would buy 140 shares from Mrs. Tichenor. Price of the stock is 50 cents per share, the applications said. After the stock acquisitions, Mr. Looney would become 39% owner and Mr. McDaniel 10% owner of Harbenbo Broadcasting. The Tichenors together would hold 51% interest.

Page 62 • July 13, 1953

TWO INITIAL TV GRANTS PROPOSED

Withdrawal of competitive applications paves way for proposed uhf actions at Sacramento and Allentown.

INITIAL decisions recommending grants for two more new TV stations following withdrawal of competitive applicants were announced by FCC last week. They pertain to uhf Ch. 40 at Sacramento, Calif., and uhf Ch. 67 at Allentown, Pa.

In the Sacramento case, Hearing Examiner Thomas H. Donovan issued an initial decision proposed to grant the Ch. 40 application of Ashley L. Robinol and Frank E. Hurding doing business as Cal TV Co. The decision was made possible by the withdrawal of a competitive Ch. 40 bid by Maria Helen Alvarez, partner of KFMB-AM-FM-TV San Diego and KOTV (TV) Tulsa.

Examiner Benito Gagune issued an initial ruling in the Allentown Ch. 67 case proposing to grant the application of Penn-Alben Broadcast- ing Co., operator of WFMZ (FM) there. The action was made possible by the withdrawal of the competitive application of Allentown Television Corp., under common ownership with WMGL there. Allentown Television had received $12,500 to partially reimburse expenses, the initial decision said.

Meanwhile, two other contested cases moved toward early solution last week as competitive applicants petitioned for dismissal.

WTAG Worcester, Mass., asked for dis- missal of its Ch. 20 bid which would leave in the clear the Ch. 20 application of WAAB there. The applications are not in formal hearing status.

WKVM San Juan, Puerto Rico, petitioned to withdraw its vhf Ch. 4 application, now in hear- ing with the Ch. 4 bid of WAPA there. WKVM was requested to request the allocation of another channel there.

IDENTICAL OWNERSHIP

FCC last week released a tabulation of "identical TV-AM-FM ownership" covering the 374 construction permits for new TV stations issued by the Commission from July 1, 1952, to June 27 this year. Similar comparison for the 108 pre-freeze TV stations also is given. Of the 374 post-freeze permittees, the tabulation shows:

1 of 67.5% had identical AM or FM ownership in the same community; or 25% had identical ownership in another community; or 37% had majority or minority interest in TV CP and majority or minority interest in AM or FM in the same or other communities; or 77 or 93% had AM or FM interest. Of the 108 pre-freeze operating commer- cial TV stations: 60 or 83.3% had AM or FM interests in the same community (identical ownership); or 60 or 93% had AM or FM interests in other communities; or 77 or 93% had AM or FM interests in different communities.

DR. ROBERT JOHNSON

The Temple U. president will resume his academic role, vacating his leading candidacy for top man in the proposed U. S. Information Agency.

WASHINGTON last week lost its most logical candidate for the top job in the proposed U. S. Information Agency when Dr. Robert L. Johnson, leave from Temple U's presidency—quit as the head of the Interna- tional Information Administration.

President Eisen- hower, accepting the resignation, asked Dr. Johnson to stay at IIA until the new agency comes into being. That change- over is slated for Aug. 1, providing neither the Senate nor the House disapproves the Chief Executive's reorganization request.

In another top development in the informa- tion field, a White House advisory committee has recommended that factual news and not outright propaganda should be used in U. S. broadcasts abroad.

Other developments were:

Spiritual belief of this country, wherein it is shared by other world nations, ought to be stressed in the information programs.

Information guidance from Washington should be confined to global or regional themes.

Substantial cuts in the information service budget should be avoided until new methods and approach have been tested.

QUTS AS IIA CHIEF

Security regulations ought not to hamper the information flow from government to the public except where "need for security is clearly demonstrable." More study at the "highest level" of government was suggested.

The Psychological Strategy Board (set up in 1951) should be abolished. "Except for propaganda, there are no 'psychological warfare' instru- ments distinct from traditional instruments of policy."

Dr. Johnson had been favored to be the U. S. Information Agency director. The uni- versity president took over the helm when surrounded in angry waters churned by Sen. Joseph R. McCarthy's repeated attacks [B&T, March 2].

Disatisfaction Seen

An undecipherable feeling is that the White House reportedly has been unsatisfied with the progress of IIA of which the Eisenhower Administration has expected much in the way of giving a lift to the U. S. psychological approach to the cold war. Dr. Johnson's resignation, it was explained, will open a key vaca- ncy in an agency the Administration plans to make "dynamic."

The resignation was announced less than a week after Dr. Johnson appointed Leonard F. Erickson, vice president and director of McCann- Erickson advertising agency, to head the Voice of America [B&T, July 6].

Mr. Erickson's appointment completed stuffing of the top divisional commands of IIA in anticipa- tion of the U. S. Information Agency plans going into effect.

Dr. Johnson said his doctors had given him orders to leave the government service within 30 days. He was reported to have been suffering from hypertension.

BROADCASTING • TELECASTING
DIRKSEN, LONG AID IN RULE 1 (d) SHUTOUT

Sen. Edwin C. Johnson's baseball bill is sidetracked by Sens. Everett Dirksen and Russell Long. Their moves may doom the measure this session.

BROADCASTERS opposed to the Senate baseball bill were breathing a bit easier last week after the measure struck a snag during debate.

For proponents, including the bill's sponsor, Sen. Edwin C. Johnson (D-Colo.), president of the Western League (minor clubs), the outlook was for a long, uphill fight.

There was strong indication last week that the bill (S 1396) will be stymied at least until the next session of Congress. It is more certain that the bill will not become law, as such a possibility would involve passage by both House and Senate. The House has not scheduled hearings.

While there has been considerable controversy behind the scenes, on the surface the jockeying has been by legislative or parliamentary maneuver. It was just that type of Congressional play by Sen. Everett L. Dirksen (R-Ill.) last Wednesday that gave the bill its biggest setback in the Senate thus far.

Sen. Dirksen was quoted as flatly opposing the bill—to exempt baseball's rule 1 (d) from anti-trust laws—and said he would use every possible parliamentary device to defeat it.

The Illinois Senator noted that NARTB had sent notices to every U.S. Senator expressing opposition to the bill. Both he and Sen. Russell B. Long (D-La.), who twice during the week stopped the bill from coming to a vote, emphasized that there is no proof that radio and television are responsible for minor league financial difficulties. Also questioned was the bill's intent of exempting baseball from the anti-trust laws. Sen. Long pointed to the motion picture industry as certainly being affected by television as much as baseball is affected by radio and television.

Sen. Dirksen said he had assigned a man to look into the situation further.

He said that the Dept. of Justice informally ruled that rule 1 (d) "could or might constitute a conspiracy in restraint of trade." "We are now asked to take action on a piece of proposed legislation which, if enacted, would nullify the effect of that very informal opinion, and would give the stamp of approval to something which otherwise would constitute a conspiracy against the anti-trust law," he said.

Rule 1 (d) would restrict radio-TV broadcasts of major or minor league games within a 50-mile radius of home team parks. The bill was amended subsequently by Sen. Johnson to permit any station, radio or TV, at any time to broadcast any game, regardless of rule 1 (d), provided that the broadcast was not sponsored.

Senate Group Clears Bill On Gambling Information

SENATE Interstate & Foreign Commerce Committee last week reported out S 2314, which would prohibit the transmission of certain gambling information (on horse or dog racing) by radio or wire. The bill was similar to one approved by the committee in both 1950 and 1951 (in 1951 bill was S 2116). Sen. Edwin C. Johnson (D-Colo.), author of most of the bill, said it was not intended to affect legitimate business services.
FCC WANTS TO KNOW IF AND WHEN NTSC WILL FILE COLOR PETITION

As FCC awaits word from NTSC on its intentions about filing a petition supporting the RCA-NBC color request, the advent of color TV becomes a prime topic among set manufacturers and film producers. Both groups feel black-and-white TV still has a long life ahead.

FCC made its first move in the color TV proceedings last week. It formally asked the all-industry National Television System Committee if it intended filing a companion petition to that of RCA-NBC for the adoption of a compatible color system [B*T, June 29, et seq.], and if so, when.

Commission’s letter, addressed to Dr. W. R. G. Baker, NTSC chairman, referred to the fact that RCA-NBC was asking for the commercialization of the NTSC standards. It is believed the request was made to get NTSC’s scheduled filing on the record. Dr. Baker has said NTSC will file its report and a petition shortly after July 21, deadline for NTSC members to file comments on the results of the field testing of the industry-sold signal specifications.

Commission attitude toward RCA-NBC color TV petition remained unchanged last week. It was best summed up by the words of one staff member as “making haste slowly.”

RCA, meanwhile, was preparing for its Wednesday meeting in New York with licensees. It will show and discuss the latest improvements in its tri-color tube. The meeting will disclose new manufacturing techniques and development of an all-glass envelope.

Weaver In Hollywood

NBC Vice Chairman Sylvester L. (Pat) Weaver, leading the network’s color activity, was reported in Hollywood last week surveying NBC’s Hollywood and Burbank studios with an eye for changeover to color. Mr. Weaver, it was reported, believes FCC will approve the RCA-NBC petition by Oct. 1.

Prediction that compatible color TV will be here in “one year, a year and a half, two years at the most” was made last week by former FCC chairman Paul A. Walker before the Silver Spring (Md.) Rotary Club.

In his first public appearance since retiring as FCC commissioner, Mr. Walker declared that he was now convinced that the 18-month-long color.color vs. monochrome battle were “a waste of time” because the Commission’s authorization of CBS’ field sequential system did not produce color TV. He also said that black-and-white TV could have a year more before it if the Commission had not spent that time on color.

Early FCC approval of the proposed color system will have a salutary effect on all phases of the television industry and will spur black- and-white sales, R. C. Tait, president of Stromberg-Carlson Co., declared Thursday.

Speaking to 200 distributors attending the company’s convention in Chicago, Mr. Tait said the sooner the new color TV system is approved the sooner the public will learn about the receiver production and pricing problems which “will face the industry for the next two or three years.”

Mr. Tait predicted 1953 will be the greatest volume year in Stromberg-Carlson’s history, with all divisions, including broadcasting (WHAM-AM-TV Rochester), “enjoying volumes in every category.”

Sylvania’s pilot color TV console was demonstrated at the company’s annual national distributors convention in Buffalo Thursday amid reflections on the high cost of color receivers and on the “definite market potentials” for black-and-white TV sets “for some years to come.”

This outlook on TV sets was offered by John K. McDonough, general manager of Sylvania’s Radio and Television Division, after he had pronounced the quality of color pictures shown on the pilot set as “exceptional.” He said FCC approval of compatible color is expected, but added the strong possibility exists that a small screen color set will cost up to three times as much as today’s black-and-white picture sets.

He asserted Sylvania “will certainly have color television, when it is ready,” but he pointed out there is “nothing in color television that will drive black-and-white sets into obsolescence.”

“Black-and-white sets will survive for the same reason that black-and-white movies continue in popularity,” in spite of the fact that technicolor motion pictures have been a reality for years,” Mr. McDonough added.

Film Makers’ Comments

Film makers continued to watch the proposed advent of color TV with a cautious but unworried eye.

Hal Roach Jr., vice president and executive producer of Hal Roach Studios Inc., said his studio can convert to color production on 24 hours’ notice, since it previously had been set up for color motion picture production. But, he said, as studios learned with movies, color doesn’t add box-office-wise to every film. Believing a lot will depend on the sponsor and what he can afford, Mr. Roach said he believed color will enhance only specific type video films, such as westerns, musicals and epics. The studio is experimenting with color commercials, which he believes will enhance audience identification of product and package. The main problem for the industry, Mr. Roach declared, is when color is injected into the one-fourth-thousand basis for the sponsor. As a producer, he said he may have to film a series in color eventually to protect its residual values, even though the sponsor is paying for black and white.

William F. Brody, head of his own firm which produces Wild Bill Hickock, doesn’t think color will be generally practical in viewers’ homes for at least another five years, but at the end of that time it might be a national necessity.

Ralph Tuchman, Harris-Tuchman, producers of commercials, said color depends on what film is to be used. He saw little value in color TV film commercials at present, since the advertiser is interested in circulation. Only the large advertisers can afford to experiment in color, he said.

Isidore Lindenbaum, president of Filmcraft Productions, believes the changeover from black and white to color will come slowly for the video film industry. There are many color-experienced artists and technicians in Hollywood, and firms such as his have been experimenting with color for years, he explained. He feels the biggest change will come to sponsors and advertising agencies, since costs of color filming run approximately 25% to 30% more than for black and white, he said.

Gordon’s WSAI Purchase Approved by Commission

SALE of WSAI-AM-FM Cincinnati, by Storer Broadcasting Co.’s subsidiary, Buckeye Broadcasting Co., to Gordon Broadcasting Co. for $203,000 was approved last week by the FCC.

The sale of WSAI complies with the condition of the FCC’s grant for purchase of WBRG-AM-TV Birmingham, Ala., by Storer so it would not have more than seven AM stations.

While this maximum is not an FCC regulation, the Commission has followed a policy restricting common ownership of more than seven AM stations.

This sale follows closely on the heels of Storer Broadcasting Co.’s purchase of KABC San Antonio and sale of WMMN Fairmont, W. Va. [B*T, June 29].

Principals in Gordon Broadcasting Co. are President Sherwood R. Gordon (70%) and his wife, Edna W. Gordon (30%). Firm is applicant for ufh Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sales Corp., New York graphic arts firm. Mr. & Mrs. Gordon are principals in TV Corp. of Greater Miami, applicant for ufh Ch. 33 at Miami, Fla.

Capitol Dinner Fetes Retiring Comr. Walker

MEMBERS of Congress, fellow Commissioners and leaders in commercial broadcasting and educational television paid tribute to retiring FCC Comr. Paul A. Walker last Tuesday at a dinner at Washington’s Hotel Wisconsin. Honored hosts for the occasion were the Joint Committee on Educational Television and the National Citizens Committee for Educational Television, both supported by Ford Foundation Funds.

Comr. Walker retired from the FCC effective June 30. He was the last of the “charter” members appointed to take office July 11, 1934, when FCC superseded the old Federal Radio Commission. A Democrat, he was FCC chairman prior to President Eisenhower’s appointment of Chairman Rosel H. Hyde.

Mr. Walker, although born in Pennsylvania, became a legal resident of Oklahoma at an early age. He was incorrectly identified as a native of Oklahoma earlier [B*T, June 29].

Kessler Leaves FCC

SYLVIA D. KESSLER, chief of FCC’s Office of Opinions & Review, which does the legal paperwork for the formal hearing case actions taken by the Commission in the broadcasting and other fields, has resigned effective July 3.

Although future plans were not announced, it is expected that Miss Kessler will enter private law practice, presumably in the radio-TV field.

A native of the District of Columbia, Miss Kessler engaged in the private practice of law there, prior to joining FCC in 1943 as special legal assistant to the late Comr. Ray C. Wakefield.
JOHN BLAIR
AND COMPANY

as National Representatives effective July 15, 1953

ANNOUNCES THE APPOINTMENT OF

IN ANNOUNCING the addition of WTCN Minneapolis-St. Paul to its list of important stations, John Blair & Company underscores “Personality Programming” as the key-word to the sales success of this station.

WTCN’s policy of block programming of highest-rated local shows from noon to 6 p.m. has made a fact of WTCN’s slogan: “Town Crier of the Northwest”. WTCN now has more familiar and established personalities under one roof than any other station in this market: men whose salesmanship matches their talent... men who build one result story after another on their own shows at selected time periods.

John Ford, tremendously popular newscaster who has held two of his sponsors for eleven years, sets the pace at noon. Then, for the next five hours, advertisers are assured of steadily increasing impact with Sev Widman, voted “Top Northwest Disc Jockey”... audience favorite Daryl Laub... Jack Thayer, rated among America’s first ten disc jockeys... music-man Jim Boysen who pulled over 5,000 mail entries in two weeks in a recent contest.

And these are just a few of the WTCN personalities who sell within a 65-mile radius of the Twin Cities, where over 70% of all retail advertising dollars in the state are spent.

For positive results in this market, call your John Blair man today!

WTCN
American Broadcasting Company Affiliate
5,000 Watts Day 1,000 Watts Night 1250 KC

REPRESENTING LEADING RADIO STATIONS
NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES
48 MORE PERMITTEES PLAN TV STARTS BY MID-AUGUST

Total operating TV stations edge close to the 200 mark as permittees push construction at record-breaking pace.

TELEVISION timebuyers should have nearly 25% more stations to choose from within the next 30 days.

At the end of last week, there were 194 stations on the air; 20 more were to have gone on the air with regular programming yesterday (Sunday).

By mid-August, 48 more stations expect to begin operations.

At the present time, there are 88 commercial stations and one noncommercial on the air which have received construction permits since the thawing of FCC's four-year freeze in the spring of 1952. There are 46 commercial vhf stations on the air (plus the noncommercial vhf) and 42 commercial uhf post-thaw stations operating.

These stations, added to the 108 pre-freeze vhf stations, raises the totals to 196 commercial, and one noncommercial ones.

Starting this week, BTV will run a complete list of all the TV stations granted since the first TV post-thaw grants on July 11, 1952.

BTV’s Coverage

All the grantees not on the air, their channel numbers, estimated starting dates, networks and representatives, will be listed in New GRANTEES’ COMMENCEMENT TARGET DATES, page 132.

Those stations now on the air, and the number of TV sets in their claimed coverage areas, are listed in TELESTATS, page 49.

In addition, BTV will carry every week a separate list, at the end of this story, including all those grantees planning to go on the air within the next 30 days.

These new stations now are broadcasting on a commercial basis: KAFY-TV Bakersfield, Calif., uhf Ch. 29, began July 5; KIDO-TV Boise, Idaho, vhf Ch. 7, was to have begun yesterday (Sunday); KTVL-TV San Antonio, Tex., vhf Ch. 8, began July 7, and WNAO-TV Raleigh, N. C., uhf Ch. 28, was to have started yesterday (Sunday).

KCMO-TV Kansas City, Mo., uhf Ch. 6, was supposed to have begun July 1 [BTV, July 6, June 29]. Now it is aiming for Aug. 16.

WTVI (TV) Belleville (Ill.)-St. Louis (Mo.), uhf Ch. 42, has been delayed from July 1 to July 17 [BTV, July 6, June 29].

WROM-TV Rome (Ga.) - Chattanooga (Tenn.), vhf Ch. 3, has a test pattern on the air and hopes to begin programming any day. It had set a June 13 date [BTV, June 15, 22].

One station did beat its target date by several days, KAFY-TV Bakersfield, which started ten days before its planned July 15 target.

WKOW-TV Madison, Wis., last Wednesday began regular commercial operation on uhf Ch. 27. Michael Henry, general manager, said reception reports of the test pattern indicate coverage 40 to 50 miles in every direction.

Charles Stone, general manager, WNAO-TV Raleigh, reported last Wednesday that the uhf station had gone on the air with a test pattern and was slated to begin regular commercial operation last night (Sunday). The station is being operated as a CBS-TV affiliate, will “start out in the black,” Mr. Stone asserted.

Ben K. McKinnon, general manager of WGVL (TV) Greenville, S. C., reiterated that the target date for commercial programming has been Aug. 1, with test pattern date set for July 15. “We think that we may hold a record as being the only television station to set only one target date, and we are confident that we will make this date on schedule,” he said. The station's studios are completed and the major equipment is on hand, he added. WGVL has signed with ABC-TV and DuMont and expects to carry NBC-TV shows.

W. L. Shellabarger, president of WTVP (TV) Decatur, Ill., uhf Ch. 17, reported that RCA had been delayed in the shipment of the station's antenna. He said it is still hoped that a test pattern can be aired tomorrow (Tuesday) so that commercial programming could start Thursday.

S. Bernard Berk, president of WAKR-TV Akron, uhf Ch. 49, said programming will begin next Sunday (July 19).

KRDO-TV Colorado Springs, Colo., also plans to get on the air with programming Sept. 1, and expects to put on test 15 kw low-band vhf transmitter. WEHT (TV) Jacksonville, Fla., has both been shipped 1 kw uhf transmitters. WEHT is assigned Ch. 50 and plans an Oct. 1 start. Meeker is representative. WCH-A-TV, assigned uhf Ch. 46, plans a late summer start. Its representative is Forje.

Frederic F. Clare, manager of WACH (TV) New York, said the “beacon signal” on uhf Ch. 33 went on the air July 6. The signal is to help set servicemen align uhf TV receivers to the new uhf channel while the station is under construction.

When KBTV (TV) Denver, uhf Ch. 9 outlet (it's been on the air since last October), opened

ARCHITECT'S SKETCH shows new KRDO-AM-TV building, Colorado Springs, now under construction, which is due for completion next month. The $120,000 building will contain modern TV studios for KRDO-TV, which has a Sept. 1 target date for commercial broadcasting.

• • •

1, and expects to put on test patterns about the middle of August. The NBC-TV affiliate has appointed Herbert Schubart chief engineer and George Jeffrey art director, reported Gidi Brookshire of the station's promotion department.

Carl E. Haymond, president of KMO-TV Tacoma, uhf Ch. 13, said commercial programming is due to begin Aug. 2. Test pattern will be on the air the week of July 20, he indicated. KMO-TV is the first western station to use an RCA 12-bay antenna; it will be atop a 460 foot tower, Mr. Haymond said. He added that an RCA 10 kw transmitter was shipped to Camden July 3. ERP will be 95.5 kw visual.

KFEQ-TV St. Joseph, Mo., assigned vhf Ch. 2, has received all its equipment, including an RCA 10 kw transmitter, and expects to be operating with 52 kw ERP by Aug. 15, according to a station spokesman. Station is a CBS-TV affiliate.

Frank S. Hoy, President of WPMT (TV) Portland, Me., uhf Ch. 35, expects the outlet will begin programming in mid-September. He said the equipment is on hand, he added, and the RCA transmitter was being shipped last week.

• The promotion director of WMIN-TV St. Paul, T. W. Letcher, said the vhf Ch. 11 share-time station definitely is counting on a Sept. 1 start. Progress on the studios, located in the Hamm Bldg., is ahead of schedule, he assured.

Another Sept. 1 starter is WICS (TV) Springfield, Ill., uhf Ch. 20 station. Adam Young will be national representative.

Frederick L. Allman, president of WSVTA-TV Harrisonburg, Va., expects the new station, too, plans to be operating by Sept. 1.

Mr. Allman said the equipment is GE, and that the 5 kw transmitter has been promised before July 31. Tests are to begin in mid-August.

Representative C.

Sales manager of WIFE (TV) Dayton, Ohio, Louis G. Froelich, says the uhf Ch. 22 outlet contemplates a Sept. 15 start. National representative will be Headley-Reed Television.

KFSD-TV Sets September

John C. Merino, manager of KFSD-TV San Diego, assigned uhf Ch. 10, said an early September start is planned. The station will be a new affiliate of NBC-TV, he asserted, and RCA equipment will be used.

The new uhf station for San Francisco and Oakland, KBAY (TV), has set November of this year as its target date. Lawrence A. Harvey, licensee, said the station's transmitter site is atop Mt. Sutro, where KGO-TV and KPIX (TV) San Francisco are located.

Keith Kiggins, partner in Kiggins & Rollins, granted uhf Ch. 2 in Fairbanks, Alaska, said the company's laboratory in San Diego was building the composite transmitter. A tentative Dec. 1 starting date has been set.

William C. Grove, manager of KBTC-TV Cheyenne, Wyo., said the vhf Ch. 6 outlet expects to begin regular programming Dec. 25. The station, a CBS-TV affiliate, will operate with 100 kw ERP.

RCA Victor, Camden, N. J., announces three more transmitters shipped last week.

A five-ton 25 kw low-band vhf transmitter was sent to KCMO-TV Kansas City, Mo. By using an RCA supergain antenna, the ERP will be 100 kw—maximum allowed—according to RCA. KCMO-TV is assigned vhf Ch. 5. It plans to begin programming Sept. 25. Representative is The Katz Agency.

WEHT (TV) Henderson, Ky., and WCHA-TV Chambersburg, Pa., both have been shipped 1 kw uhf transmitters. WEHT is assigned Ch. 50 and plans an Oct. 1 start. Meeker is representative. WCH-A-TV, assigned uhf Ch. 46, plans a late summer start. Its representative is Forje.

Frederic F. Clare, manager of WACH (TV) Newport News, Va., said the "beacon signal" on uhf Ch. 33 went on the air July 6. The signal is to help set servicemen align uhf TV receivers to the new uhf channel while the station is under construction.

When KBTV (TV) Denver, uhf Ch. 9 outlet (it's been on the air since last October), opened

$75,000 Says 'NO'

IS RADIO dead? WLIR New York voices a vociferous "no" and backs it up with its dollars—75,000 of them—for a daytime station. It's putting the money in a new transmitter, near New York's East River, within 10 blocks of the absolute dead-center of the nation's largest city. According to Harry Novik, general manager, this is the only new commercial broadcast transmitter to be installed in town in a score of years. And, he observes, New York reputedly is the most radio-station-populated area in the world.
Firmly Anchored!

Prestige and listener-preference give WREC advertisers an anchor to get a firm hold on this great $2 billion market. Planned, high quality programming enables Memphis No. 1 Station to deliver the "better half" of both the rural and metropolitan listeners with a single schedule (see the latest Standard Audit & Measurement Reports and Hooper Ratings). The cost ?? 10% LESS, per thousand listeners, than in 1946. Give your sales program an anchor in the Mid-South by keeping your message on the station your customers prefer—WREC.
It's A Bright Daytime Picture!

WOODland! TV

It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a terrific share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

PULSE STUDY
GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA
Share of Audience, Average 1/4 Hour Hours Using TV

<table>
<thead>
<tr>
<th></th>
<th>MONDAY — FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOOD-TV</td>
<td></td>
</tr>
<tr>
<td>STATION A</td>
<td>10 AM — 12 N</td>
</tr>
<tr>
<td>STATION C</td>
<td>12 N — 6 PM</td>
</tr>
<tr>
<td>WOOD-TV</td>
<td></td>
</tr>
<tr>
<td>STATION B</td>
<td>90%</td>
</tr>
<tr>
<td>STATION C</td>
<td>10</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>90%</td>
</tr>
<tr>
<td>WOOD-TV</td>
<td></td>
</tr>
<tr>
<td>STATION B</td>
<td>65</td>
</tr>
<tr>
<td>STATION C</td>
<td>12</td>
</tr>
<tr>
<td>WOOD-TV</td>
<td></td>
</tr>
<tr>
<td>STATION B</td>
<td>12</td>
</tr>
<tr>
<td>STATION C</td>
<td>34</td>
</tr>
<tr>
<td>WOOD-TV</td>
<td></td>
</tr>
<tr>
<td>STATION B</td>
<td>63</td>
</tr>
<tr>
<td>STATION C</td>
<td>2</td>
</tr>
<tr>
<td>SUNDAY</td>
<td>63</td>
</tr>
<tr>
<td>WOOD-TV</td>
<td></td>
</tr>
<tr>
<td>STATION B</td>
<td>2</td>
</tr>
<tr>
<td>STATION C</td>
<td>2</td>
</tr>
</tbody>
</table>

Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV... the area's only station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.

WOOD-TV
GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company
NBC — Basic; CBS, ABC, DuMont — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFMN-TV — Indianapolis, Ind., WDFN — Flint, Mich.
WEOA — Evansville, Ind.

its new $500,000 television studios, George Jessel was to have been on hand as ABC-TV's 'goodwill ambassador.' The new TV center, located at 1089 Bannock St., was to have had its official opening July 11.

KBTV says its huge new Studio 1 features an electrically operated display turntable for showing heavy appliances and cars, a rear projection screen and dressing rooms for show casts.

- According to the National Citizens Committee for Educational Television, Washington, D. C., three west coast TV stations are ready to begin operation in early autumn. Only one has received an FCC construction permit, however, the NCCET points out.

The station with a CP is KUSC (TV) Los Angeles, uhf Ch. 46. NCCET says San Francisco and Seattle are ready to begin building educational TV stations and can get on the air 60 days after FCC grants.

- The following stations contemplate the start of commercial operation within 30 days:

**ARKANSAS**
KFSF-TV Fort Smith, uhf Ch. 22 (ABC-TV and DuMont), represented by John E. Pearson TV Inc., July 15.

**CALIFORNIA**
KAFY-TV Bakersfield, uhf Ch. 29 (all four TV networks), represented by ForJoe TV Inc., July 18.

KSRL-TV Chico, uhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Inc., Aug. 1.

KUSC (TV) Los Angeles, uhf Ch. 46, non-commercial educational, July-August.

KXIT (TV) Santa Barbara, uhf Ch. 3 (all four TV networks), represented by George F. Hollingbery Co., July 25.

**CONNECTICUT**
WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., July-August.

**FLORIDA**
WPPA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

**IDAHO**
K stations Boise, uhf Ch. 7 (CBS-TV, DuMont and NBC), represented by Blair TV, yesterday (Sunday).

**ILLINOIS**
WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., July 16-22.

**IOWA**
KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Aug. 1.

**KANSAS**
KOAM-TV Pittsburg, uhf Ch. 7, Aug. 1.

KEDT (TV) Wichita, uhf Ch. 18 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1.

**LOUISIANA**
KTAG (TV) Lake Charles, uhf Ch. 28, represented by Adam Young TV Inc., Aug. 15.

**MINNESOTA**
KMTC (TV) Austin, uhf Ch. 6, represented by John E. Pearson TV Inc., Aug. 1.

**MISSOURI**
KMBU (TV) Kansas City, uhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 15.

**MONTANA**
KXXL-TV Butte, uhf Ch. 6, Aug. 1.

**NEVADA**
KLAS-TV Las Vegas, uhf Ch. 8 (ABC-TV)

~STATIONS~

Page 68 * July 13, 1953
Presenting the WOOD BUNDLE!

WOODland! AM

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the WOOD BUNDLE is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays in 29 A&P stores. Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than $100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.

2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market. No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful...a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantee and full details. Better yet, write or call . . . WOOD direct or nearest Katz office.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

HBC — 5,000 Watts

Associated with

WFDM-AM and WFBM-TV — Indianapolis, Ind., WDFD — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

July 13, 1953  •  Page 69

and CBS-TV), represented by Weed TV, July 20.

NEW YORK

WBUP-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television Inc., Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represented by The Bolling Co., July 16.

WEEP-TV Hendersonville, uhf Ch. 27, July-August.

WNAL-TV Raleigh, uhf Ch. 23 (ABC-TV, CBS-TV and DuMont), represented by Avery-Knodel Inc., July 15.

OHIO

WAKR-TV Akron, uhf Ch. 49 (ABC-TV), represented by Weed TV, July 19.

WICA-TV Ashland, uhf Ch. 15, represented by Gill-Perna Inc., July 15.

WTTV (TV) Youngstown, uhf Ch. 21, July 21.

OREGON

KBES-TV Medford, uhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1.

Pennsylvania

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., July 15.

WTPA (TV) Harrisburg, uhf Ch. 71, represented by Headley-Reed TV Inc., July 15.

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1.

WKIP-TV Pittsburgh, uhf Ch. 58, represented by Weed TV, Aug. 1.

WQTV (TV) Pittsburgh, uhf Ch. 47, represented by Headley-Reed TV Inc., August.

WTVU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 1.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Aug. 1.

WNOY-TV York, uhf Ch. 49 (DuMont), represented by George P. Hellingbery Co., July-August.

SOUTH CAROLINA

WGVL (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1.

TENNESSEE

WJHL-TV Johnson City, uhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 1.

TEXAS

KDBC-TV Abilene, uhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 1.

KTVE (TV) Longview, uhf Ch. 32, represented by Farloe TV Inc., Aug. 1.

KCMC-TV Texarkana, uhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

virginia

WVEC-TV Hampton, uhf Ch. 16 (NBC-TV), represented by the William Rambeau Co., Aug. 15.

WASHINGTON

KMO-TV Tacoma, uhf Ch. 13, represented by The Bramham Co., Aug. 2.

KIMA-TV Yakima, uhf Ch. 29 (CBS-TV), represented by Weed TV, July 19.

KIT-TV Yakima, uhf Ch. 28, August.

WILL VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, July.

WISCONSIN

WMTV (TV) Madison, uhf Ch. 33 (ABC-TV, DuMont and NBC-TV), represented by The Bolling Co., July 15.

WCVN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., July 15.

Baltimore Tower Case

CHARGE of conspiracy "to corruptly extort" $15,000 from WBAL-TV Baltimore to expedite passage of an ordinance to permit tower construction in a residential area was made Thursday by a grand jury against Maurice J. Soy-pner, Maryland legislator and attorney [BR], July 6. The grand jury returned a special presentment after a two-week investigation by Acting Mayor Arthur B. Price, of Baltimore in connection with an alleged shakedown attempt.
WOR-TV's 'Double Exposure' Plan Gets Underway Saturday

LAUNCHING of WOR-TV New York's 'Double Exposure' concept of programming on next Saturday with a series of juvenile programs in the early evening and of mystery-adventure shows later in the evening was announced last week by James M. Gaines, vice president in charge of General Teleradio's WOR-AM-TV division.

As disclosed two months ago (BT, May 18), under "Double Exposure" sponsors of "outstandingly successful" filmed programs on other New York stations are invited to repeat them within certain program periods on WOR-TV on a no-time-charge basis for an experimental period of 26 weeks. WOR-TV's only stipulation is that running of the programs be cut to give the station an extra minute for adjacent spots, from the sale of which it expects to derive revenue. The sponsors' commercials remain in the program.

The juvenile block, which will be presented from 5 to 7 p.m. on Saturdays, will include Sky King and three other children's shows for which negotiations were being conducted last week, officials said. Sky King is sponsored by Dairy Foods Inc. on ABC-TV on alternate Saturdays, 11:30-12 noon EDT.

The "Double Exposure" mystery block will extend at the outset from 9 to 10:30 p.m. on Saturdays, although the plan envisioned a two-hour period of "Double Exposure" programming.

Included are Man Against Crime, which will be shown from 9:30 to 10 p.m., Inspector Mark Saber, 10:10-30 p.m., and Dangerous Assignment, 9:30-9 p.m.

J. Reynolds Tobacco Co. sponsors Man Against Crime on CBS-TV on Wednesdays 9:30-10 p.m. EDT. Inspector Mark Saber has been carried on ABC-TV under the sponsorship of Sterling Drug. Dangerous Assignment is not a "Double Exposure" offering, but was acquired by WOR-TV from the NBC Film Division, which syndicates it, in order to round out the mystery block and get the "Double Exposure" plan started. It ended a run on NBC-TV last spring.

KECA-TV UPS KING AS HOFFMAN QUILTS

FRANK G. KING, general sales manager of KECA-TV Los Angeles, ABC-TV 6 & 8 station, became general manager today (Monday), succeeding Dick Hoffman, resigned.

At the same time, Earl Hudson, ABC Western Division vice president, revealed that Elton H.

HUBBELL HEADS EASTON RADIO-TV

RICHARD W. HUBBELL, television development officer of the U. S. State Dept.'s Voice of America, has been named assistant to the president in charge of television and radio properties of the Easton Publishing Co., Easton, Pa., J. L. Stackhouse, president, said last week.

The firm, publisher of the Easton Express, is a division of the W.B.B.M. Publishing Co., Chicago.

Mr. Hubbell

Mr. Hoffman

Mr. King

Rule, national spot sales manager for the station, has taken over Mr. King's former general sales manager duties.

Mr. Hoffman resigned to become stockholder-manager of a new unidentified TV station presently under construction.

Page 70 - July 13, 1953

Zenith Loses Court Appeal

ATTEMPT by Zenith Radio Corp. to have the U. S. Court of Appeals in Washing-

ton revoke FCC's action in authorizing WBBM-TV Chicago to move from Ch. 4 to Ch. 2 on a temporary basis was unsuccessful. The three-judge court ruled July 3 that FCC's grant of special tempo-


WBBM-TV on Ch. 2; WTMJ-TV MOVE SET

WBBM-TV Chicago, which shifted from Ch. 4 to Ch. 2 July 3 under FCC temporary au-

thorization, made the change with a minimum of complaints from viewers, according to reports compiled by the station late last week.

The STA issued by the Commission was con-

ditioned on the outcome of the Zenith Radio Corp.'s protest challenging FCC's final allo-

cation order and its denial of the Zenith bid for a new commercial TV station on Ch. 2, on which the latter has been operating experimentally.

WMTJ-TV Milwaukee was sched-

uled to move from Ch. 3 to Ch. 4 over the past weekend (BT, June 29).

Clawson Heads KDYL Sales

DOUGLAS R. CLAWSON, assistant manager of Zion's Securities Corp., Salt Lake City, and former R. H. Macy Co. executive, has been appointed sales director for KDYL-

AM-FM-TV that city, G. Bennett Lar-

son, president and general manager, announced last week.

Mr. Clawson, a native of Salt Lake City, formerly managed the corporate buying offices of R. H. Macy Co., New York, from the period after World War II until 1949.

WBAL Names Christal

WBAL Baltimore has named Henry I. Christal to be its national representative, effective Aug. 1, it was announced today (Monday) by D. L. (Tony) Provost, vice-president-general manager of the Hearst Corp.'s radio-TV divi-

sion. Edward Petry Co. will remain representa-

tive for WBAL-TV.

Holm, KSO Treasurer, Dies

HERBERT F. HOLM, 65, treasurer of KSO Des Moines, died July 4 following a heart attack that day. Prior to joining KSO in 1944, Mr. Holm was associated with the Minneapolis Tribune and WTCN there. Burial was in Min-

neapolis. His wife survives.

‘Big Top’ Site Burns

CAMDEN (N. J.) Convention Hall, origina-

tion point for the WCAU-TV Philadelphia-originated CBS-TV network program, 'Big Top,' was wrecked July 4 by a general alarm fire, a WCAU-TV spokesman said. He said 'Big Top' will originate in WCAU-TV studios until a new location is found.

BROADCASTING • TELECASTING
The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the best buy in professional tape equipment!

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 30 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)
AFFILIATES QUESTION MBS FEELERS ON PROGRAM, SALES, PAYMENT PLANS

Although only a few affiliates had received Mutual's new exploratory proposals by last week, some stations were protesting revolutionary project. These objections were primarily against cutting stations' compensation.

OPPOSITION of major stations was heard last week as Mutual officials began acquainting affiliated stations with their current thinking on new program, sales, and compensation policies. [B & T, July 6].

Not many stations have been apprised officially, and indeed MBS authorities said the process of accumulating affiliates' ideas on program needs, formulating plans and reducing the thinking into written proposals may take two or three weeks.

Sources who discussed the project with network officials said the whole proposition was exploratory and would be abandoned if not accepted by most affiliates in time to become effective Oct. 1. "Deadline" for stations approval was said to have been placed at Aug. 15, with "absolute deadline" Sept. 1.

These sources, emphasizing the plan was suggested by the Mutual Affiliates Advisory Committee to "build a stronger network," said the proposals included the following:

- Affiliates would work on a "nonpayment" basis in carrying network commercial shows in network "fixed" or option time.
- To offset stations' losses in network compensation, programming for local co-op sale would be substantially expanded and its quality improved.
- The amount of network option time, or network "fixed" time, would be reduced to five hours a day on weekdays, four hours on Saturdays, and six hours on Sundays.
- If Mutual sold network programs outside network "fixed" time, affiliates would be paid 25% of their compensation rate.
- Receipts from chainbreaks sold in network "fixed" time would be divided equally between network and station.

Mutual authorities, who insist their planning has not passed the tentative stage and still embraces several alternatives—so that they hold the time is not ripe for public discussion—put the emphasis on their determination to improve MBS programming, both that offered for sale by the network, and that made available to the 365 Mutual affiliates for local sale.

Any reductions in the network's compensation to stations—and MBS officials have denied compensation is to be eliminated—would be used in large part to "upgrade" programs substantially, they indicate.

Although it appeared last week the planning had not been sufficiently circulated to the affiliates to permit any meaningful appraisal of reaction, several protests were heard—some of them loud.

They were directed primarily against cutting stations' compensation. Reduction of the amount of time the network can option, they feel, will mean little or nothing in actual practice, since Mutual has not utilized its quota in the past.

ABC REALIGNS EXECUTIVE POSTS

INTERNAL realignment of executive duties has been put into effect at ABC coincident with its granting of autonomy to its owned-and-operated stations. The o&o station autonomy, in line with the decentralization philosophy which the parent AB-FT Inc. follows in the operation of its theatres, is subject to "certain general policies to be established by the (ABC) management in New York."

The ABC vice presidency in charge of o&o radio stations, held by Theodore Oberfelder, and the vice presidency in charge of o&o television stations, held by Slocum Chapin, have been abolished. William Materne, acting general manager of the network's WABC-TV New York, has been named coordinator for owned radio and TV stations. Mr. Materne also will maintain liaison with sales organizations representing the o&o stations, Edward Petry & Co. and John Bland.

Mr. Oberfelder becomes vice president and general manager of WABC, while Mr. Chapin will serve ABC-TV as supervisor of the development of daytime network TV for the 1953-54 season, and also will handle sales. John Mitchell, ABC vice president recently transferred from Chicago, is vice president and general manager of WABC-TV.

CBS RADIO'S KAROL ANSWERS 'LIFE'

Network Sales Vice President John Karol says the study compares a single issue with a single program. Then he breaks out some of his own figures on his network's dominance over "Life."

BROADCAST media's fault-finding with Life magazine's advertising research study [B & T, June 15] was strengthened last week by a CBS Radio answer which accused the Life research of "comparing a whole apple tree (the entire issue of a magazine) with a single orange (a single program)."

In a letter to agencies and advertisers, CBS Radio's Network Sales Vice President John Karol declared that the Life study, made by the Alfred Politz Research Organization, compares "the audience for the whole issue of a magazine with the audience of a single radio program."

"This, of course," Mr. Karol continued, "ignores the fact that some 80 advertisers normally share in Life's audience, while in radio one advertiser has the exclusive attention of his program's audience."

"The odds (from Starch research) are that only three Life readers out of 10 will even notice the average full-page advertisement—and only one of these will look at it as much as half of it. . . . Compare this with the odds that a listener tuned to a program will hear one or more of the three commercials in that program."

Mr. Karol conceded that it is difficult to compare printed media and broadcasting. But if comparisons are to be made, he asserted, there are others that are both "more logical" and "more realistic" than that in the Life study. For instance, he said:

"1. If you want to compare one network with one magazine: (A) CBS Radio has a single-week audience of 62,840,000 listeners; (B) Life has a single-issue audience of 26,450,000 readers."

"2. If you want to compare one radio network with one magazine for a four-week period: (A) CBS Radio has a four-week cumulative audience of 77,700,000 listeners; (B) Life has a four-week cumulative audience of 52,550,000 readers."

"3. If you want to compare one program (nighttime) with a full-page ad in a magazine: (A) CBS Radio gives its average advertiser 5,076,000 listeners (on an "average audience" basis); (B) Life gives its average advertiser 1,666,000 people (on a "read-most" basis)."

Comparing the "time spent" with magazines as against radio, Mr. Karol said:

"If you want to compare time spent with one network and with one magazine: (A) people 10 years of age and over (U. S. population) spend an average of 181 minutes a week with CBS Radio; (B) people 10 years of age and over (U. S. population) spend an average of 17 minutes per issue with Life magazine."

Accordingly, Mr. Karol wrote:

"As you see, in time spent, CBS Radio leads Life by a margin of more than 10 to 1. This, to us, points up the essential reasonableness of the other three comparisons made above.

HANDSHAKE and a signature seal the agreement as KLZ-TV Denver joins CBS Television. Hugh B. Terry (l), station general manager, and Herbert V. Akerson, CBS TV vice president in charge of station relations, exchange grips while Fritz Snyder, CBS director of station relations, holds the contract.
AMERICAN AIRLINES CONTRIBUTIONS TO THE DEVELOPMENT OF AIR TRANSPORTATION

American Airlines celebrated its tenth anniversary in 1936 by introducing a completely new aircraft to the public—the Douglas DC-3. It had been built by a group of Douglas engineers according to specifications drawn under the supervision of William Littlewood, American’s chief engineer.

Douglas was then searching for a dependable market for aircraft. American wanted a plane that would carry more people with greater safety to put the airline on a sound paying basis. The DC-3 was a triumph on all counts. It literally put the airlines “in the black.”

For more than a decade, in peace and war, the famed dependability of the DC-3 earned it an affectionate title as “Queen of Transports.” When, in 1949, the last of the DC-3 Flagships gave way to newer, faster planes on American’s routes, the DC-3 had earned an immortal niche in history.

The development and inauguration of the Douglas DC-3 is only one of many milestones in the history of air transportation that have been introduced by American Airlines.
General

REPRESENTED BY

1953

mented many results above average. Going above consistently match the most enjoyed standing production. A country under sponsorship. We are very pleased Columbus, Ohio

COLUMBUS, OHIO

495 Olentangy River Rd.
Columbus, Ohio

Dear Mr. Reeves:

We are very pleased to see that out of half a dozen quarter hour TV shows throughout the country under sponsorship of Kaneo Dog Food, WBNS-TV's Animal Fare series holds the highest rating. A combination of experienced talent and outstanding production and camera work has brought this show to the highest rating enjoyed in over four years of operation in many markets. When you're up against one of the most popular children's TV shows and can consistently match their rating, frequently going above it, you definitely have a show above average.

WBNS-TV and its personnel are to be complimented on their efforts in putting on this series which has produced such excellent results for our client as well as for the Humane Society of Columbus.

Best regards,

M. O. Ivey

Vice President

WBNS-TV . . . The Nation's Number 1 Test Market Station and recipient of duPont, Sigma Delta Chi, and Billboard Awards for 1952.

WBNS-TV's multi-award winning production and programming on public service and commercial top-notchers is a builtin service available to all sponsors, guaranteeing them full value for their investment in this rich test market area.
Before you buy any remote control system

Make this comparison

**PERFORMANCE**
- Total number of control operations: 11
- Total number of metering functions: (plus "% mod." and "freq. deviation") 9

<table>
<thead>
<tr>
<th>RUST (X?)</th>
<th>(Y?)</th>
<th>(Z?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**UPKEEP**
- Phone pairs required: 2
- Does system use only DC voltages for lowest line rental? YES
- Total power consumption: 165 WATTS

<table>
<thead>
<tr>
<th>RUST (X?)</th>
<th>(Y?)</th>
<th>(Z?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>165 WATTS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**VERSATILITY**
- Adaptable to any transmitter? YES
- Preamplifier available for any AM or FM monitors? YES
- Will one system control two transmitters at once? YES
- Ample spare capacity for future needs? YES

**COMPACTNESS**
- Are studio unit & transmitter unit self-contained? YES
- Studio unit and preamplifier rack space: 15½"
- Transmitter unit rack space: 8¾"

<table>
<thead>
<tr>
<th>RUST (X?)</th>
<th>(Y?)</th>
<th>(Z?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15½&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8¾&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**RELIABILITY**
- Vacuum tubes in control circuits? NONE
- Total tubes used including preamplifier? 6
- Are numerous systems now in commercial operation? YES

<table>
<thead>
<tr>
<th>RUST (X?)</th>
<th>(Y?)</th>
<th>(Z?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NONE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YES</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PRICE AND DELIVERY**
- Current delivery: 30 DAYS
- Per diem installation service available? YES
- Average uninstalled price: $2,475.
- Approximate additional cost, second transmitter or auxiliary: 15-20%

Many leading station operators have already compared and bought Rust Remote Control. They are finding it pays for itself in short order. Discover all the help and savings Rust can give you. Act now. Write, wire or phone.

the rust industrial company, inc.

608 WILLOW STREET
MANCHESTER, N. H.

RUST REMOTE CONTROL - ALREADY THE CHOICE OF MORE THAN 50 BROADCASTERS
WCKY'S NIGHTTIME SOUTHERN AUDIENCE IS LARGER THAN EVER

An Increase of 29% Over 1949 BMB

1,689,300 4-Week Cumulative Families
1,193,920 Weekly Families
823,530 Average Nightly Families

AN AVERAGE NIGHTLY AUDIENCE IN THE SOUTH LARGER THAN ANY OTHER STATION

Fifty Grand In Selling Power
CONFIRMS IT!

WCKY GIVES YOU THE LARGEST AUDIENCE
IN THE SOUTH ON THE FAMOUS JAMBOREE PROGRAM
AT THE LOWEST COST PER THOUSAND

Compare Audience - Compare Cost

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Avg. NCS Daily Aud.</th>
<th>1 Time Announcement Cost</th>
<th>Cost per M NCS Fams.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>50 kws</td>
<td>823,530</td>
<td>$50.00</td>
<td>6.1¢</td>
</tr>
<tr>
<td>Sta A</td>
<td>50 kws</td>
<td>208,630</td>
<td>$50.00</td>
<td>24.0¢</td>
</tr>
<tr>
<td>Sta B</td>
<td>50 kws</td>
<td>501,090</td>
<td>$65.00</td>
<td>12.9¢</td>
</tr>
<tr>
<td>Sta C</td>
<td>50 kws</td>
<td>280,300</td>
<td>$50.00</td>
<td>17.9¢</td>
</tr>
<tr>
<td>Sta D</td>
<td>50 kws</td>
<td>819,530</td>
<td>$75.00</td>
<td>9.1¢</td>
</tr>
<tr>
<td>Sta E</td>
<td>50 kws</td>
<td>184,360</td>
<td>$45.00</td>
<td>24.4¢</td>
</tr>
<tr>
<td>Sta F</td>
<td>50 kws</td>
<td>239,630</td>
<td>$70.00</td>
<td>29.3¢</td>
</tr>
</tbody>
</table>

BUY WCKY’s JAMBOREE

FOR THE SOUTH

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK
IDEKO TOWERS

You provide the Tower Site...Let IDEKO do All the rest

Select the location for your tower...then, under only one contract, turn over all your tower problems to the Ideco experts.

Save yourself the complicated and technical problems involved in tower planning and erection. You can buy an Ideco Tower all in one “package” that includes everything...planning and design, foundations, fabrication, erection, installation of all equipment, final inspection, with complete insurance coverage. Handle your tower problem the sensible way...let Ideco engineers do the entire job. From foundation to top beacon, you know your Ideco tower will keep your station on the air, day after day...year after year.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco tower parts are shop-fabricated to a minimum predetermined tolerance...it's a "true" structure all the way up. Jig-welded and jig-drilled...each Ideco tower's diagonal members are fabricated to exact length and predetermined balanced stresses, completely eliminating the possibility of inaccurate manual field adjustments.

SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

Ideco's triangular cross-section insures a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance and so best resists distortion...has much lower painting and maintenance costs. And all Ideco towers are completely hot-dip galvanized...rust is stopped before it can possibly start.

Tall or short...for TV, Microwave, AM, FM...Ideco tower know-how keeps you on the air.

IDECO DIVISION, Dresser-Stacey Company
Dept. T, Columbus 8, Ohio

WBEN-TV Buffalo, N.Y. 1057 feet

MBS-GT, Crosley Officials Hold Cincinnati Conference

A CONFERENCE of Mutual and General Teleradio Inc. executives and sale personnel was to be held with Crosley Broadcasting Corp. officials Thursday-Friday in Cincinnati, with MBS-GT president-board chairman, Thomas F. O'Neil, heading the visiting group. Robert E. Dinville, Crosley president, was scheduled to welcome the visitors.

MBS-GT officials to attend from New York were J. G. Taylor, Herbert Rose, Roy Danish, Adolf Hult, Sidney Allen, Howard Cann Jr., Walter Duncan, James McElroy, John Talcott, Fred Schneider and Dwight Martin, with Bernard Munnik of Crosley sales in New York, accompanying them.

Chicago MBS-GT visitors were to include Carroll Marts, Virgil Reiter, Thomas Henry, Mel Goodrode, Tom Paro, Charles Hellwell and Bill Thompson, with Harry Albrecht of Crosley's Chicago offices, accompanying the group.

Lobster Network Established July 1 by Five Maine Stations

ESTABLISHMENT of a new Maine regional network, the Lobster Network, was announced last week. Affiliated stations are WPOR Portland, WCOU Lewiston, WFAU Augusta, WRKD Rockland, WTVI Waterville, and WRUM Rumford, the last named to go on the air shortly.

The network, said to cover 75% of the radio homes in Maine, began operations July 1. Several full network programming features will be established, the announcement said, to accommodate participating and single sponsors.

ABC Must Make Big Offer To Get KMPC—Reynolds

AN EXCEPTIONAL offer will have to be made by ABC before sale or trade of KMPC Hollywood for KECA that city will be entertained, Robert O. Reynolds, KMPC vice president and general manager, told B*T last week after additional "exploratory" talks with network executives.

Declaring the talks were not at the "negotiation stage," he stated no price figure have been discussed, "because we haven’t made up our minds and aren’t anxious to make a move."

Mr. Reynolds said he and KMPC President Gene Autry as well as other station stockholders "have put more than money into KMPC," and are reluctant to part with it despite any attractive offer. "Radio is good in Los Angeles, and regardless of what anyone else will say, I believe it will be better 10 years from today."

NBC-TV Trade Contest

A TRADE-AD contest was launched last week by NBC-TV in conjunction with its current advertising campaign stressing the network's "Leadership Theme" [B*T, June 22]. During the course of the campaign, a different claimed point of leadership will be emphasized each week for 12 weeks. Two of these already have run (network coverage and homes delivered). The person who lists the 10 others in the correct sequence of the advertising schedule will win $1,000 in his choice of RCA products for the home, and anyone who lists the correct 10 in any order will win an RCA 21-inch television set, completely installed.
How Glenn Douglass Built His Own Oil Business

In 1946, after comparing dozens of business opportunities, Glenn Douglass invested his life savings in a small service station in Hamilton, Ohio.

Today, after 7 years of hard work, Glenn Douglass has built a highly successful oil business. His company operates eleven service stations. And, as a wholesaler, he sells over 4,000,000 gallons of oil products a year to service stations, farmers and fuel oil customers.

Glenn Douglass' success story shows the limitless opportunities in the oil business for men willing to work hard and meet the day-by-day competition for business that exists in every branch of this industry.

Throughout America there are thousands of local oilmen like Glenn Douglass. Called "wholesalers" or "jobbers," they compete with rival oil companies, large and small. To win your business they try to reach you first with the newest, most improved oil products and the best service possible. This is one more way you benefit from America's privately managed, competitive oil industry which provides opportunity for all.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N. Y.

SUCCESS STORY: Picture at left shows Douglass and all the employees he had in 1946. Picture at right shows how his company has grown in just 7 years. This year Douglass will buy over 4 million gallons of oil products from a refinery—distribute them throughout Ohio's Butler County.

CIVIC MINDED Glenn Douglass, a local Boy Scout director, introduces Scouts from Oxford, Ohio, to Ted Kluszewski of the Cincinnati Reds.
OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this new TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to your needs.

Single copies are $5.00—
or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

( ) Weekly issues of BROADCASTING TELECASTING $7.00
( ) Issues plus 1954 BROADCASTING Yearbook 9.00
( ) Issues plus 1953-54 TELECASTING Yearbook 9.00
( ) Issues and both Yearbooks 11.00

( ) Payment attached ( ) Bill me

Name ___________________________________________________________
Address _________________________________________________________
Firm ___________________________________________________________
City __________________________ Zone ____________ State ____________

NOTE TO SUBSCRIBERS: Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 BROADCASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

DuMONT NETWORK ADDS 10 OUTLETS

ADDITION of 10 affiliates to the DuMont Television Network has raised total outlets to 126, Elmore B. Lyford, DuMont station relations director, reported last week. New affiliates are:

WBCK-TV Battle Creek, Mich., owned and operated by the Michigan Broadcasting Co. and scheduled to begin on Ch. 58 Sept. 1; WPMT-TV Portland, Me., Portland Broadcasting Co., on Ch. 53 Aug. 30; WTTV (TV) Fort Lauderdale, Fla., Gerico Investment Co., on Ch. 17 about Nov. 1.

WGVL-TV Greenville, S. C., Greenville Television Co., Ch. 23 Aug. 1; KPSA-TV Fort Smith, Ark., Southwestern Publishing Co., on Ch. 22 about July 20; KVTX-TV Hutchinson, Kans., Hutchinson Television Inc., on Ch. 8 July 20.

KCMC-TV Texarkana, Tex., KCMC-TV Inc., on Ch. 6 on July 15; KCTY-TV Kansas City, Mo., Empire Coil Co., on Ch. 25 in June; WMAZ-TV Macon, Ga., Southwestern Broadcasting Co., on Ch. 13 Sept. 27; KLAS-TV Las Vegas, Las Vegas Television Inc., on Ch. 8 July 20.

NBC Adds WPNF, WDLP

ADDITION of two new radio stations to NBC, raising the number of affiliates to 209, have been announced by Harry Bannister, NBC vice president in charge of station relations.

WPNF Brevard, N. C., joined the network July 6. The station, which operates on 1240 kc, is owned and operated by the Pigeah Broadcasting Co. Ed M. Anderson is president of the company.

WDLP Panama City, Fla., will become an affiliate of NBC on Aug. 13. Owned by the Panama City Broadcasting Co., the station operates with 1 kw on 590 kc. Cecil B. Kelley is general manager.

KFI Renews NBC Pact

RENEWAL of affiliation contract for two years by NBC and KFI Los Angeles, effective June 1, was announced last week by Harry Bannister, NBC vice president in charge of station relations. Earle C. Anthony, founder and president of KFI, commented that it was "fitting that the pioneer station of the Pacific Coast has been the Los Angeles affiliate of the pioneer radio network, NBC, since that network was founded in 1926."

KCMO-TV Goes ABC-TV

KCMO-TV Kansas City has signed as a basic affiliate of ABC-TV, effective Sept. 27, national director Alfred Beckman of the ABC station relations department announced last week. The station, assigned vhf Ch. 5, is owned by KCMO Broadcasting Co. and E. R. Hartenbower is general manager. Its radio affiliate is affiliated with the ABC radio network.

Blake To NBC o&o Post

ROB BLAKE, publicity director of WCBS New York, has resigned to accept the new position of coordinator of publicity for NBC's owned-and-operated stations. Before joining WCBS last year, Mr. Blake was publicity director of WOR-AM-TV New York for five years.
COVERAGE
OF ALMOST ALL OF ARKANSAS
AT LOWEST COST
PER THOUSAND FAMILIES!
Based on SAM weekly audience figures and published base hourly rates!

★ With PROVEN Audience!
★ With PERSONALITIES Known to Arkansas!
★ With 3-MAN Full-Time News Department!
★ With 2-MAN Full-Time Farm Department!
★ With 6 TOP PERSONALITY Record Shows!
★ With TOP PERSONALITY Woman's Show!

YOUR BEST BUY IN ARKANSAS IS—
YOUR O. L. TAYLOR COMPANY
MAN WILL GIVE YOU COMPLETE DETAILS

KLRA
LITTLE ROCK
10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"
Skatron Previewers Boost Subscription TV

SIGNs pointing to the practicability of subscriber television were claimed in an announcement last week by Skatron Electronics & Television Corp.

Arthur Levey, president, disclosed that analysis of the first 1,000 questionnaires filled in and signed by men and women attending the first public demonstration of Skatron Subscriber-Vision in New York June 9-17 showed that 93.6% of them would be "willing to pay nominal subscription fees for outstanding TV programs of types not now otherwise available."

A total of 51.1% would not pay for programming under those conditions, Mr. Levey said, while 13.3% replied they "don't know."

The members of the audience were questioned on which type of programming they would order on a TV subscription plan, Mr. Levey said, with the following results: Hit Broadway shows, 83.1%; new feature movies, 78.9%; educational courses, 58.7%; leading sports events, 56.4%; grand operas, 53.7%, and children's programs, 28.6%.

Mr. Levey stressed that the broad program potentialities of Subscriber-Vision are indicated by the expression of desire on the part of 54.9% of those filling out these questionnaires to see features or more of the six program types listed. "These figures speak for themselves," Mr. Levey commented. "They show conclusively that those who saw this dynamic new TV system in operation favored the subscription method—one that, if approved by the FCC, would make it possible for TV set owners to get outstanding programs in their homes of types not now available, and without interruptions by commercials."

He said the questionnaires and replies will be turned over to FCC later this year when Skatron makes application for a commercial license.

GE Warehouse Expansion

GENERAL Electric Co. expects completion of a $325,000 addition to its electronic tube warehouse and eastern regional Tube Dept. headquarters at Clifton, N. J., by mid-September, Grady L. Roark, Tube Dept. marketing manager, said last week. The construction will add 48,000 sq. ft. to the existing 50,000 sq. ft. of warehouse floor space, he said. A "greatly increased demand in the eastern region" for GE picture tubes was given as reason for the expansion.

CBS-Columbia Meet Sales

ORDERS placed for CBS-Columbia television and radio receivers at the recently-completed distributors' meeting will amount to almost $714 million in business over the next three months, Roland D. Payne, CBS-Columbia sales manager, disclosed last week. He said this represented an increase of almost 50% over the volume placed at the distributors meeting a year ago.

RCA Tube Packaging

RCA Victor Tube Dept. in a new packaging program is insuring TV broadcasters that RCA image orthicon tubes shipped them for replacement have been untouched since leaving the factory. The tubes are being sealed in "tamper-proof," transparent plastic containers with a red seal which must be broken before the tube can be removed, a spokesman said.

DuMont's 24 Weeks

ALLEN B. DuMONT LABS, Inc. reported last week that net profit for the 24 weeks ended June 14 was $913,000 as against $56,000 for the same period of 1952. Total sales for the period in 1953 amounted to $41,395,000 as against $29,036,000 in 1952.

Cathode Ray Tube Decline

SALES of cathode ray tubes for TV as well as radio receiving tubes dropped seasonally from April to May though still well above May 1952, according to Radio-Television Mfrs. Assn. May sales of cathode ray tubes at factory is estimated at 744,252 units with the five-month total reaching 4,450,249 units. May sales of receiving tubes were 37,253,308 units with 200,654,663 for five-month period. Almost 70% of cathode ray tubes were 19 inches or larger.

AT&T Links WFTL-TV, WTPA

LINKING of two additional stations to AT&T's television network facilities was announced last week by the company's Long Lines Dept. WFTL-TV Fort Lauderdale, Fla., was connected as of July 1 with network facilities between Jacksonville and Miami. Meanwhile WTPA (TV) Harrisburg, Pa., was linked last Tuesday, with network shows to be beamad from microwaves tower on the transcontinental relay route to a telephone building in Harrisburg.

MANUFACTURING SHORTS

Gerald B. Miller Co., Hollywood, equipment representatives, announces opening of new divisional office at Room 101, King County Airport, Seattle, with Dale Thompson, field engineer, in charge of operations.


Sylvania Electric Products Inc. has announced plans for construction of 416,000 square foot TV set manufacturing plant in Batavia, N. Y., with expected completion by Feb., 1954.


Ampex Electronic Corp., Hicksville, N. Y., announces release of its latest condensed catalog, available upon request from Ampexmer.

General Electric, Schenectady, N. Y., announces availability of new bulletin on miniature selenium rectifier stacks for electronic circuit applications.


Charles Tombras & Assoc., Knoxville, Tenn., elected to membership in American Assn. of Advertising Agencies.

Dan J. Connor Co., Phila., incorporates as Danco Corp.

Westinghouse Shows New Sets

WESTINGHOUSE Electric Corp.'s radio-television division introduced its new 1954 line of receivers Wednesday night via a 22-city closed-circuit telecast, which utilized NBC-TV's physical equipment as well as creative talent. Participating in the one-hour program were such NBC-TV personalities as Ben Grauer, Dr. Roy K. Marshall and Rex Marshall.

RCA Victor Plant Plans

PURCHASE of 45 acres in Van Nuys, Calif., by RCA Victor Division for a new West Coast electronic equipment distribution center was announced last week by Harold R. Maag, RCA Victor vice president and West Coast manager. The new plant will distribute electron tubes, kinescope tubes, test equipment, electronic components and radio batteries over the entire West Coast.

Ampex Tape Time Marker

AMPEX CORP., Redwood City, Calif., through regional distributors only, is making available to station engineers a new time-marks reel marker, designed for use during recording and playback of magnetic tape. Stickers are called "Handie-Microtakes," new hand-held cordless microphone.

Crest Transformer Corp., Chicago, announces production of "Crest-Bright," multi-use video tube brightener and rejuvenator.

United Transformer Co., N. Y., has released catalog of transformers, reactors and filters.


Atlas Sound Corp., N. Y., has published its 1953 catalogue, including illustrations and specifications for projectors, radials, paging, talk-tacks, tweeters, baffles, driver units, transformers, microphone floor stands, desk stands, boom stands, sky hooks and cable hangers. Free copy may be obtained by writing Atlas Sound Corp., 1449 39th St., Brooklyn 18.

Best Electronics Corp., L. A., announces two designs of broadcast TV antennas, one for vhf and one for uhf-vhf.

Senco Engineering & Manufacturing Co., L. A., has introduced new TV remote control device for station selection and volume control from distance.

CIA de Ingenieros en Comunicaciones Electricas, S. A., Mexico City, electronics and sales engineering organization, appointed sales representatives in Mexico for Allen B. DuMont Labs.

Page 82 • July 13, 1953
Get this exciting, fast-moving TV dramatic film series for exclusive sponsorship in your city. A smash hit as GANGBUSTERS on network—now released locally in new format...

with CHESTER MORRIS as host. This profit-proved program includes full-scale promotional support in all markets.

Call, write or wire
NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES • In Canada RCA Victor Company Ltd., Montreal and Toronto
Tools for towering imaginations...

This country has them by the hundreds...imaginations that tower far above the commonplace.

Imaginations like these created today's skylines...are busy building tomorrow's books, magazines, radio and television programs.

To them, film pickup and film programming are logical and thrilling tools. With shows no longer held in by studio walls or by the barriers of time zones, they now are free to serve greater and greater audiences—better and better.

For complete information concerning film selection and processing, write to Motion Picture Film Department

Eastman Kodak Company, Rochester 4, N.Y.

East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6766 Santa Monica Blvd.
Hollywood 38, California

Agents for the distribution and sale of Eastman Professional Motion Picture Films

W. J. German, Inc.,
Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.
• A national survey shows how much film stations and networks use. Page 87.
• The care and feeding of TV film unions. Page 88.
• Film maker: a sketch of Sgt. Friday. Page 94.
• How to use stock footage and where to get it. Page 100.
• Thirteen good film deals for new stations. Page 102.
• Tips to the novice film buyer. Page 112.
Five big bouncing baby spots—in addition to your one-minute commercial—and it costs you nothing extra. It’s your “economy buy” on TV in Baltimore on PICTURE PLAYHOUSE (11:13 p.m. to conclusion)

Here’s how it works: Besides your regular one-minute commercial you also get five extra billboard announcements. This means complete sponsor identification throughout the entire hour show. Use your billboards as you see fit—either to repeat one selling message or for multiple product promotion.

**WBAL-TV**

Television Baltimore • NBC in Maryland

*Nationally Represented by Edward Petry & Co.*
A special B•T survey shows that non-network film programs occupy one-fourth of the total program time of interconnected affiliates of TV networks, half the total time of non-interconnected affiliates and three-fifths of the programming done by non-affiliated stations. In volume, movies made originally for theatres are still ahead of films made especially for TV.

ONE out of every four hours of operation at interconnected network affiliate stations consists of non-network film programs, according to an industrywide television survey conducted by B•T.

Non-interconnected network TV stations use such films more than half of their operating time, the survey shows. Non-network TV outlets use various types of film programs three-fifths of the time.

Results of the survey were computed from questionnaires received from more than a hundred TV stations of all categories. The data show average number of operating hours for network and non-network stations, with breakdowns covering cable-microwave originations, network kinescope, local live and non-network film programs. In addition the study shows a breakdown of film programs between those made specially for TV and those made originally for theatrical showing.

Analyzing the film data, it was found that more hours were devoted to theatrical films than to those produced specifically for television use. Network interconnected stations used theatrical films 17% of total operating time compared to 10% for special TV films. Non-interconnected affiliates showed theatrical films 33% of the time compared to 22% for TV types, and non-network stations used theatrical films 43% of operating time compared to 18% for the others.

The B•T survey shows that interconnected network stations operate roughly 93 hours per week compared to 53 hours for non-interconnected affiliates and 51 hours for non-network stations.

The average interconnected affiliate devotes 51.6% of total time to network programs, 21.1% to local live programs and 27.3% to films.

The non-interconnected affiliate devotes 23.4% of time to network programs, 22.4% to local live and 54.2% to films.

The non-network station devotes 39.2% of time to local live programs and 60.7% to films.

Interconnected affiliates devote 40.4% of total hours to network programs coming off the cable or microwave to kinescope recordings. Non-interconnected stations devote 23.4% of total hours to network programs, all of which are kinescope.

Analyzing origination of programs by the four TV networks, it was found that the bulk of service consisted of live and film originations were about equal in the case of ABC-TV.

Appearing on this page are breakdowns of program origination based on the B•T questionnaire survey.
THE CARE AND FEEDING OF TV FILM UNIONS

By Isidore Lindenbaum

URING the next 12 months Hollywood will produce approximately four times as much film for television as it will for release in theatres. The baby films-for-television industry is growing faster than the most optimistic predictions of several years ago—but so are the problems involved in the production of these video programs.

Only the unenlightened are envious of the television film producer. Those in the know are quick to doff their hats, shake their heads and murmur something about a gluton for punishment.

Save the envy for the producer of theatrical films! He makes one or two pictures a year for a healthy monthly salary. The TV film producer makes a minimum of one a week; usually three or four programs weekly. His salary usually falls under the heading of profits—if and when. The "major" studio producer is responsible only to the company head. His video counterpart must please the sponsor, the advertising agency and its many representatives, the network, usually the star, and last, but by no means least, the many unions involved in the production of films for television.

To remain long in the highly competitive field, the TV producer must not only be a creative showman well-schooled in business, he must also be a human encyclopedia of union requirements and scales. If he isn't, he’s likely to find that his cast and crew are comfortably riding in chartered buses back to the studio from location—each of the 30- to 50-man crew getting triple time in wages for the scenic tour, and each minute ticking off a bigger and bigger loss that the producer will suffer.

When television came along, the unions were completely organized. They had had many years of struggle and had negotiated with the best and toughest. They had made their gains and knew all the angles of bargaining. Their unions were already formed, their rules already set up, and their personnel already operating.

The unions simply moved over from motion pictures into television.

The employer in TV started off wholly disorganized. Each employer is an independent. Alliances were started on many occasions, but hierarchies and jealousies developed. The stronger producers invited only the strong to join them. The weaker producers were annoyed and started their own alliances. Each began to throw harpoons at the other.

The stronger alliances, suddenly realizing that the law might regard them as official bargaining agencies for all TV employers, became frightened and withdrew from activity, then petered out. The little fellows used their meetings primarily to solicit business from each other.

Other groups of employers were formed, but none has yet received sufficient support to be able to represent the producers as the unions represent the employees.

Thus, we find the extreme swing of the pendulum; management wholly disorganized, labor completely organized.

The result has been what might be expected. Bargaining is almost as nonexistent today as it was originally, when management ruthlessly imposed its terms on labor. Labor could then take the terms or be locked out and the individual employee could starve. Who cared?

Today unions decide what they wish. The overall picture of the industry, and its future, are seldom their primary considerations.

Their terms always become more harsh.

Today, TV producers must either accept the terms of the unions, or be locked out. If they go out of business because of that, who cares?

In early days of TV film (meaning four or five years ago), a few guilds made special rules to help the new born industry.

The Film Editors Guild, for example, permitted members to work for what was called "short-subject" scales. That meant that editors could work on TV film for the same scales as major studios paid for cutting theatrical short subject pictures.

Another example was the cinematographer's union. It permitted a head cameraman to work for $50 per day for TV. The motion picture rate was approximately double at the time.

In general, at the outset, the unions did not "crack down" on TV film producers.

The field the unions were to play in TV was very cloudy at first. Many questions appeared and required answers.

Were TV film and TV live to be handled by the same or different unions?

Was TV a new industry, not motion pic-
The 24 unions listed below are all engaged one way or another in Hollywood production of films for TV. Their caste system is as rigid as India's, the fate of anyone who violates it as irrevocable as the defilement a Brahman suffers by rubbing shoulders with an Untouchable. In this article the president of Filmcraft Productions explains the diplomatic intricacies and economic hazards TV film producers face every time they hire union help (there is no other).

| Screen Actors Guild | Motion Picture Studio Mechanics, Local 468, IATSE (painters) |
| Screen Extras Guild Inc. | Scenic & Title Artists, Local 816, IATSE |
| Society of Motion Picture Art Directors | American Federation of Guards (studio police) |
| International Photographers, Local 659, IATSE | Motion Picture Studio Projectionists, Local 165, IATSE |
| (cameramen) | Affiliated Property Craftsmen, Local 44, IATSE |
| Studio Carpenters, Local 946, AFL | Script Supervisors Guild |
| Screen Directors Guild Inc. | Office Employees International Union, Local 174, AFL |
| Motion Picture Film Editors, Local 776, IATSE | International Sound Technicians, Local 695, IATSE |
| Motion Picture Electricians, Local 728, IATSE | Studio Transportation Drivers, Local 399 (AFL Teamsters) |
| Motion Picture Studio Grip, Local 80, IATSE | Motion Picture Costumers of IATSE |
| Motion Picture Laborers and Utility Workers, Local 727, IATSE | Screen Writers Guild Inc. |
| Make-up Artists and Hair Stylists, Local 706, IATSE | |
| Motion Picture First Aid Employees, Local 767, IATSE | |
| Musicians Mutual Protective Assn., Local 47, AFM |

ture, radio not stage, but something brand new, though a composite of all?
If a new industry, might it not call for entirely new unions?
The unions began to solve these problems in their own inimitable way.
Each element of TV insisted that TV belonged to it.
As of this period, an artificial line has been loosely drawn.
Television has been cut into parts. TV done live looks toward one group of unions. TV done on film by means of kinescope looks toward another group of unions. TV done on film by means of motion picture equipment looks toward different unions.
Whereas the unions were somewhat careful in handling the baby TV, the rules applicable to major picture production soon began to be applied to TV, the child.
Minimum wage scales in each craft became the same for major films and TV. All concessions were removed.
Rules as to overtime, double time, golden time, meal penalties, and all other penalties were invoked for TV film. Size of crew requirements became the same for TV and theatrical film. Rigid separation of crafts was emphatically enforced.
In some instances the scales in TV are actually higher than in theatrical film.
Musicians are an example. The same wage scale for musicians exists in pictures and in TV, but in TV an additional payment must be made to the union's welfare fund. It amounts to 5% of the station rate for each station for each telecast.
The Screen Actors Guild has a complicated list of residual payments. The Screen Directors Guild and the various writing groups are asking for such rights. The American Society of Cinematographers is readying similar demands. And the day isn't far away when we'll be hearing from set designers, editors, sound technicians, and other guilds.
Whenever one union claims that it has sole jurisdiction and another union claims the same right, the clash that results is bound to injure not only the two unions involved, but also the companies involved.
Here are some examples of existing union disputes over jurisdiction:
The unions to whom the employees of the networks belong are primarily NABET or IBEW.
The unions to whom the employees of the motion picture industry belong are primarily IATSE.
Only IATSE employees are permitted to run motion picture cameras. Network employees have refused to permit IATSE employees to operate within the premises, or to use the physical facilities of the networks, even though the program is to be filmed.
Thus, at the present time, no TV program can be filmed in a network station, and no facilities, lights, cable, etc., belonging to the network can be used by a crew, unless that crew belongs to the network union.
There appears to be one exception, however, and oddity that is the Groucho Marx program which is being filmed by Filmcraft Productions. It is now entering into its fourth year of photographing this series. During this entire time, it has filmed the program using an NBC studio. Because of special circumstances, and agreements between NABET and NBC, this single exception in the entire United States has been made.
But even with this concession, none of the network's facilities may be used.
The network supplies Filmcraft with a bare four-wall stage. Filmcraft, using its own trucks, brings in its own lights, its own cameras (eight are used), its own cable, even lamps to light the audience and a 1,000-pound dimmer board, while an immense dimmer panel, which is part of the studio, stands covered and unused.
As soon as the program is shot, back to Filmcraft studios go the lights, cameras, cables, dimmer board, and all items brought in by Filmcraft and set up to film the program at the network.
The reason? As pointed out above, Filmcraft crews are all motion picture crews, members of the IATSE.
To cover such a problem as this, Filmcraft has taken over a theatre in the center of Hollywood, enlarged the stage so that it is comparable in size to any acceptable motion picture studio stage. About 500 theatre seats remain in front of the stage for an audience during filming.
On some occasions, the projectors must
wants will times $74.48 he wishes the "ance" pay.
days. Assistant director which case he director minimum of fall union requires a
truck and the equipment 40 union requires that the actor must
driver. to drive a automobile
is needed that the actor must
drive. It does
that. The
driver.
first,
drive
all that. The
driver.
for preparation,
and back up the
car 40 feet, each time the scene is
rehearsed.
Another case. The sets have been struck, and the equipment is being loaded into a truck for delivery back to the studio. The truck driver may not lift a lamp onto the truck. Only an electrician may do that.

Your Car, Sir
Preparation is being made on location in the morning for shooting in the afternoon. The director, not needed in the morning, wants to drive his car from the studio and the equipment is being loaded into a truck for delivery back to the studio. The truck driver may not lift a lamp onto the truck. Only an electrician may do that.

About the Author
An attorney before he entered the TV film production business, Mr. Lindenbaum handles all labor negotiations for Filmcraft Productions, of which he is president and executive producer. Filmcraft is among Hollywood's foremost TV film makers. It produces Groucho Marx's "You Bet Your Life" (on NBC-TV with DeSoto-Plymouth Dealers as sponsor), is readying "The Mark Twain Television Theatre" series, having acquired radio and TV rights to Twain works, and has other packages in preparation.

used in the TV film field. When they are, however, their wages usually are $150 to $250 and $277.93 weekly. Casting directors, in many instances a part of the regular studio staff, draw $50 a day. A technical assistant also is needed in most productions. For the usual half-hour show, he is needed at least two days, usually three or more days for preparation, in addition to the actual shooting days. His pay is generally $50 a day. First-aid men are required by union contracts to accompany trips to locations. Most "major" studios have these people on the sets at all times but in TV filming they are used usually when the shooting is away from the studio on location. These men must be paid at least $22.20 for an eight-hour day.

The director of photography has a minimum scale of $113.84 a day. Most TV film studios have these experts under contract and as a result many cinematographers are paid more than the union requirement. A TV cameraman must also have an assistant cameraman and an operator. The operator receives $56.96 a day and the assistant receives not less than $30.52. The assistant almost always puts in three or four hours overtime as these men report to the studio early to load film magazines and tools and only after the film is loaded and sent to the processing laboratories.

If still pictures are desired for the sponsor or agency for publicity or advertising purposes, a union photographer must be paid $45.52 in addition to the cost of film, rental of equipment, and processing of negatives and prints. If the photographer shoots special portraits or the like, then a still gaffer ($22 per eight-hour day) must be hired. The union also requires that a gaffer be hired on the set if a magazine wishes to shoot pictures for its publication.

Color Will Add One
Most TV films at present are not photographed in color. When they are, however, a color director will be needed as well as a camera mechanic. A minimum of four men are needed to record the sound of a television film. The mixer receives $75 a day, a boom man gets $37.21, a boom man also gets $37.21, and a cable man must be paid $28.50 per day. Usually the last three put in several hours overtime daily getting ready and putting away the expensive equipment. In some instances, an extra boom man, extra cable man and public address system operator are required.

Few TV film studios design and make their own costumes and wardrobe. Most of these are rented. The designers guild, however, now is attempting to put through a requirement that would make it necessary for a TV film company to hire designers. A wardrobe girl and a wardrobe man are required, though, and each is paid $26.18 a day. Usually each is needed for two days additional to the time spent in actual production. These days are needed to pick up costumes and to return them following shooting. Special productions, however, might make it necessary to hire tailors, seamstresses and extra wardrobe help.

Make-up men receive $39.44 per day and
KECA-TV, Channel 7, is the most Powerful Television Station in California

Our recent power increase from 29,000 to 118,000 Watts provides new SUPER-POWER television on Channel 7 offering greater coverage with the following improvements for both viewer and advertiser:

1. Picture sharper.
2. Picture clearer.
3. Tuning easier.
4. Greatly reduces or eliminates "snow".
5. Strengthens fringe area reception.
6. Reduces interference from other stations, auto ignitions, amateurs, diathermy and other extraneous sources.

Super-Powered KECA-TV unites all of Southern California
(and even portions of Northern California)
into one BIG Channel 7 viewing area.

Now, more people in more places can enjoy a brighter, clearer interference-free picture than ever before on the Super-Powered Channel 7, KECA-TV.

There's a difference now on
KECA-TV
The Highest Power of all Los Angeles' Stations
American Broadcasting Company

Represented Nationally by
EDWARD F. PETRY & CO., Inc.
a hairdresser is paid $29.44. The make-up man cannot touch the hair, nor can the hairdresser meddle with cosmetics. Each usually gets in several overtime hours a day because the players are readied for filming early, before camera crews report for work. If a scene calls for the women to be in V-neck formal attire or in bathing suits, then a body-make-up girl also must be hired at $25.04 a day. The regular make-up man is not allowed, according to union regulations, to apply make-up below the collar line. A large cast requires additional make-up experts and hair stylists. Each, the guild insists, can handle only four people a day.

Five "grip" technicians generally are needed for TV filming. The first grip receives $28.40 a day and the "best boy" gets $25.52. Both of these are needed two days in addition to actual shooting time to prepare and to "strike." Set operation grips, working under the first grip, have a minimum of $23.44. Camera boom operators receive $28.40. Usually two or more of the latter are used, one of these two working several days in addition to actual shooting.

Property Men

Two property men are needed for the average video film production. A head property man is paid $28.40 a day while the second property man gets $25.52. One or both are needed (to pick up and to return props) for several additional days over the time required for actually photographing the program.

Four members of the set dressing guild are usually required for the average TV picture. A head set dresser gets $52.09 a day and he's generally needed two days additionally. Regular set dressers working on a "swing gang"—changing over sets during night hours—get $21.32 a day. Several are usually needed. A drapery man, who handles only draperies, gets $21.32 as does a nursery man, who is the only one who can handle shrubs and flowers. Even though these different men complete their own particular job early, they are unable to do work that might fall in another's classification.

Each TV film production differs from another. The size of the electrical crew, consequently, is different for each program. As a general rule six men are needed in this category. A gaffer receives $28.40 a day while his "best boy" gets $25.52. Both are needed several days additionally to "rig" and to "strike" equipment. Lamp operators, usually four or more depending on the amount of equipment needed for filming, have a minimum of $23.44. Electrical operating laborers are paid $21.32. A generator operator, needed for location filming or in studios with generators, receives $17.58 per day but works only a six-hour regular day. Any time over the six hours is overtime.

Two men are usually needed in the stage labor department. Both, as a rule, report a day ahead of shooting and remain a day after. These men are paid $16.24. A special effects man draws $31.52 daily.

A set standby carpenter is required. He draws $23.44. A set standby painter and paperhanger also is necessary and he gets $27.60. Usually a sign writer is needed and he gets a minimum of $33.20. These men also are necessary during actual construction of sets. The number of men and time employed for this work, of course, depend on how large and luxurious the sets are. The construction supervising foreman, usually a member of the studio's regular staff, is paid a weekly salary around $150. Cost of material for sets, as a rule, comes to about the cost of labor.

One must also have a watchman for the set to keep out unwanted visitors. The watchman gets $22.20. During location filming more than one might be needed. Also during locations, especially those on city streets, one or more motorcycle police-men are required to supervise traffic and to keep the more venturesome element of the public from dashing into the middle of scenes to get autographs. Cities, unfortunately do not provide these men. Usually off-duty officers may be called upon to help. Each receives a "welfare fund" gratuity of about $35 per day.

Hollywood Cowboys

If a picture being produced calls for horses, then a wrangler is required. A head wrangler gets a minimum of $36.71 per eight-hour day. His assistants, the number depending on how many horses went that-a-way, draw $17.44 for eight hours. Most, however, average around $40 a day for they "must" stay up to 2:00 a.m. to cower the horses from the cold and rise early to feed them.

If animals such as dogs and cats are used, then a trainer must be hired for a minimum of $4.58 an hour with an eight-hour guarantee. Generally, however, these men make their own deals and as such rarely run less than $50 a day. If tricks are required of animals, then an S.P.C.A. man must be on the set to see that no harm befalls the animal. He usually gets a gratuity.

Art departments of most TV film studios today are usually made up of one man, the art director. His guild calls for a minimum of $350 a week. There are also assistant art directors, sketch artists and draftsmen but these are not required at present.

The film editor has a minimum salary of $256.25 per week. There is no daily rate set for him. For this salary, he is supposed to work 54 hours per week, i.e., six days of nine hours each (rarely done). However, the head film editor is usually an "on-call" editor. He is supposed to be available at any time he is needed. For this he is paid $324.22.

Most once-a-week programs need two film editors (usually the second man is at scale wages) in addition to one or two assistants. The assistants, who do not actually edit film but prepare it for the editor, making splices, syncing, etc., get $27.84 a day or $139.43 a week. Sound cutters get $21.44 and are usually needed a day for each half-hour show. Negative cutters receive $21.44 a day or $107.20 a week. These people are needed approximately a week for each 30-minute film presentation.

Projectionists, for running process equipment or screening of rushes and rough cuts, are paid $22.16.

Truck Drivers

Union requirements also call for a driver for each piece of rolling equipment taken to locations. The key driver gets $21.08 a day. Equipment drivers receive $21.44 and additional drivers get $18.60. All, as a rule, make much overtime.

Music costs can come to almost anything, depending on what is wanted. An unpretentious score might run around $2,500, not including the AFM's 5% royalty fee. Musicians each get $42.75 for a three-hour minimum session. The contractor for the orchestra gets double the $42.75. Then there is the music supervisor, the director of the orchestra, the composer, singers, arrangers, copyists and royalties for use of tunes.

If the producer provides the story, then he must negotiate under terms of the Screen Writers Guild and the other organizations which now are challenging the SWG in the TV film field. Generally, these minimums for an episodic series are as follows: Story only, $120 for a quarter-hour, $200 for a half-hour and $380 for a one-hour show; teleplay only, $330 for quarter-hour, $550 for half-hour and $1,045 for a full hour program. If writer does both, however, there is a special rate of $420 for quarter-hour, $700 for half-hour and $1,330 for a full hour show. These are minimums and the bigger the name of the writer, the more he asks. The writer also participates in...
your customer's frame of mind...

is the biggest factor in making a sale. That's why these success-proven Advertising Showcases on film—all created expressly for television—are making sales easier for aggressive LOCAL and REGIONAL advertisers all over America.

"The ABBOTT & COSTELLO Show"
52 top-rated comedies...big budget names at low budget prices!

"FOLLOW THAT MAN" starring RALPH BELLAMY
the exciting "Man Against Crime" films retitled for FIRST-RUN use in many TV cities.

"I'M THE LAW" starring GEORGE RAFT
26 new adventures with star-name drawing power for greater sales.

"FAMOUS PLAYHOUSE"
over 200 half-hour original dramas...Hollywood names...family appeal...proven sales-makers.

"CITY DETECTIVE" starring ROD CAMERON
high suspense and realism with Hollywood's man of action.

Every MCA-TV Advertising Showcase is expertly designed to create the right frame of mind...week after week...that compels TV viewers to buy! For outstanding television shows on film THAT SELL—contact any MCA-TV office:

NEW YORK: 365 Madison Avenue — Plaza B-703
CHICAGO: 435 North Michigan Ave. — Zebrat 3-1150
BEVERLY HILLS: 3930 Santa Monica Blvd. — Central 6-2260
SAN FRANCISCO: 105 Montgomery Street — Zephyr 2-8522
CLEVELAND: Union Commerce Bldg. — Cherry 4-9010
DALLAS: 2152 North Akard Street — PERSPECT 7536
DENVER: 1612 Book Tower — Woodrow 2-7044
BOSTON: 45 Newbury Street — Oldroyd 7-5633
MINNEAPOLIS: Northwestern Bank Bldg. — Lincoln 7153

another advertising SHOWCASE ON FILM from MCA-TV Ltd
residuals. Added to this is the cost of stenographers, researchers and for mimeographing.

Much has been written heretofore regarding the Screen Actors Guild agreement with advertising agencies and television film producers. Basically it is this: An actor must be paid a minimum of $70 a day and he must be paid a day's wages for each commercial he does. If an actor regularly gets $200 a day for a spot announcement appearance, he must be paid for each announcement he makes, even though he appears in as many as 10 in one day. He also gets paid by the number of times the commercial is telecast. In brief, the $200 a day actor can easily make $2,000 in one day (10 spots) and $8,000 from repeat telecasts. This is the reason the production of the film in Hollywood dropped to practically nothing. And it is the reason for discord among various Hollywood unions at the present time.

Cinematographers are blaming the SAG for the large drop in the production of announcements. The SAG maintains actors use up their usefulness by repeat appearances. Both are loudly proclaiming their views in the Hollywood trade publications.

Extras in TV films get $22.50 for an eight-hour day. Sundays and holidays, of course, mean double time. Extras are paid transportation to and from the studio during interviews for roles and are paid for time spent in wardrobe fittings. Stand-ins get $17 for a day. Children under 18 years of age must have a school teacher on the set. Teachers are paid $23.54. Stunt people get $70 up depending upon the difficulty of the stunt.

Costs in Crafts

Each craft in Hollywood must do its own job. An electrician, for instance, is unable to lift a camera or move a prop. If a fire is to be lighted for a beach scene, a special effects man must strike the match. After eight hours, the workman goes on time and a half. Four hours of this and he goes on double time and has on triple time—or golden hours as it is referred to in the trade. If golden hours run into Sunday, it means the man is receiving five times his regular hourly rate. All daily labor, incidentally, must be paid within 12 hours of finishing the job.

These are just a few of the things the producer considers in budgeting a show. So-called "fringe" labor benefits for all basic crafts can amount to a costly sum rapidly. There is a 4% vacation minimum, a 2.5% for holidays and five cents an hour (for guaranteed hours) for health and welfare funds. The producer also has to worry about camera and sound equipment, wardrobe and props, transportation, grip equipment, negative raw stock for camera and sound, prints, dupe negatives, answer prints, fine grains, fades, dissolves, titles, royalties for sound, dubbing sessions, scoring sessions, location and prop costs, insurance, compensation and public liability insurance, social security, publicity, overhead, and several hundred other items.

Some days the producer feels he should have "stood" in bed.

Here are some problems which have KNOWN to radio-TV audiences for his portrayal of Sgt. Joe Friday in NBC-AM TV Dragnet, Jack Webb is also one of the industry's most enterprising young business men. On the talent side, he is creator, director and star of the documentary series; on the business side, he is the video film executive who masterminds Dragnet Productions, Dragnet Enterprises and Mark VII Ltd.

Born in Santa Monica, Calif., 33 years ago, Mr. Webb passed up a scholarship to Chouinard Art Institute, L. A., to later join the Air Force, serving in World War II. Following his discharge as a pilot, he appeared on the radio scene portraying the title role in Pat Novak for Hire, heard over ABC West Coast radio stations for about a year out of San Francisco.

He returned to Hollywood in 1949 and, after appearing in such movies as "South Boulevard," "The Men" and others, introduced Dragnet on NBC radio in June of that year. Liggett & Myers assumed sponsorship of it the next fall.

In December 1951, Mark VII produced a pilot film in which Mr. Webb asked for viewers' response and reaction to a proposed video version. The next month Liggett & Myers took it on an alternating weekly basis on NBC-TV, changing over to every week a year later.

Friday's Office

With contracts extending through the summer of 1956 with NBC and Chesterfield, production is in full swing at the Dragnet offices in the Walt Disney Studios in Burbank. One of the permanent sets is a complete replica of a Los Angeles Police Dept. detective squad room, authentic in every detail from calendars and photographs on the wall to the placement of the telephones. With approximately 150 people involved in the video operation, Mr. Webb and his two partners, Michael Meshekoff and Stanley Meyer, plan their production schedule by carefully budgeting their working time.

During shooting, they film four programs in a period of two weeks, take a week off for editing, cutting and narration and then resume the two-week filming schedule. Each program takes about three days of production and calls for approximately 10,000 feet of film.

Thus far, 65 films have been completed and by December enough films will be in the can to provide weekly telecasts until November of next year.

Planning to take advantage of this backlog of product, Mr. Webb the first of next year will start production in color of Pete Kelly's Blues. The adventure-mystery series with a jazz background, broadcast on NBC radio for 13 weeks two years ago, has long been one of his favorites and he will star in the series. Meanwhile, the first Dragnet films are being syndicated by NBC Film Division for re-runs this fall as The Cop, in addition to the current series seen in 38 markets.

Aim Is Realism

Working closely with the police department in his insistence on authenticity and realism, he is an exacting perfectionist. Coupled with his untiring effort to draw the finest performance from his staff, crew and actors are his inherent qualities of patience, understanding and insight into human behaviour.

Jack Webb, the family man, lives with his wife, former actress Julie London, and children, Stacy, 4, and Lisa, 9 months, in suburban Encino. They met 16 years ago at a jazz concert, later started dating and married in 1948. His free time, of which there is very little, is spent indulging his hobbies of art and music—he is a collector of jazz records. Perhaps his principal interest, though, is the 16mm camera projector on which he runs movies in his efforts to study and master techniques.

A tireless worker for Cerebral Palsy, he serves on the executive board and is president of the Southern California funds drive, in addition to emceeing numerous telethons and benefits on behalf of the cause.
Regardless of conditions—
BLAW-KNOX CAN BUILD YOU
A BETTER TV TOWER

Years of experience—more than four decades, in fact—
have given Blaw-Knox the edge in designing, fabricating
and erecting antenna towers for any purpose and
any location. Blaw-Knox TV towers are on the job in
widely separated geographical areas...in wide open
fields, atop buildings in crowded cities and even
grounded in salt water. Some have TV antennas
already mounted—others have built-in provisions for
TV when licenses are granted—all are heavily galvan-
ized for longer life.

Whether you need a 100 ft. self-supporting structure or
a 1000 ft. guyed tower to meet your requirements—
whether for AM, FM, TV or Microwave—write or call
today for capable engineering assistance with your plans.
to be made in New York or Hollywood, must use totally different scales. The hours of labor in New York end at 5:30 in the afternoon. Any time after that is time and a half. In Hollywood, the time begins to run at any time during the day (except Sundays, holidays, etc.). There is a 10% penalty after 8 p.m.

Since so many programs which require audiences prefer the evening audience, they must be filmed at night. For Groucho Marx, our crew call is 4 p.m. and the men are finished at about 11 p.m. In New York, we would be required to pay for a full day for the time from 4 p.m. to 5:30 p.m., and time and a half for the period from 5:30 p.m. to 11 p.m.

Outside New York and Hollywood, the union rules are not strongly enforced. It is very difficult to police the vast area of the United States. Competition of producers not bothered with union scales has, in many instances, seriously hurt the New York and Hollywood producers. That is particularly true as to commercial films. A great many of them are filmed outside the two large

stately union requiring a larger minimum of men than the producer believes he should have for most efficient operation! The camera union requires for each camera an operator and an assistant. In addition, there must be a head man (director of photography).

If the camera is to be moved, the grips' union requires at least one grip to push and pull the camera, and the sound union requires a cable man to move the cable attached to the camera.

If there are three moving cameras at one time, we would find on each two cameramen, a grip, and a cable man, or four men. In addition, there is still the head cameraman.

Six Do Work of Three

The electricians, too, now require a minimum crew of six men per day on each program. In many cases an electrical crew of half the number can in normal times, with easy effort, suffice. In some cases the producer may think it is wise to divide the electrical crew, so that some do the rigging on days before shooting, and others work on the days of shooting. Such planning goes counter to union requirement of minimum crews.

The teamsters union requires a union driver on location to stand by each vehicle as long as the vehicle is not completely unloaded. Thus, if a single piece of heavy equipment remains on the truck, the driver cannot be used to drive another vehicle. It matters not that the item remaining on the truck has its best use in that place. It must be placed on the ground before the driver can be released to do other work.

We have been considering TV labor primarily in Hollywood. Analogous, but different, problems exist outside Hollywood.

But TV cannot be considered a local matter. For TV, the entire country is one community. In fact, the entire world becomes a single world for TV production.

The fine separation of crafts does not prevail in New York as it does in Hollywood. Electricians, grips, and even sound men, can be found in a single local union. In most instances the men can do whatever work is assigned to them.

However, a producer budgeting a TV film to be made in New York or Hollywood must use totally different scales. The hours of labor in New York end at 5:30 in the afternoon. Any time after that is time and a half. In Hollywood, the time begins to run at any time during the day (except Sundays, holidays, etc.). There is a 10% penalty after 8 p.m.

Since so many programs which require audiences prefer the evening audience, they must be filmed at night. For Groucho Marx, our crew call is 4 p.m. and the men are finished at about 11 p.m. In New York, we would be required to pay for a full day for the time from 4 p.m. to 5:30 p.m., and time and a half for the period from 5:30 p.m. to 11 p.m.

Outside New York and Hollywood, the union rules are not strongly enforced. It is very difficult to police the vast area of the United States. Competition of producers not bothered with union scales has, in many instances, seriously hurt the New York and Hollywood producers. That is particularly true as to commercial films. A great many of them are filmed outside the two large

But however illogical the current situation may appear, it is the natural consequence of historical developments. When unionism first appeared on the horizon many years ago, the employer was solidly entrenched. He resented and resisted the theory that labor had a right to be represented in industry because of its vast contribution to the product.

Labor union organizers were considered agitators and Bolshevists. Beatings, lockouts, physical violence and other forms of abuse by the employer were regular procedure.

Organized labor, however, continued to gain strength, and the pendulum began to swing violently in the other direction. In the TV film industry it has swung to an extreme, and what is now needed is a restoration of balance.

Such a balance can be achieved only when management and labor begin to cooperate.
To RUSS DAVIS
International Wrestling Films
Chicago, Illinois

Delighted to inform you that the February pulse shows your

"WRESTLING FROM CHICAGO" in the top 10 shows in San Antonio with a 36.8 rating. Congratulations and the best of luck.

George B. Storer Jr.
Managing Director
Television Station KEYL
San Antonio, Texas

imperial WORLD films, inc.
9 SOUTH CLINTON STREET, CHICAGO, ILLINOIS
RUSS DAVIS, President Phone: ANdover 3-5337
ZIV's NEW SHOW IS TV DYNAMITE!

FROM THE SECRET FILM

STARRING HOLLYWOOD'S BRILLIANT ACTOR

RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!

1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

"I LED 3 LIVES"

TENSE because it's FACTUAL! GRIPPING because it's REAL! FRIGHTENING because it's TRUE!

EACH HALF-HOUR A TRUE-LIFE ADVENTURE!

YOUR OPPORTUNITY TO HAVE THE MOST TIMELY AND IMPORTANT TV PROGRAM IN YOUR CITY!
OF A
COUNTERSPY
FOR THE
F.B.I.!!

TREASON ON
OUR DOOR STEP . . .
THIS MAN SLAMMED
THE DOOR!

Not just a script writer's fantasy—but the authentic story of the Commies' attempt to overthrow our government! You'll thrill to the actual on-the-scene photography . . . the factual from-the-records dialogue.

Taken from the secret files of a counterspy for the FBI. Authentic sets and scripts personally supervised by Herbert Philbrick, the man who, for 9 agonizing years lived in constant danger as a supposed Communist who reported daily to the FBI!

NEVER BEFORE HAS SUCH A DRAMATIC
DOCUMENT APPEARED ON TV!
HOW TO USE IT

By Frank C. Lepore
Manager, Film & Kinescope Operations,
NBC Film Division

YOU are shooting a motion picture or a full-minute TV film commercial spot, or maybe producing a live television show. You suddenly find you need a film sequence of an Arab riding on a camel through the desert at high noon, looking very hot.

Do you go into the desert to shoot? It would cost a fortune. Do you hire a Pinkerton man to track down the necessary footage? No longer necessary.

TV producers, motion-picture producers, advertising agencies, industries both light and heavy, and many other organizations and individuals are gradually discovering that a library of stock film footage can save them time, money, headaches and worry.

Suppose you are the program manager of a new television station. You have some time to fill, and you want to do it inexpensively as well as attractively. A music school in your city has excellent performing talent. You can avail yourself of this talent, but you also know that a purely musical show on television might be visually static. To enliven the program, appropriate film clips to accompany the music will do much to rivet the attention of the TV audience.

For Local Programs

Entire local programs can be, and have been, built with stock film footage. Sports shows, quiz programs, panel discussions and educational shows can be based on film. A popular local announcer, using film clips for his material, can run a quiz program. A locally televised football game can be preceded by a sports show on film. The same is true for other games.

Local commercials, composed of stock film footage, are highly effective. Many local events, which may have been covered briefly by an NBC newsreel cameraman, make fine local special-events programs, with the footage supplied by the NBC Film Library. The visit of a celebrity during a campaign trip, a pancake-eating contest which took place in the city—there is always more footage available on these subjects than was originally shown on the network news program for which the film was taken.

A local little-theatre group may want to do a production on your station. A film library has every kind of scenic background for rear projection. A live dramatic production, furthermore, can be given polish and authenticity with the use of stock film footage, interspersed between live scenes, to denote passage of time, transition and travel.

Or you may have made time for an educational program. A local authority on nuclear fission is scheduled to deliver a talk on the atom bomb. You can illustrate his lecture with fascinating film footage about atomic energy (the "Atom Bomb" category in the NBC Film Library includes everything from "cyclotron" to "secrets stolen").

By the same token, a local discussion program can be given another dimension with the use of appropriate films—whether the subjects range from conservation of natural resources to the minimum of long shot looks, or from beauty contests to zebras in Africa.

A tire manufacturer may want to produce a film commercial about the rubber industry. A soft-drink distributor may want to take the TV audience inside a bottling plant. A refrigerator manufacturer needs to make his potential customers feel cool on a hot summer night with pictures of winter sports at Lake Placid. All of these clients can obtain the right footage in a stock film library.

The producer of an entire TV film series can save vast amounts of money by submitting his scripts to a film library, which can supply more stock shots than he ever dreamed existed.

Located at 105 East 106th Street, New York City, the NBC Film Library, with 17,000,000 feet of minutely cross-indexed film, is the world's largest library of stock film footage especially adaptable to television. Eighteen people, working under the supervision of Irving Traeger, keep abreast of the new film as it comes in, at the rate of 240,000 feet a month, primarily from NBC's newreel operation. Nine years ago, NBC began cataloging and cross-indexing the film it had on hand, then about 2,000,000 feet. Today the 17,000,000 catalogued feet of film are broken down into more than 18,000 subjects ranging from "Academy" to "Zululand."

The most completely cross-indexed library of specially photographed film for television use, the NBC Film Library is composed primarily of closeups and medium closeups, although the library is home grown to the television industry, built from the ground up as an important by-product of TV's dynamic growth.

The sub-classifications are so carefully broken down that the "Food" category includes everything from "anchovies" to "zabaglione" and the "Personalities" file runs from "Acheson" to "Zacharias." The library services the mystery-drama field with such subject headings as "blood," "corpses," "coffins," and "mortuaries." Public service plugs are augmented with every kind of "drive" from "bonks" to "tuberculosis."

Many NBC-TV shows use the Stock Film Library on a regular or part-time basis. Supplied are fashion and food shots for women's shows; scenic background for rear projection; round-the-world coverage for travel programs; boat, train and plane shots denoting passage of time or plot action to heighten the impact of dramatic shows. Now available to local stations and outside producers, the NBC Film Library helps to solve many local programming and production problems.

Examples of other demands made on the library are calls for such shots as a montage of parades to illustrate martial music on Voice of Firestone, various scenic backgrounds for Your Hit Parade (Las Vegas gambling tables for "Wheel of Fortune," shrimp boats for the song of that name). When station KTTL-TV came on the air in San Angelo, Tex., recently, the program manager wanted to present films of the tornado which had struck that city. We supplied the film for the station's premiere program.

Handbook of Service

The NBC Film Library handbook—the first such guide ever published by a film library—is a detailed booklet listing all the major subject headings (over 2,200 of them) and giving complete, easy instructions on how to obtain exactly the footage a producer needs in the shortest possible space of time.

The booklet indicates that a written request for a specific shot will be answered immediately with file cards giving full descriptions of the film which incorporates the shots or sequences desired, and a price list. Some users of the library have acquired the habit of sending in entire shooting scripts, because they know that the library can supply a large amount of the footage required.

The Library was established to make available a wide variety of subjects for immediate use to avoid the expensive alternative of sending a camera crew out on location to obtain the same shot.

Live or filmed TV shows can be brightened with the proper touches of authentic film sequences which would cost a fortune to get if they weren't already in the can.

Broadcasting • Telecasting

July 13, 1953 • Page 101
TO attract new television stations in their quest for film programming, several companies lately have come up with special offers for beginner outlets. The principal ones of these, as found in a BT survey of the field, are listed in the accompanying tables with essential details of their respective plans. The list is limited to firms making special offers to new stations. In some cases, the "number of markets sold" listing includes sales to established stations and sales to new stations at the special rate. And in some cases there is no figure on markets sold—where the beginner plan is new, for example, and currently is, or only recently was, offered to stations for the first time.

### CONSOLIDATED TELEVISION SALES


(Station Starter Plan)

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRONT PAGE DETECTIVE</td>
<td>Crime</td>
<td>30 min.</td>
<td>39</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>PUBLIC PROSECUTOR</td>
<td>Crime</td>
<td>15 min.</td>
<td>26</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>HOLLYWOOD HALF HOUR</td>
<td>Drama</td>
<td>30 min.</td>
<td>26</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>JACKSON &amp; JILL</td>
<td>Comedy</td>
<td>30 min.</td>
<td>13</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>RINGSIDE WITH THE RASSLERS</td>
<td>Sports</td>
<td>60 min.</td>
<td>52</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>PARADISE ISLAND</td>
<td>Musical</td>
<td>15 min.</td>
<td>26</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>CRUSADER RABBIT</td>
<td>Children's</td>
<td>5 min.</td>
<td>195</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>TELEVISION CLOSEUPS</td>
<td>Variety</td>
<td>5 min.</td>
<td>26</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>GOING PLACES WITH UNCLE GEORGE</td>
<td>Travel</td>
<td>10 min.</td>
<td>26</td>
<td>45</td>
<td></td>
</tr>
</tbody>
</table>

### DuMONT TV FILM SALES

515 Madison Ave., New York 22.

(New Station Film Package)

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MADISON SQUARE GARDEN</td>
<td>Sports</td>
<td>30 min.</td>
<td>39</td>
<td>4*</td>
<td>$1,170 ($30 per showing)</td>
</tr>
<tr>
<td>SCOTLAND YARD</td>
<td>Mystery</td>
<td>30 min.</td>
<td>13</td>
<td>4*</td>
<td>780 ($30 per showing)</td>
</tr>
<tr>
<td>PATHE HY-LIGHTS</td>
<td>News Features</td>
<td>15 min.</td>
<td>26</td>
<td>4*</td>
<td>780 ($15 per showing)</td>
</tr>
<tr>
<td>FEATURE FILMS</td>
<td>Varied Features</td>
<td>Varied</td>
<td>28</td>
<td>4*</td>
<td>1,400 ($25 per showing)</td>
</tr>
</tbody>
</table>

$4,130 total

* Sales to date as a package. Individual series are running in other markets at regular list prices.

NOTE: To qualify for this New Station Film Package, a station must have commenced telecasting after Nov. 1, 1952, and must be located in a city having a population under 75,000. Package provides for one run of Madison Square Garden, two runs of each of the three other series.

(Continued on page 104)
45 television station owners have stopped worrying!

They've bought the STATION-STARTER PLAN*

...they have problems. Stations always have something else ... profits. But the owners of 45 new television stations have something else ... profits. Stations always have problems. Stations always have something else ...

...it's the only plan to include these special advantages:

QUALITY PROGRAMMING. No old movies but nine complete film series made expressly for television, including: Page Detective, Hollywood Half Hour, Public Prosecutor, Ringside With the Rasslers, Crusader Rabbit ... literally hundreds of different programs.

ROCK-BOTTOM COST. 100% of the new station's class A, one-hour starting rate. With no increases in cost as the rate goes up. As few as five one-minute spots a week will cover all of the costs of the Station- Starter Plan.

UNLIMITED USE. No reservations on sales. No restrictions on runs. Yours for 18 months to sell as often as you like ... for as much as you like.

COMPLETE MERCHANDISING. Slides, ad mats, publicity photos, posters, premiums ... full promotion for faster sales.

AUDITION PRINT LIBRARY. Prints on every series to sell your local prospects. Plus a continuous supply of rating and sales ammunition.

No wonder the Station- Starter is television's fastest-selling package plan!

Start your new television station with a profit. A quick, sizeable profit on programming that is currently successful in markets large and small, established and new!

For further details, write or wire the nearest Consolidated office: 25 Vanderbilt Avenue, New York 17; 520 N. Michigan Avenue, Chicago 11; Sunset at Van Ness, Hollywood 28; P.O. Box 6445, Houston 6; 890 Peachtree Street, N.W., Atlanta 3.

Consolidated Television Sales

*The way, there is just one "Station- Starter Plan." It belongs to Consolidated. It's widely imitated. Just imitated, not equaled. If you would like the addresses of the stations that have bought the Plan, drop us a line.

Broadcasting • Telecasting July 13, 1953 • Page 103
**KLING STUDIOS INC.**

(601 No. Fairbanks Court, Chicago.

(Kling Studios Inc. Plan)

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. of Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>FILE FACTS</td>
<td>Women</td>
<td>3 min.</td>
<td>10</td>
<td>5</td>
<td>Rental $15 per unit</td>
</tr>
<tr>
<td>PARADOX</td>
<td>Dramatic</td>
<td>3 min.</td>
<td>26</td>
<td>7</td>
<td>Rental $15 per unit</td>
</tr>
<tr>
<td>BOXING AT RAINBO</td>
<td>Sports</td>
<td>30 min.</td>
<td>26</td>
<td>11</td>
<td>Rental as low as $40.50 per unit</td>
</tr>
<tr>
<td>OLD AMERICAN BARN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>As low as $65 per unit</td>
</tr>
<tr>
<td>DANCE</td>
<td>Musical</td>
<td>30 min.</td>
<td>26</td>
<td>19</td>
<td>Now being offered for Christmas programming. Can run as low as $25 per unit with 10% discount for 26 unit contract</td>
</tr>
<tr>
<td>UNCLE MISTLETOW</td>
<td>Children</td>
<td>15 min.</td>
<td>26</td>
<td></td>
<td>As low as $22 per unit</td>
</tr>
</tbody>
</table>

**KING CALICO** Children 15 min. 65

**MARCH OF TIME**

(369 Lexington Ave., New York.

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. of Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH OF TIME</td>
<td>Documentary</td>
<td>30 min.</td>
<td>52 per year</td>
<td>80 in ’52-’53 series</td>
<td>$75 up per show</td>
</tr>
<tr>
<td>CRUSADE IN THE PACIFIC</td>
<td>Documentary</td>
<td>30 min.</td>
<td>26</td>
<td>50 in first run</td>
<td>$50 up per show</td>
</tr>
<tr>
<td>AMERICAN WIT AND HUMOR</td>
<td>Drama</td>
<td>30 min.</td>
<td>13</td>
<td></td>
<td>$35 up per show</td>
</tr>
<tr>
<td>BALLETS DE FRANCE</td>
<td>Music-Dance</td>
<td>15 min.</td>
<td>26</td>
<td></td>
<td>$50 up per show</td>
</tr>
<tr>
<td>OUR LIVING LANGUAGE</td>
<td>Educ.-Drama</td>
<td>15 min.</td>
<td></td>
<td></td>
<td>In production for fall</td>
</tr>
</tbody>
</table>

**MCA TV LTD.**

(598 Madison Ave., New York.

(New Market Formula)

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. of Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOLLOW THAT MAN</td>
<td>Crime</td>
<td>30 min.</td>
<td>26</td>
<td></td>
<td>“New Market Formula” said to provide substantial savings to new stations buying one or more properties on 52-week basis.</td>
</tr>
<tr>
<td>ABBOTT &amp; COSTELLO</td>
<td>Comedy</td>
<td>30 min.</td>
<td>52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I’M THE LAW</td>
<td>Crime</td>
<td>30 min.</td>
<td>26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAMOUS PLAYHOUSE</td>
<td>Drama</td>
<td>30 min.</td>
<td>200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CITY DETECTIVE</td>
<td>Crime</td>
<td>30 min.</td>
<td>26</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MOTION PICTURES FOR TELEVISION INC. (MPTV)**

(655 Madison Ave., New York.

(MPTV Library Plan)

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. of Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>WESTERNNS &amp; FEATURES</td>
<td>Westerns-Features</td>
<td>Full-Length</td>
<td>1,000</td>
<td>70</td>
<td>Reduced rates depending on volume of hours purchased, the market itself and station rate card.</td>
</tr>
</tbody>
</table>

**OFFICIAL FILMS INC.**

(25 West 45th St., New York.

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. of Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUSICAL-SHORTS</td>
<td></td>
<td></td>
<td>300 to 500</td>
<td>over 50</td>
<td>Entire library is available to new stations at “very low cost.”</td>
</tr>
<tr>
<td>CARTOONS</td>
<td></td>
<td></td>
<td>50 to 75</td>
<td>over 50</td>
<td></td>
</tr>
<tr>
<td>SPORTS AND MISCELLANEOUS SUBJECTS</td>
<td>(Including animal, adventure, religious, educational, other subjects).</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A supersonic jet fighter on a bombing or rocket-stroking mission needs something special in the way of a camera for recording impact and destruction by its weapons. Such a camera is the Maurer P-2 illustrated.

Designed by John A. Maurer, President, developed and now in volume production at the Maurer plant, the Maurer P-2 meets specifications of the Photographic Reconnaissance Laboratory of the Air Research and Development Command—yet it is only one-third the weight of any previous type camera designed for this function.

Write for detailed information on other high-precision cameras and related photographic equipment.

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

J. A. MAURER, inc.
37-01 31st Street, Long Island City 1, New York
3107 South Robertson Blvd., Los Angeles 35, California

Cable Address: JAMAURER

maurer means finer motion pictures!
**SPECIALTY FILMS**
1501 Broadway, New York 36, N.Y.

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURE FILMS</td>
<td>Varied</td>
<td>Full-Length</td>
<td>69</td>
<td></td>
<td>---</td>
</tr>
<tr>
<td>FULL LENGTH WESTERNS</td>
<td></td>
<td>Full-Length</td>
<td>37</td>
<td></td>
<td>---</td>
</tr>
<tr>
<td>THE IVAN SANDERSON-BIG GAME HUNT</td>
<td>Jungle Adventure</td>
<td>30 min.</td>
<td>26</td>
<td></td>
<td>---</td>
</tr>
<tr>
<td>STARRING BUSTER CRABBE</td>
<td>Adventure</td>
<td>30 min.</td>
<td>26</td>
<td></td>
<td>---</td>
</tr>
</tbody>
</table>

**STERLING TELEVISION CO.**
316 W. 57th St., New York.

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAUL KILLIAM SHOW</td>
<td>Comedy</td>
<td>15 min.</td>
<td>52</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>INTO THE NIGHT</td>
<td>Drama</td>
<td>30 min.</td>
<td>26</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>ADVENTURES OF FEARLESS FOSDICK</td>
<td>Comedy-Satire</td>
<td>30 min.</td>
<td>13</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>RAY FORREST SHOW</td>
<td>General Interest</td>
<td>15 min.</td>
<td>26</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>THIS WORLD OF OURS</td>
<td>Travel</td>
<td>15 min.</td>
<td>39</td>
<td>new</td>
<td></td>
</tr>
<tr>
<td>ARMCHAIR ADVENTURE</td>
<td>Adventure</td>
<td>104</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BEAT THE EXPERTS</td>
<td>Sports Quiz</td>
<td>15 min.</td>
<td>65</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>VIENNA PHILHARMONIC ORCHESTRA</td>
<td>Classical Music</td>
<td>15 min.</td>
<td>13</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>KING'S CROSSROADS</td>
<td>General Interest</td>
<td>30 min.</td>
<td>104</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>WONDERS OF THE WILD</td>
<td>Wildlife</td>
<td>30 min.</td>
<td>26</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ANIMAL TIME</td>
<td>Children's</td>
<td>26</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEET THE VICTIM</td>
<td>Mystery</td>
<td>15 min.</td>
<td>104</td>
<td>new</td>
<td></td>
</tr>
<tr>
<td>GOING PLACES WITH GADABOUT GADDIS</td>
<td>Fishing</td>
<td>15 min.</td>
<td>52</td>
<td>new</td>
<td></td>
</tr>
<tr>
<td>WORLD WE LIVE IN</td>
<td>Travel</td>
<td>15 min.</td>
<td>52</td>
<td>new</td>
<td></td>
</tr>
<tr>
<td>FOR THE LADIES</td>
<td>Women's</td>
<td>15 min.</td>
<td>26</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ADVENTURES IN SPORTS</td>
<td>Sports</td>
<td>15 min.</td>
<td>26</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

**UNITED ARTISTS TELEVISION CORP.**
729 Seventh Ave., New York.

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Special Package Offer No. 1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNK &amp; ANDY</td>
<td>Children's</td>
<td>15 min.</td>
<td>26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FUN WITH FELIX</td>
<td>Comedy</td>
<td>15 min.</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEMININE ANGLES</td>
<td>Women's</td>
<td>15 min.</td>
<td>13</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 108)

In the latest TV spots for Lucky Strike, Sarra again amuses, amazes, and sells with stop motion. To Lucky's conga theme song, trademark-disks line up, parade and 'bout face to show "L.S.M.F.T."; then dissolve into dancing cigarettes followed by a solo turn of the "tear down" test. A surprise twist introduces a flash of live action with a girl emerging from the trademark bull's-eye to drive home the sales message. Produced by SARRA for the American Tobacco Company through Batten, Barton, Durstine & Osborn, Inc.

**SPECIALISTS IN VISUAL SELLING**

Page 106 * July 13, 1953
BEST LONG-TERM INVESTMENT IN TV STUDIO SPEECH CONSOLES

the New GATES CC-1 "Program Master"

- Versatility — by reason of wide range of plug-in amplifiers
- Accommodates 14 plug-in units, 10 pre-amplifiers, 2 line amplifiers, 1 monitoring amplifier, 1 power supply
- Buy this GATES Console with the number of amplifiers needed — add later for expansion

Here is a TV speech console that can grow with your station. Meets ALL large studio demands for TV (and AM too) yet is flexible enough for any station requirement.

It features NEW GATES PLUG-IN amplifiers throughout. There’s room for 14 — but you buy only what you need and add later as you need them.

The NEW GATES CC-1 was designed following months of study covering all phases of TV programming and production. It fully meets every requirement for complex or simplified production techniques.

The NEW GATES CC-1 Speech Console is beautifully constructed, providing a new high in rigid performance standards — both electrical and mechanical.

Before you invest, investigate the newest and latest in speech input equipment — the GATES CC-1 "PROGRAM MASTER".

Outstanding Features
- Ten mixing channels
- Provision for ten or lesser number of pre-amplifiers
- Provision for single or duplicate line amplifiers
- Choice of 8 or 16 watt monitoring amplifier
- Complete remote line, cueing, over-ride and auxiliary switching facilities
- Provision for patch panel termination of all major circuits
- Duplicate VU meters
- Group control of any number of mixing positions provided by two SUB and one MASTER gain controls
- Color coded control facilities

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.
MANUFACTURING ENGINEERS SINCE 1935
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

Broadcasting • Telecasting
July 13, 1953 • Page 107
CLETE ROBERTS' WORLD REPORT
News-Interviews 15 min. 150

(Special Package Offer No. 3)
JOHN KIERAN'S KALEIDOSCOPE
General 15 min. 52

BROKENSHIRE, HANDYMAN
Men's 5 min. 52

(Special Package Offer No. 4)
COWBOY G-MEN
Western 30 min. 26

("Super-Special Offer")

NOTE: These offers available to new stations with no more than 30,000 receivers in their service areas.

UNITY TELEVISION CORP.
1501 Broadway, New York.
(Unity Television Corp. Library Plan)

| Name of Film            | Category | Length | No. of Units or Episodes | No. Markets Sold To Date | Cost
|-------------------------|----------|--------|--------------------------|--------------------------|------
| FEATURE GROUP S         | Drama    | 60 min.| 17                       |                          | All films to new stations are at a discount. Prices upon application.
| FEATURE GROUP R         | Drama    | 60 min.| 37                       |                          |
| FEATURE GROUP K         | Drama    | 60 min.| 67                       |                          |
| FEATURE GROUP E         | Drama    | 60 min.| 62                       |                          |
| FEATURE GROUP N         | Drama    | 60 min.| 14                       |                          |
| FEATURE GROUP T         | Comedy   | 60 min.| 4                        |                          |
| FEATURE GROUP L         | Comedy   | 60 min.| 10                       |                          |
| FEATURE WESTERNNS       | Western  | 56 min.| 43                       |                          |
| STREAMLINERS            | Comedy Features | 50 min. | 16 |                          |
| SERIALS                 |          |        |                          |                          | 22

First chapter 28 min., subsequent chapters 18 min., (15 min. segments available).

HALF HOUR THEATRE
Drama
30 min.
36

HALF HOUR WESTERN
THEATRE
Western
30 min.
41

1-REEL SOUND CARTOONS
Cartoon
8 min.
125

LAUREL AND HARDY
Comedy
18 min.
53

CHARLIE CHASE
Comedy
18 min.
53

TWO-REELERS
Comedy
18 min.
99

STARS ON PARADE
("Plus 80' Package")
Shorts
10 min.
20

INTERNATIONAL MASTERPIECES
First Class Features
60 min.
20

In a series of TV spots just completed for Salada Tea, Sarra establishes identity with a novel device... To the tick-tock rhythm of the "Tea Time" theme song a pendulum wipes in, wipes out tea-making and serving situations and the Salada package. Animation tells the story of "high grown" teas with mountains and a close-up of tea leaves silhouetted against a rising moon. A reprise of the pendulum, glasses and the package gets over the sales message with dramatic impact. Produced by Sarra for Hermon W. Stevens Agency and the Salada Tea Company.

SARRA
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING
UNITED TELEVISION PROGRAMS
360 N. Michigan Ave., Chicago.
(Package Program Plan)

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROYAL PLAYHOUSE</td>
<td>Drama</td>
<td>30 min.</td>
<td>52</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>(Fireside Theatre)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEART OF THE CITY</td>
<td>Adventure</td>
<td>30 min.</td>
<td>52</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>(Big Town)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COUNTERPOINT</td>
<td>Drama</td>
<td>30 min.</td>
<td>52</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>(Rebound)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DOUBLE PLAY WITH</td>
<td>Sports</td>
<td>15 min.</td>
<td>39</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>DUROCHER &amp; DAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOLLYWOOD OFFBEAT</td>
<td>Mystery</td>
<td>30 min.</td>
<td>26</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>SLEEPY JOE</td>
<td>Children</td>
<td>30 min.</td>
<td>26</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>THE CHIMPS</td>
<td>Comedy</td>
<td>15 min.</td>
<td>26</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>OLD AMERICAN BARN</td>
<td>Musical</td>
<td>30 min.</td>
<td>52</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>DANCE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ZIV TELEVISION PROGRAMS INC.
488 Madison Ave., New York
(Program Package Plan)

<table>
<thead>
<tr>
<th>Name of Film</th>
<th>Category</th>
<th>Length</th>
<th>No. of Units or Episodes</th>
<th>No. Markets Sold To Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>CISCO KID</td>
<td>Western Series</td>
<td>30 min.</td>
<td>104+</td>
<td>105</td>
<td></td>
</tr>
<tr>
<td>THE UNEXPECTED</td>
<td>Non-Serial Dramas</td>
<td>30 min.</td>
<td>39</td>
<td>89</td>
<td></td>
</tr>
<tr>
<td>FAVORITE STORY</td>
<td>Non-Serial Dramas</td>
<td>30 min.</td>
<td>52</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>BOSTON BLACKIE</td>
<td>Detective Series</td>
<td>30 min.</td>
<td>104+</td>
<td>96</td>
<td></td>
</tr>
<tr>
<td>YESTERDAY'S NEWSREEL</td>
<td>Historic Newsreel</td>
<td>15 min.</td>
<td>104+</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>STORY THEATRE</td>
<td>Non-Serial Dramas</td>
<td>30 min.</td>
<td>26</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>LIVING BOOK</td>
<td>Bible Stories</td>
<td>30 min.</td>
<td>13</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>YOUR TV THEATRE</td>
<td>Non-Serial Dramas</td>
<td>30 min.</td>
<td>52+</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>SPORTS ALBUM</td>
<td>Great Sports</td>
<td>5-, 10- Events of the past min.</td>
<td>104+</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>

* Price of combination film package will be based on a number of factors, including population of market and trading area, retail sales volume, effective buying income, number of TV receivers, plus graduated discount plan based on volume of programs purchased.

There's never a let-down when fight telecasts shift into fast-paced TV commercials made for Pabst by Sarra. The transition to the viewer's own experience of sports activity followed by relaxation with a glass of beer is made with explosive cartoon shots. A catchy theme song leads him to "WHAT'LL YOU HAVE?" in giant letters and the answer, "Pabst 'Blue Ribbon' Beer!" The knockout sales punch comes with "Smoo-ther---Sm-oo-ther" appearing against a beer glass as the OOs enlarge and turn into winking eyes. Fun and hard sell created by SARRA for Pabst Sales Company, through Warwick & Legler, Inc.

SPECIALISTS IN VISUAL SELLING
### THURSDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>NBC</td>
<td>Columbo</td>
</tr>
<tr>
<td>8:30</td>
<td>DuMont</td>
<td>Show 2</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>Show 3</td>
</tr>
<tr>
<td>9:30</td>
<td>DuMont</td>
<td>Show 4</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC</td>
<td>Show 5</td>
</tr>
<tr>
<td>10:30</td>
<td>DuMont</td>
<td>Show 6</td>
</tr>
</tbody>
</table>

### FRIDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>NBC</td>
<td>Show 7</td>
</tr>
<tr>
<td>8:30</td>
<td>DuMont</td>
<td>Show 8</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>Show 9</td>
</tr>
<tr>
<td>9:30</td>
<td>DuMont</td>
<td>Show 10</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC</td>
<td>Show 11</td>
</tr>
</tbody>
</table>

### SATURDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>NBC</td>
<td>Show 12</td>
</tr>
<tr>
<td>8:30</td>
<td>DuMont</td>
<td>Show 13</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>Show 14</td>
</tr>
<tr>
<td>9:30</td>
<td>DuMont</td>
<td>Show 15</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC</td>
<td>Show 16</td>
</tr>
</tbody>
</table>

### SUNDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>NBC</td>
<td>Show 17</td>
</tr>
<tr>
<td>8:30</td>
<td>DuMont</td>
<td>Show 18</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>Show 19</td>
</tr>
<tr>
<td>9:30</td>
<td>DuMont</td>
<td>Show 20</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC</td>
<td>Show 21</td>
</tr>
</tbody>
</table>

### Note

- Programs listed in italics indicate sustaining programs.
- Programs listed in boldface indicate Network programs.
- Programs listed in roman type indicate Co-op. (See notes.)
- Programs listed in footnotes indicate network: NBC & DuMont.

---

**Additional Information**

- **6:00 PM**
  - What in the World
  - 10:00 PM: My Son, My Sun

---

**Broadcasting**

The National Radio and Television

July 13, 1953
TIPS FOR NOVICE FILM BUYERS

In a smaller market station the general manager should keep close control over film buying and film handling. Costs are more apt to be kept in line if he is on the job.

By Hugh M. Smith*

Perhaps nothing is so baffling to the new television operator in a non-interconnected smaller market than the organization of the film department. Yet there are a few simple steps that will eliminate much of the confusion that exists, mainly due to inexperience.

First of all, the general manager of the station should devote his time to the selection of the film library and film service. This is true, even though he has employed an experienced film editor who is more aware of film programming than of film costs.

A primary rule for the general manager to follow is to be picky on the price of films. Film producers may not like this statement, but it is a fact that film salesmen, who are largely theatre trained, seem to have bargaining blood in their veins.

Free Ones First

With this in mind, the first step is to assemble films that will not cost you money. These are known variously as "free films" or public service films. Your national representative is a big help in this case. Have your rep organization supply you with the list of firms that furnish these public service films. Admittedly, many of them are advertisements, yet the advertising is subtle and not obviously a presentation for business. A number of very large firms have excellent libraries of 5, 10 and 15 minute films that are really interesting to viewers. Right now in Montgomery, due to a polio epidemic, we have found unusual interest in films dealing with medical subjects.

As soon as your TV grant is announced, you will hear from many film organizations. They will write you, telephone you, and call in person. Even then there may be some films that you will need and for which you are not approached, so go over the field thoroughly. Read trade papers for names of films and organizations that can supply you with what you need for your library. Having done this, you get into actual buying. There are several organizations which will supply you with from 200 to 500 annual film hours. These include features, westerns, cartoons, serials and comedies. In 5 to 60 minute lengths, you will have to select one package. We selected a 500 hour contract. In addition to this, there are some small selections you may want to make in groups of from 5 to 25 films.

The selection of the above group is necessary as a sales and audience tool. After you have this group, you will look for your musical soundies which are comparable to records used by your disc jockeys. Only a few firms make these, but you will have to have one musical soundie library. These are usually three-minute musical numbers, and by proper production they can be made into extremely interesting 15 or 30 minute shows with plenty of participation time. National agencies like these.

Sports Sell Well

The next item to take care of is your sports films. These are often wrestling or boxing, usually 30 minutes in length. We contracted for several of these in 13 week cycles and immediately sold them all to national and local advertisers.

You will also need special films supplied by film organizations. These are reviewed and then bought, usually by local advertisers. We did not buy any of these films, unless they were sold from audition filming and we always have the local advertiser contract directly for the film.

Having assembled your film, the next step is to thoroughly screen every film as received. To save money and space, we use the studio for screening. Incidentally, the biggest film contract we signed was for so many thousands of dollars that it made our AM library seem a bargain. The smallest film contract we have signed is for $12 a show. In this particular film, we have sold three sponsors who pay for time, film cost, screen-

---

* Mr. Smith is general manager of the Covington stations, WCOY-AM-TV Montgomery, WGWC Selma and WGWD Gadsden, all Alabama.

---

TV COSTS GOT YOU DOWN?
The Sportsman's Club

32 popular, well rated, 15 minute hunting, fishing and sports shows featuring Dave Newman and panel of experts. Write for audition prints.

SYNDICATED FILMS
1022 Forbes Street
Phone: Express 1-1355
Pittsburgh, Pa.

Broadcasting • Telecasting
BIG FILM BUY IN OHIO

WBNS-TV Columbus, Ohio, has signed contracts with six top film distributors to secure "first-run" films for its late evening film show, Armchair Theatre, with the first runs to be programmed for over a year, Jerome R. Reeves, station program director, said last week.

WBNS-TV secured the films at a price of $100,000, reported to be the largest ever paid for a film package in central Ohio. The station’s Armchair Theatre will be the only "first-run" feature film show in that area, Mr. Reeves said. The contracts guarantee WBNS-TV more than 300 first-run features, he said.

The station began a search of the film market for first runs after a WBNS-TV survey of central Ohio viewers in which it was found that, although there is public acceptance of second and third runs, any showings beyond that number in the same time segment creates strenuous objections, Mr. Reeves said. He said the Columbus outlet was one of the first TV stations to buy film on a library basis, but that after two and a half years the station finds it necessary to change its policy on feature film showings.

The station will back up its Armchair Theatre showings with a promotion campaign to include on-the-air plugs, local show tie-ins, newspaper advertisements and publicity, car cards and direct mail pieces, Mr. Reeves said. The contracts became effective July 5.

GREAT AMERICANS

Superbly produced • dramatically portrayed

26 quarter hour episodes . . .

This saleable prestige TV film series (authenticated by Encyclopedia Britannica) highlights lives of these great Americans and their contributions to our American heritage.

Christopher Columbus
Benjamin Franklin
Thomas Jefferson
Lewis & Clark
John Marshall
Daniel Webster
Henry Clay
John C. Fremont
Abraham Lincoln
Reno & Andy
James A. Garfield
John G. Glickman
Whittaker

LaFollette
George Washington
Thomas Edison
Alexander Hamilton
John Q. Adams
John C. Calhoun
Aaron Burr
Abe Lincoln
Walter Johnson
Washington Irving
Louis Hay Aholt
Oliver Wendell Holmes

This series offers unlimited merchandising opportunities, local school and civic tie-ins, etc.

GREAT AMERICANS has been tested and proved by such outstanding accounts as:

The Michigan Bell Telephone Co.
Southwestern Bell Telephone Co.
North Polo Ice Cream, Pittsburgh
Old Stone Bank, of Providence
Adams Dairy, Kansas City, Mo.

and scores of other "sales-conscious" advertisers.

Write or wire today for audition prints and rates. Exclusive in your market.

GAC Named Representative
For Columbia’s Screen Gems

AN AGREEMENT was announced by Columbia Picture Corp. and General Artists Corp. last week whereby GAC will serve as exclusive national representative for Screen Gems Inc., Columbia’s TV film subsidiary.

Under the arrangement, GAC immediately will take over sales to national and regional sponsors. Sales to local advertisers will continue under Screen Gems Sales Manager John Mitchell and his staff.

General Artists, a talent agency for more than 20 years, maintains offices in New York, Chicago, Beverly Hills, Cincinnati and Dallas.

Among the Screen Gems properties made especially for TV are Manitoba, Fair Trial, Meet the Family, The Law Strikes Back, The Tales of the Texas Rangers, The Ford Theatre and The Big Playback.
HOLLYWOOD STARS
HERE...NOW...TODAY...
in TV's Greatest Film Programs!

the plus 80

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.

THE ROMANCE THE ACTION THE DRAMA OF
THE GREAT AMERICAN SCENE STARRING GARY
COOPER, ANN SHERIDAN, JOHN WAYNE

INTRODUCING TO TV SUCH EXCITING
PERSONALITIES AS MARILYN MONROE,
JEFF CHANDLER AND JAMES MASON.

INTRODUCING TO TV SUCH EXCITING
PERSONALITIES AS MARILYN MONROE,
JEFF CHANDLER AND JAMES MASON.

HOLLYWOOD STARS
HERE...NOW...TODAY...
in TV's Greatest Film Programs!

the plus 80

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.

THE ROMANCE THE ACTION THE DRAMA OF
THE GREAT AMERICAN SCENE STARRING GARY
COOPER, ANN SHERIDAN, JOHN WAYNE

INTRODUCING TO TV SUCH EXCITING
PERSONALITIES AS MARILYN MONROE,
JEFF CHANDLER AND JAMES MASON.

HOLLYWOOD STARS
HERE...NOW...TODAY...
in TV's Greatest Film Programs!

the plus 80

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.

THE ROMANCE THE ACTION THE DRAMA OF
THE GREAT AMERICAN SCENE STARRING GARY
COOPER, ANN SHERIDAN, JOHN WAYNE

INTRODUCING TO TV SUCH EXCITING
PERSONALITIES AS MARILYN MONROE,
JEFF CHANDLER AND JAMES MASON.

HOLLYWOOD STARS
HERE...NOW...TODAY...
in TV's Greatest Film Programs!

the plus 80

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.
WHAT HAPPENED
IN ROANOKE?

By J. Frank Beatty

THE eyes of the television world are turned toward Roanoke, a thriving industrial city in the Blue Ridge Mountains of western Virginia.

This rather conservative but steadily growing market has developed into an electronic field laboratory where the merits of uhf vs. vhf are on trial.

To date the competition has been one-sided—so one-sided that the results have started coming in all the way from Madison Ave. to Hollywood & Vine as timebuyers wonder if uhf is going to follow the pattern of FM.

In brief, WROV-TV Roanoke has decided it simply can't compete on uhf Ch. 27 with WSLS-TV's vhf Ch. 10 service [B&T, June 29, July 6].

What WROV-TV wants to do is get FCC to make an exception to the rules so the station can continue operating on Ch. 27 while it competes for a third channel available to Roanoke vhf Ch. 7.

Contrary to a widespread impression, the Roanoke case has not demonstrated that uhf is a weak or impotent service. Nothing of the sort has been shown.

On the other hand, the Blue Ridge laboratory shows that uhf can deliver a good signal over the bottom of the Roanoke bowl.

It shows, however, that a uhf signal from a 2,000-foot point can't climb 4,000-foot mountains 10 or 12 miles away.

It shows, too, that a uhf station hemmed in by mountains faces frightening odds in trying to compete against a vhf station sitting on a favorably located peak that permits coverage of good markets out to 100 miles and more.

And it shows, finally, that people hesitate before spending extra money to tool up their homes for uhf when most of the popular network programs are on a vhf channel.

Things are rough in Roanoke for WROV-TV. Its income has been falling steadily. Expenses keep climbing. Every week the losses are getting heavier, and the stockholders are gravely concerned about their $250,000 investment.

Problem Is Complete

No single factor is responsible for WROV-TV's troubles. Rather, the station can look to a combination of events and attitudes.

In any case, the coveted Ch. 7 is still unassigned because there are two applicants. WROV-TV asks for the right to make it a threesome, while still operating on Ch. 27.

The Roanoke case gets to the fundamentals of TV engineering and economics. Its impact already has become serious as snap judgments have been made on the basis of cursory examination of the facts.

Obviously the only way to find out what's wrong in Roanoke is to make a first-hand study of the situation.

Many questions are raised by WROV-TV's expressed desire to get out of uhf and into vhf scarcely five months after the first test pattern was fanned out over the city.

Is there something inherently wrong with uhf—in Roanoke, that is?

Has WROV-TV given uhf a fair shake? Have dealers and distributors cooperated fully? If not, what's to be done?

Why can't WROV-TV get more network programs when there's only one other station in the city and connections are available?

Is WROV-TV the victim of a "Madison Avenue complex"?

Are TV receivers well engineered for uhf?

Is the trouble due entirely to circumstances beyond WROV-TV's control or is it the fault of ownership or management?

Would more power and/or a higher site do the trick?

These questions, and others, can be matched against the story of Roanoke television since WROV decided back in February 1951 that it wanted to add TV to its successful local radio service.

Pleased with their monthly financial statements, the half-dozen local businessmen who had started WROV in 1946 decided they wanted to be the first to apply for a TV station in Roanoke. A Ch. 7 notice was filed despite the freeze.

Later WSLS, regional Roanoke station operated by Shenandoah Life Insurance Co., applied for Ch. 10 as did Polan Industries, which had several TV projects in the works. Last summer, after the freeze, WDBJ filed on Ch. 7 beside WROV. WDBJ is owned by Times-World Corp. and is Roanoke's
oldest radio station, a 5 kw regional.

At that point there were two applicants for Ch. 7 and two for Ch. 10, but nobody had applied for uhf Ch. 27, the third commercial facility available to the city.

WROV's stockholders met one day in July, 1952 after they found WDBJ seeking the same Ch. 7 facility. They wanted to get into television as quickly as possible. After all, the FCC was encouraging use of the new TV band and the RCA Bridgeport, Conn., project was demonstrating that uhf really works.

Bridgeport-Bound

The only sure way to get into television without long and costly hearings would be via Ch. 27, the stockholders decided. That evening Frank E. Koehler, WROV general manager, was Bridgeport-bound for a first-hand look at uhf service.

The new medium looked good, and WROV went into action. An RCA 1 kw uhf transmitter was ordered, "and please hurry." Next was the question of finding a site. The choice narrowed down to Mill Mountain, a colossal 750-foot bump stuck right in the south end of the city, and 4,000-foot Fort Lewis mountain, about a dozen miles to the southwest.

Since uhf has strong line-of-sight traits and high-power transmitters were a year or more away, it was decided to use the Mill Mountain site. There the antenna could look right down into the living rooms of nearly every home in Roanoke.

With the main policy decisions out of the way, WROV continued its studio experiments with an RCA TV camera it had owned nearly a year, still its only camera. It also twiddled its corporate thumbs for weeks and more weeks while awaiting delivery of the transmitter. Eventually it had to abandon all hope of being Roanoke's first television station because WSLS had meantime been granted a Ch. 10 permit. Folan Industries had switched its Ch. 10 application to Ch. 7 after WROV's selection of uhf Ch. 27, leaving the way open for WSLS.

The delay in getting a transmitter was a cruel blow to WROV-TV. Last Dec. 11 WSLS-TV took the air on Ch. 10 from Poor Mountain, a lofty peak 4,000 above sea level and 3,000 feet above Roanoke itself. This peak is 13 miles from the city.

At that time Roanoke had a thousand or more TV sets, fed from $150-$200 stacked yagis and assorted dipoles that could catch WFMY-TV Greensboro, N. C., 100 miles away and frequently WSAT-TV Huntington, W. Va., or WTVR (TV) Richmond.

Even before WSLS-TV was transmitting, local appliance stores were conducting campaigns to sell vhf sets. Local merchants were joined by fiery promoters whose gorgeous claims and easy credit helped stimulate the demand for sets—all this during the pre-Christmas season when TV sets move at their fastest, and on into the winter.

Eventually WROV's transmitter arrived. After a fortnight of testing, the station started program service March 3.

By that time WSLS was claiming over 40,000 sets in its service area—relatively few of them able to receive a uhf signal.

WROV-TV had started promoting converting during the winter and had conducted dealer-distributor educational campaigns. That was the situation last March. A heavy share of TV sets, nearly all vhf-only, had been bought on time. To catch WROV-TV's picture meant $30 to $50 for an antenna or lead-in, plus $5 to $50 for a strip or converter ranging from one channel to the whole uhf band.

An educational campaign aimed at dealers and distributors was showing signs of results. Installation crews were leaning the hard way that uhf presents special problems. Sometimes they threw up their hands and said they guessed there wasn't a uhf signal anywhere on the roof.

Bow Ties and Yagis

Even so, bow ties and yagis started sprouting from Roanoke rooftops. At the same time, dealers began meeting some sales resistance. Having sunk $200 to $400 or so in a TV set, customers raised this point—why spend all the dough tooling up for uhf when all the NBC-TVand CBS-TV programs are on WSLS-TV?

WROV-TV had ABC-TV service, picking it up from a 35-mile AT&T microwave link. This added up to only a few hours a week. WSLS-TV, on the other hand, started off the day with NBC's Garroway and was possibly 80-90% network right through to the 11 p.m. news. Nearly three-fourths of the network programs on WSLS-TV are NBC, the rest CBS.

The WROV-TV program service starts at 5:30 p.m. with a religious series, moving along with local personalites to 6:30 when it has a western film. Local news and assorted local programs and film shows are carried to signoff, usually around 11 p.m. Like WSLS-TV, it is limited to one rather small studio though WSLS-TV has two cameras plus a third in the Appalachian Power Co.'s auditorium.

At first the local merchants and services were buying plenty of WROV-TV time, enough to justify its backers' hopes that life with television would be quite mery after the first few months. The conversions weren't fast enough to suit them, however, and they started comparing WROV-TV's programs and coverage with those of WSLS-TV.

Then began real sponsor trouble. Local contract cancellations started to come in—polite, as a rule, but quite firm. New York timebuyers were courteously indifferent.

The networks, too, were disinterested, aside from ABC-TV. The AM part of the...
WSLS setup had an NBC affiliation. Since WSLS-TV carried many more NBC-TV programs than WROV-TV, the station's officials say it was a matter of preference. They claim that the station had a better signal and coverage than WROV-TV, which can be heard only in Roanoke proper, with a population of 91,000 (28,000 families) in 1950. The Roanoke metropolitan area (Roanoke County) has nearly 140,000 people, or 38,000 families.

According to WROV-TV, it can slap a good signal into most of the populous parts of Roanoke County, with an estimated 19,000 homes having uhf equipment.

The station frankly says it is practically blind beyond 12 or 15 miles because Roanoke is nearly surrounded by mountain ranges that overtop its own 1,750-foot Mill Mountain. The signal sneaks out through some valleys, but unfortunately many of the valleys have their openings turned away from Mill Mountain. Thus WROV-TV says it can't do a good job in Rocky Mount, Bedford or Troutville.

Can't Get Over
WROV-TV plants a 2,000 microvolt signal on Catawba Mountain 12 miles away, but simply can't get over it to reach the other side. The signal averages 2,000 microvolts in an 8-mile radius, according to James W. Robertson, chief engineer. Though WROV-TV's 21-slot antenna puts out a signal of 18 kw, the FCC rates it at 9.77 kw because of a 1 degree electrical tilt and 0.3 degree mechanical tilt.

Now take a look at the coverage story of WSLS-TV with a 2 kw RCA transmitter driving a high-gain antenna radiating a rated 26.2 kw. WSLS-TV's antenna reaches 4,007 feet above sea level compared to 2,000 ft for WROV-TV. The WSLS field map shows regular response from such cities as Bristol (125 miles), Richmond (140 miles), Lynchburg (45 miles), Bluefield (70 miles), Henderson, N. C. (120 miles), Danville (60 miles), Beckley (80 miles), Winston-Salem (90 miles) and many other North Carolina cities.

The WSLS-TV set count of 87,000 is said to include Bluefield, Lynchburg (which has its own WBLV-TV), Martinsville, Danville, Radford and Bedford. Its total market adds up to 396,000 families or 11/2 million people, according to WSLS-TV.

WSLS-TV Rates Up
Believing it really has 100,000 sets and anticipating a total of 300,000 sets in its area in the not too distant future, WSLS-TV is in the process of revising its rate card upward. It plans a big Radio-TV Center.

A vicious circle is thus apparent—vicious from the WROV-TV standpoint and a matter of sincere concern to its friendly competitor, WSLS-TV, which wants to see Roanoke become a saturated, satisfied and competitive television market.

The vicious circle starts at the perimeter mountains whose forested slopes refuse to let Ch. 27 impulses pass on to the other side. That limits WROV-TV's potential audience to the Roanoke metropolitan area or county. The circle moves on as WROV-TV faces dealer resistance to the more severe installation problems and customer resistance to paying more for uhf receiving sets plus $30-$50 antennas. Lack of wide coverage, WROV-TV now has only two national accounts and 10 local accounts, at least one being a stockholder.

Circle Continues
The circle continues as advertisers sponsoring network shows fail to show interest in WROV-TV when they see the WSLS-TV market data. Since WROV-TV has only a few ABC-TV network shows in its log, it can't interest New York timebuyers in buying adjacencies because there aren't any—or at least, only a few.

Now take a look at the WROV-TV financial picture.

**Financial Picture**

In its first three months of operation, WROV-TV took in $15,569 (March $6,829, April $4,771, May $3,969). Its expenses totaled $27,045 (March $9,068, April $8,730, May $9,247).

Just for the sake of argument, project the three-month figures to an annual basis. WROV-TV, then, would show income of $62,276, expenses of $108,180 and loss of $45,896—assuming the last nine months of the year were like the first three.

That's enough to scare the financial wits out of the businessmen who have put up
the funds to start this electronic operation. And just for the sake of another argument, take those projected figures and compare them to the estimated income, expenses and construction cost in the early application.

This application carried the following items: Estimated operating cost for first year, $165,504. This is far above the $108,180 figure derived from a projection of WROV-TV's first three months.

Then the application carried a second figure: Estimated revenue for first year, $160,000. The 12-month projection of the first three month's income falls roughly $100,000 short of this figure.

Enough to pucker any stockholder's brow, especially when it is observed that the third month produced barely five-eighths of the revenue taken in the first.

The Loss Trend

But what really alarms WROV-TV is the loss trend. March, the first month, was pretty good—$2,238 in the red. That wasn't bad for a new electronic enterprise. April, however, brought bad news in the form of a $3,289 deficit.

And then came May, with a frightening $5,277 loss. That's red ink at the rate of $63,224 a year, if the figure is multiplied by 12.

Now, WROV-TV admits, June was worse than May and June is more of the same. In its June 23 petition to FCC, WROV-TV, asking that FCC rules be waived so it could continue operating on Ch. 27 while applying for Ch. 7, said: "... if the Commission will not waive the provisions of its temporary processing procedure it (WROV-TV) will relinquish its permit for Ch. 27 in order that this application (Ch. 7) may be received and processed."

WROV-TV's Troubles

Citing WROV-TV's troubles in an accompanying letter, Leo F. Henebry, station president, said the station believed half the sets in the immediate Roanoke area could tune Ch. 27. Since that time an independent survey has ways around seven out of every 10 sets can get the WROV-TV picture.

Taking the most recent highest TV saturation figure for Roanoke, one out of every two homes, WROV-TV would appear to be reaching at least 13,500 homes in the immediate area.

Like the other WROV-AM-TV stockholders, Mr. Henebry is a businessman full of enthusiasm for the market and eager to provide it with a profitable television service.

"My jewelry store in Roanoke has not been off radio a single day in a quarter-century," he told B'T, recalling he put time signals on WDBJ free when it took the air in 1924. "All of us are Roanoke businessmen. We are really interested in the station."

"We had accumulated about $100,000 from radio, although we lost heavily when we started in 1946 as the original $75,000 ran up to $130,000."

"We aren't men who throw money away. Right now we have forgotten profits. We're fighting for existence. We have more than $250,000 invested. The networks aren't sympathetic and people who strained to buy TV sets are thinking twice before spending $50 more to get uhf."

There's the WROV-TV problem. It shows that a uhf station in the rugged Roanoke terrain can't compete with a vhf station with better coverage and network programs. After all, when WROV-TV was picking a site it didn't care take a chance on putting a costly uhf installation atop a mountain 10 or more miles away when 10 kw uhf amplifiers were over a year away. It feared Roanoke coverage might be inadequate, choosing the safer Mill Mountain instead.

WROV-TV showed business courage when it came out into the open with the fact that uhf service in Roanoke. It knew what Madison Avenue would say. It knew what Roanoke people would say. It knew the legend would be spread that "WROV-TV has given up the ghost" whereas it merely was asking for the right to apply for Ch. 7 frequency it had originally sought. Did high prices solve the Roanoke uhf problem? Engineers aren't giving a definite answer. Even with 100 kw, the signal still would get bumped around and be blind to many areas. People would still have to buy expensive gadgets. There would still be the problem of competing with the WSLS-TV vhf signal and the network service.

Worst of all, Ch. 7 will be opened one of these months.

A Steady Market

Roanoke is a steady, dynamic market, tied in the state and has high buying power. The town has adopted television as a medium—not spectacularly because it leans toward the conservative side. People do a lot of viewing. The Times and World-News (WDBJ and applicant for Ch. 7) print complete logs of both local TV stations plus Richmond, Lynchburg, Huntington and Greensboro TV stations.

The WLSL-TV basic rate is $300 an hour. WROV-TV has a national rate of $200 and local rate of $140.

Obviously, in Roanoke the program's the thing. WROV-TV originally envisioned 11 or 12 daily hours of top local programming, a policy that it has been responsible for its success as a local outlet in a market that had two regionals and has recently added a radio daytimer (WRIS). Such an array would require vast sums of money. Live TV and and remotes are costly.

What would you do if you were sitting on Ch. 27 in Roanoke, competing with Ch. 10 and facing additional Ch. 7 service?

WIOU Brand Ratings

MANUFACTURERS of food products have a better idea how their individual brands are selling in Kokomo, Ind., thanks to the data WIOU John Carl Jeffrey, vice president and general manager of the station, reports the outlet has distributed lists of products ranking in different categories according to local sales. Frank Gregory & Assoc. compiled the survey, interviewing managers of 75 grocery outlets in the community. Ratings were based on "comparative" sales.
"CREATIVE IDEAS"

TITLED "Creative Ideas or Stagnation?" Rob-  
Yert Acobm Inc, Cincinnati advertising agency,  
has released a clever little booklet which is quite  
creative itself. The simply-written booklet,  
with eye-catching designs colored in green,  
points out that creative ideas will always pro-  
vide the foundation and the reason for an ad-  
vertising agency's existence.

PENCIL PROMOTION

KSL-TV Salt Lake City has sent out bunches  
of pencils on which is written, "KSL-TV, Serv-  
ing the Intermountain West." Accompanying  
the pencils is a letter which explains that each  
pencil is worth 44, representing the cost to  
reach 57.2 viewers on KSL-TV in the afternoon.  
There are nine pencils in the bunch which, the  
letter continues, represents a typical KSL-TV  
"nine plan." The price of all the pencils is 36c  
"for that amount 514.8 viewers are reached by  
an advertising message telecast on KSL-TV  
during the afternoon."

SPECIAL TV SECTION

COLORED in green, the first page of The Ho-  
nolulu Advertiser's special TV section featured  
an impressive ad for KONA (TV) Honolulu on  
June 24. All the Hawaiian Islands were pic-  
tured together with KONA's antenna, with copy  
reading, "The new improved KONA..." The  
12-page section was full of news of the sta-  
tion's plans for programming, information about  
its staff, etc.

SKYHOOK SUPERINTENDENT

KRDO Colorado Springs has released a small  
membership card stating: "This certifies that  
(place for signature) is a qualified Skyhook  
Superintendent for the erection of Colorado's  
highest structure at 398 eighth Street." The  
reverse side of the card gives channel number,  
affiliation and further information.

FREE SPOTS

WOPA Oak Park, Ill., has come up with a  
new twist built around an old patriotic tradition.  
The station offered free spot announcements to  
all local merchants who displayed the American  
Flag on Independence Day. The offer was made  
to all merchants and business establishments by  
Martin Bouhan, WOPA program director, who  
noted that on Memorial Day and Flag Day only  
two downtown merchants had displayed the red,  
white and blue. The announcements were aired  
on a special salute program from 1-2 p.m. July  
11.

'CHAIN LIGHTNING' PLAN

WMAQ Chicago's "Chain Lightning" merchan-  
dising plan is striking the fancy of leading chain  
and independent food stores in that area, judg-  
ing by the congratulatory messages received  
by John M. Keys, NBC Chicago advertising and  
promotion manager. Mr. Keys reported last  
Tuesday he has received a volley of plaudits  
commending the cooperative selling plan, which  
covers 771 chain stores and over 50% of all  
retail food sales in metropolitan Chicago.  
Mr. Keys cited messages from Coca Cola Bot-  
tling Co. of Chicago Inc., and Realemon-Puri-  

QUALITY PAYS OFF

—in the Kansas Farm Market

Right now, here's what's happening all across Kansas.  
Farmers check the quality of their harvested wheat  
and are pleased. They're finding plump, firm, heavy  
grains... top quality wheat that will bring top  
prices... give them more money to spend.  
And when advertisers check the quality of WIBW,  
they too are pleased. Their sales charts show RE-  
SULTS that bear out the findings of unbiased,  
independent surveys... that consistently show WIBW to  
be the Number One listening choice of Kansas farm  
families.

Boost your Kansas sales with this powerful combi-  
nation of a Quality Station in a Quality Market.

* Kansas Radio Audience '52

WIBW

"THE MAGIC CIRCLE"

Rep. CAPPERS PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Broadcasting • Telecasting

July 13, 1953 • Page 119
PROGRAMS & PROMOTIONS

FIRST television Esso Reporter in South Carolina started June 29 on WCSC-TV Charleston, according to the station. WCSC-TV commenced operation June 19. Gathered for the debut of the TV program are (l to r): Vern Carrier, assistant advertising manager for Esso; A. M. (Joe) Graves, South Carolina district manager for Esso; Curt Peterson, partner, Marshall & Pratt, Esso agency, and John M. Rivers, manager and principal stockholder of WCSC-AM-TY. Esso Reporter has been on WCSC for nearly 14½ years.

tan Co. Both praised results of the plan, which also is being offered in other cities with NBC O & O stations, including New York.

AMBULATORY BILLBOARD
WHEN John Poole cast about for an idea to publicize his September-opening of KPIK (TV) Los Angeles, he put his pretty new car to work. Now when the Pooles scout between their Corona Del Mar home and the various Poole properties in Southern California (KBIG Cata-
lina, KBIF Fresno and the KPIK transmitter being built on Mt. Wilson) they promote KPIK with their ambulatory billboard—"Coming Soon! Channel 22, More TV For You," written in large letters on their car.

'HOMES FOR BETTER LIVING'

PUSH-BUTTON kitchens, automatic home laundries, air conditioning units and other appliances are being demonstrated to home owners on a new program started by WGN-TV Chi-
cago. Titled Homes for Better Living and aired each Saturday, the program is designed to ac-
quaint present-potential home-owners with the latest advanced styling and architectural features and trends in home design. Highlight of the program is a regular interview with an out-
standing personality in the building industry. Russ Reed serves as emcee, giving information on home construction, financing, styling and the growing popularity of appliances. The pro-
gram is co-sponsored by Hotpoint Co. and Gen-
eral Electric Supply Co., local Hotpoint distribu-
tor.

MBS 'DEADLINE'
STORIES behind the headlines and bylines in the nation's newspapers form the basis for a new series, Deadline, launched by MBS network July 8, 7-7:30 p.m. Dramas run the gamut of romance, tragedy, comedy, crime and exposés. Narrators are reporters, editors, columnists and legmen who cover events. Jerry McGill writes and directs the program.

'AMERICA HELPS'
A NEW 13-week series of radio programs telling of America's assistance to the peoples of the world is being presented by WOL Washington, Sundays, 9:00-9:15 p.m., starting yesterday (Sunday). The programs feature recorded in-
views, stories and comments by prominent Americans and leading citizens of other coun-
tries. Dramatizing the help America is giving by means of feeding the hungry and providing medical care and technical assistance, the pro-
grams tell the story of work being done by nearly fifty organizations, such as CARE, Heifer Project, Church World Service and World Neighbors. The programs feature Dr. Frank C. Laubach, missionary-statesman and head of the Koinonia Foundation of Baltimore, which has released the series.

LARGE TURNOUT
WHEN J. C. Kellam, general manager of KTBC-TV Austin, Tex., planned the tenth birth-
day party of the Texas Broadcasting Corp., which operates the station, he never expected the turnout he got. A two-hour open house was planned, with an expected crowd of a thousand people, to be divided into groups of six or ten, guided through the studios and ending up by looking at themselves on monitors. Shortly after the station was opened, a line formed, four deep and a block and a half long, reports the station. Counting them was impossible. Others came, saw the line and left. Mr. Kellam says

All Aboard for Safety
KWK St. Louis disc jockey and boating enthusiast, Gil Newsome, concerned about the number of swimming and boating accidents in the area, decided to dramatize safety precautions on his pro-
grams. Collecting members of the local Coast Guard, Red Cross and Safety Council of Greater St. Louis, Mr. Newsome boarded his 35-ft. Chris-Craft cruiser on Alton Lake of the Mississippi River north of the city. As the group cruised over the lake, Mr. Newsome recorded a series of five-minute tape interviews and a round-
table discussion on safety precautions, playing them back the next day on his three KWK programs, Bandstand Revue, First Five Revue and First Five.
it was Austin's biggest crowd since General MacArthur's return. Nevertheless, each visitor is reported to have seen his picture on TV.

CLOSLED CIRCUIT HOSPITAL TV
KRON-TV San Francisco solved one of the problems of televising hospital operations. On four consecutive days 71 student doctors from 11 western states, Alaska and Canada watched a series of operations on three TV sets in the hospital amphitheatre. The main drawback to former televised operations was that the camera was too large to be in a permanent spot close to the operating table. To eliminate this, KRON-TV technicians built a special 5-foot boom which supported a sequence of mirrors controlled by the cameraman. Thus, the camera was well to one side of the table yet able to obtain a good shot of the patient from above, reports the station. Microphones were set up near the monitors permitting the audience to ask the surgeon questions during the operation and hear his answers immediately.

CONCERT OF CANADIAN MUSIC
MORE THAN 100 works of Canadian composers have already been received by the committee of BMI Canada Ltd. and BMI for the Concert of Canadian Music to be held in New York on October 16 under the direction of Leopold Stokowski. The concert is being sponsored by BMI for the greater development of past and present Canadian music. The progress report on Canadian compositions received was made by Ken Soble, CHML Hamilton, and Carl Haverlin, BMI and BMI Canada Ltd.

'BREAKFAST IN HOLLYWOOD'
INDEPENDENCE DAY marked return to NBC radio of Breakfast in Hollywood, the late Tom Breneman's program, on weekly basis, with Jack McCoy as m.c. The program has been on 17 western division NBC stations for the past six months. Chet Mittendorf is owner-packager-producer and Ralph Hunter is director of the show.

MINNEAPOLIS AQUATENNIAL
WCCO Minneapolis' all-star aquatennial show at Minneapolis auditorium on July 18 will feature Victor Borge, Georgie Jessel, Lu Ann Simms and the McGuire Sisters from the Arthur Godfrey shows. This is the station's contribution to the city's ten-day annual water festival. The station reports that it always kicks off the event with a two-hour show at the city's 10,000-seat auditorium.

SCHOOL DISC JOCKEY CONTEST
BILL VALOR, disc jockey at WLYN Lynn, Mass., recently ran a high school disc jockey contest on his 3-5 p.m. program, which the station reports was very successful. Students who wished to participate sent letters to the station, after which those eligible spanned six records apiece, two appearing on the program each day. The youngsers selected their own records, gave their own ad-lib and read two public service spots. Four winners were chosen by means of voices from listeners, which totaled fifty thousand, according to the station. The final elimination took place in the window of Youth World, a teen-age clothing store. Police were needed to keep traffic moving, so jammed was the street with listeners, the station reported.

HUSBAND-WIFE SERIES
MAKING efficient and economical use of food is the subject of new husband-and-wife series beginning WGN Chicago last June 29. Titled Meet the Kraefits, the program features Norman Kraefit, WGN farm service director, and his wife, Jean. Program is sponsored by the Pure Milk Assn. and is heard Monday through Friday, 12:15-30 p.m. The Kraefits analyze and comment on new ideas designed to aid the homemaker—how to give meals more zest, turn shopping into a more profitable venture and make living more pleasant. They also present data offered by the home economic departments of various state agricultural colleges.
creased sales.

**PEOPLE**

**Advertisers**

J. C. Porter, division manager at Spokane, and E. R. Cluff, mid-continent division manager at Tulsa, named vice-presidents in charge of consumer and dealer sales and of painter and maintenance sales, respectively, General Paint Corp., S. F.

**Economical operations manager of WPIX**

Mr. Emerson, vice president in charge of sales, named vice president and general manager of Eversharp Inc., N.Y.

Wilmore H. Miller, vice president in charge of advertising and brand promotion, appointed vice president in charge of operations, Toni div. of Gillette Co., Chicago.

Stuart K. Hensley, sales manager president in charge for Toni, appointed vice president of sales, advertising and branding.

Florence Miller, Louis Cowan Production Agency, to character merchandising div. of Walt Disney Productions Inc., N. Y., to handle radio and TV promotion for Walt Disney character merchandise.

Sara Penney, vice president and sales promotion director, McCrery & Co., N. Y., to J. W. Robinson Co. (department store), L. A., as vice president in charge of advertising and publicity.

Edwin B. Dester, rear admiral USN retired, named director of public relations for Pan-American Coffee Bureau, N. Y. Ellen Saltonstafl named director of consumer services in charge of food publicity and educational projects, and John Burns becomes director of advertising and sales promotion.


Warren E. Thompson, public relations officer of Chicago Title & Trust Co., elected president of Publicity Club, Chicago.

**Agencies**

Karl A. Brautigam, account executive, McCann-Erickson, N. Y., appointed vice president of the American Society of Advertisers.

Jack Van Nostrand, supervisor of CBS Hollywood guest relations staff, promoted to chief traffic coordinator, KNXT-TV Hollywood.

Jerry Keefe appointed assistant chief engineer at WHER-AM-FM-TV Rock Island, Ill. Anne Slenker is music librarian of station.

John Briggs appointed full-time studio engineer at KUSD Vermillion, S. D.

Billy McReynolds reappointed farm and ranch director for WOAI San Antonio.

Robert C. White, news staff, WAVE-AM-TV Louisville, Ky., to announcing staff, that station, replacing George Barnes, now announcer at WINS-New York.

H. Richard Seller, secretary and publicity director, Don Allen & Assoc., Portland, Ore., resigned to open own advertising agency with Elizabeth Seller at 206 S. E. Grand Ave., that city. Rolland Gabel promoted to senior account executive at Don Allen & Assoc., with Bob McCullough added to plans board. Don James, copy chief, becomes publicity director and Newman Myrah heads art dept.

Lou Smith, public relations director, Council of Motion Picture Organization's "Movieline, U.S.A." campaign, opens public relations office at 340 N. Rodeo Dr., Beverly Hills, specializing in motion picture and TV producer organization accounts.

Alex Evelove, publicity director of Warner Bros. studio, opened his new office as free-lance publicity and public relations firm at 332 S. Beverly Dr., Beverly Hills.


LLOYD E. YODER, general manager, KNBC San Francisco, and Alma Celles, concert singer, whom he married on June 20 [B*T, July 6].

Mark H. Fuller, sales promotion director, Pacific Finance Corp., L. A., to Western Adv. Agency Inc., that city, as account manager and specialist in financial advertising.

Donald S. Brieso, director of TV production, Cole & Wesler Agency, Portland, Ore., to Frank Wright National Corp., S. F., as account executive.


Alone in Triumph

SALESMAN DON BELL thought he had "fractured" the folks back home in Des Moines when he appeared on NBC-TV's Big Payoff program and won the grand prize worth $8,000, including a mink coat for his wife, a trip to Holland and a Kaiser Manhattan sedan. Before leaving for New York, he had asked all his friends to watch him on WOI-TV Ames "for some sharp answers." Following his triumph, he called WOI-TV to share his moment of glory but learned that the station was off the air because...
and media of agency. Lee Hogan, KNBH (TV) Los Angeles fashion editor and commentator, to agency as head of women’s promotion div.

Laura Fisher, assistant media director at Glenn Jordan & Stoezel Adv., Chicago, named media director of Burton Browne, that city.

Joan Landry appointed radio-television time buyer, L. C. Cole Co., S. F.


Jerry Gordon, Sun Ray Drug Co., Phila., to Sheridan & Marquette, N. Y.

Betty Bakalian and Robert Luebbers to art dept., N. W. Ayer & Son, Phila. Charles N. Robinson to agency’s outdoor adv. dept., and Ira Rothbaum to copy dept.

Richard Yeager rejoins art staff of Beaumont, Heller & Sperling, Reading.

Stations


David F. Milligan, promotion manager at WFBM-AM-TV Indianapolis, Ind., appointed general manager of WASK and WFAM-TV Lafayette, Ind. He succeeds E. R. Herkner, who died May 30.

Milton D. Friedland, former sales service manager at WBNN-AM-TV Chicago and national spot manager at WBKB (TV) Chicago, appointed manager of WICS (TV) Springfield, Ill., slated to go on air about Sept. 1.

F. E. Busby, general manager of WKRG-AM-FM Mobile, Ala., appointed general manager of WPFA-TV Pensacola, Fla.

Charles Parker, program promotion director, WDBC-AM-FM Hartford, promoted to account executive.


John D. Kennedy, program director of KEYO Lubbock, Tex., to WLW Cincinnati. Pete Katz, senior producer-director-writer at WHAS-TV Louisville, appointed producer-director at WLWT (TV) Cincinnati. Clark Crume to WLW client service staff and Joe Dwyer, WLWT (TV), to WJWA (TV) Atlanta, as office manager; Joe Beckman succeeds Mr. Dwyer in Cincinnati office.

James Strickler, part-time announcer and teacher, becomes full-time program director of WMMG Meadville, Pa.

Ward Glenn has resigned as public relations director of WIRE Indianapolis, Ind., to become manager of Erie (Pa.) Philharmonic Orchestra July 20.

Robert Woodburn, former member of NBC o&o stations division accounting office in N. Y., transferred to Chicago as chief accountant for WMAQ and WNBQ (TV).

Pat Cooney, manager, Ley & Livingston advertising agency, Phoenix, to KFJ-TV Hollywood, as account executive.

Ray Beindorf, chief traffic coordinator, KNXT-TV Hollywood, promoted to account executive, KNXT.

Bill Burns, formerly newscaster at KQV Pittsburgh, named news director of WDTV (TV) Pittsburgh.

Richard Victor, Carl Tubbes, Cliff Brown and Herb Cuniff named TV directors at WBKB (TV) Chicago.

Alice E. Cook, traffic manager, Jack F. A. Flynn, weekend manager and program administrative assistant, and John Tillman, night man-

---

**SPOKEN WITH THE VOICE OF Authority!**

Just as your doctor's training and study gives AUTHORITY to his health directions...so does WWNC's performance for the public welfare of Western North Carolina. WWNC has never failed to champion a worthwhile cause...and by the same token, the station has fought those moves detrimental to the community.

Western North Carolina puts its faith in WWNC...the words the station broadcast are the voice of authority to 82.4% of the radio homes in an 11-county area. YOUR message over WWNC carries this same "authority"...and carries it to people who are able to buy...and do!

How to reach Western North Carolina...a factual sixteen-page booklet...is a MUST if you want your product to have "authority" in this rich area. Ask H.R. or write direct to WWNC.
Jack Van Nosstrand, supervisor of CBS Hollywood guest relations staff, promoted to chief traffic coordinator, KNXT-TV Hollywood.

Jerry Keefe appointed assistant chief engineer at WHBF-AM-FM-TV Rock Island, Ill. Anne Slenker is music librarian of station.

John Briggs appointed a full-time studio engineer at KUSD Vermillion, S. D.

Billy McReynolds reappointed farm and ranch director for WOI San Antonio.

Robert C. White, news staff, WAVE-AM-TV Louisville, Ky., to announcing staff, that station, replacing George Barnes, now announcer at WDSU New Orleans.

Walter Reuschinsky appointed to engineering staff of WICC-TV Bridgeport, Conn.

Vera Massey, radio and TV personality, to staff of WDSU-TV New Orleans.

Buell Dalton, studio engineer, KBIG Hollywood, to KPJK (TV) Los Angeles, to handle transmitter construction. Replacing Mr. Dalton is John Haradon, studio-transmitter engineer, shifted from KBIG Avalon, Calif. Leo Elton, engineer, WGN Chicago, to KBIG as studio-transmitter engineer.

Connie Cook named home service director, WOW-TV Omaha, Neb.

Helen Tucker to continuity staff of WPTF Raleigh, as continuity writer.

Barbara Burge, WWOD Lynchburg, Va., to continuity staff of WDFD Flint, Mich.

SALESMAN DON BELL thought he had "fractured" the folks back home in Des Moines when he appeared on NBC-TV's Big Payoff program and won the grand prize worth $8,000, including a mink coat for his wife, a trip to Holland and a Kaiser Manhattan sedan. Before leaving for New York, he had asked all his friends to watch him on WOI-TV Ames "for some sharp answers." Following his triumph, he called WOI-TV to share his moment of glory but learned that the station was off the air because of antenna trouble and that no one in Iowa had viewed his feat.

Robert Rohrs to sales staff of KOA Denver.

Brad Lacey, disc jockey and announcer at WXXL Concord, N. H., to WTLS Hanover, N. H., as disc jockey and sales representative.

Paul Snider, program director, KOWL Santa Monica, to KPOL Los Angeles as disc jockey and staff announcer. Paul A. Compton, staff announcer, KOWL, named program manager of that station, replacing Mr. Snider.

Bill Stewart, sales staff of Tax Div. of Research Institute of America, to staff sales of WTAM Cleveland.

Mary Rhodes, featured performer on *Les Malloy Show* on KGO-TV San Francisco, to KGO-TV San Jose as conductor of *Bar 1950* program.

Jim Trahan, announcer at KSIG Crowley, La., to KLFP Lafayette, La., in same capacity.

Deke Miles, program director at WSDC Marine City, Mich., to WHLS Port Huron, Mich., as disc jockey.

Marion Hegarty to traffic dept. of WCCM Lawrence, Mass., and Jeff Kallik to station as announcer.

Norman Ross Jr., son of late Norman Ross, announcer-disc jockey who died June 19, will be m.c. of *Olson Travel Show* on WMAG Chicago, formerly conducted by his father.

Mary T. Stella to traffic dept. of WDRC-AM-FM Hartford.

Johnny Grant disc jockey of KMPC Hollywood, signed for similar role in Universal-International feature film, *The Glenn Miller Story*.

Bill Brundige, sportscaster, KJH-TV Hollywood, portrays himself in Hall Bartlett Productions' feature motion picture "Crazylegs—All American."

John Patterson Williams, executive vice president of Air Trails Network (WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio), reappointed to advertising committee of U. S. Chamber of Commerce.

Harry W. Hoth, commercial manager of KRDO-AM-TV Colorado Springs, elected vice president of U. S. Junior Chamber of Commerce.

Walter B. Hasse, general manager of WDRC-AM-FM Hartford, Conn., named member of executive committee of Hartford Chamber of Commerce.

Gunnar O. Wilg, executive vice president of KQV Pittsburgh, honored by International
League and Rochester baseball club for originating "recreated play-by-play baseball broadcasting."

Frank Took, general manager of KYW Philadelphia, received citation from Prisoners' Family Welfare Assn. in recognition of station's service in drive to obtain funds for families of prisoners.

Harvey J. Struthers, general manager of WEEI Boston, appointed to advertising advisory council to Mass. Dept. of Commerce.

Bruce Barrington, assistant general manager of KXOK St. Louis, promoted to colonel in U. S. Army Reserve.

Harry B. Shaw, sales manager at WJSR Winston-Salem, N. C., elected president of Winston-Salem Sales Executives' Club and director of Lions Club, that city.

George Mance and Kent Redgrave, producers for WBAL-TV Baltimore and WBAL, respectively, received citations from U. S. Navy Recruiting Station in that city for their respective shows, Call to Arms and Operation Question Mark.

Arthur Riklin, account executive with KPRC-AM-TV Houston, Tex., elected national junior vice president for Air Force Reserve Officers Assn.

Donald Bruce, newsman at WIRE Indianapolis, Ind., installed as second vice president of downtown Indianapolis Lion's Club.


Paul Sullivan, newscaster with WIP Philadelphia, received citation from Collier's for "excellence in reporting."

Anne Holland, director of women's activities for public affairs and information dept., WBAL-AM-TV Baltimore, presented with Baltimore YMCA "citation for service."

Ray McCay, WLWA-TV Atlanta, voted most popular hillbilly artist in Atlanta area, according to TV Digest poll, and received award to that effect.

W. C. Parszow, station manager, WNAM Nenah, Wis., father of girl, Christine Ann, July 5.

Jim Hawthorne, KNX and KNBH Hollywood, father of girl, Deone, July 1.

Milton Boyd, announcer at WHBF-TV Rock Island, Ill., father of boy, David George, June 23.

Networks

Alan Beaumont, formerly station director of WMVT (TV) Madison, Wis., (which began test patterns last week) rejoins NBC Central Division and has been appointed production manager of NBC o&0 WMAQ and WNBQ (TV) Chicago.

M. Clay Adams, director of NBC-TV's Victory at Sea series, appointed manager of film production for CBS-TV.

Jack B. Purcell to CBS-Hollywood legal dept. as attorney.

Gregory Peters, continuity editor, NBC Hollywood continuity acceptance dept., promoted to assistant manager. John Spence, communications editor, network's traffic dept., promoted to continuity acceptance as commercial editor.

Jim Duffy, former head of ABC Central Division sales promotion dept., transfers to sales dept. as account executive.

Frederick DeCordova, CBS-TV contract producer-director, assigned to George Burns and Gracie Allen Show next season, replacing Ralph Levy who is taking year's leave of absence to develop own package shows for CBS. Mr. Levy will continue as director of CBS-TV Jack Benny Show.

Leon Forsyth, merchandising manager, CPRN and KNX Hollywood, adds duties of program promotion, and Arthur W. Sawyer, CPRN research dept., promoted to assistant sales promotion manager.

Betty and Jane Kean, song-and-dance comedy satirists, signed by NBC to five-year contract for radio and television.

Jack Cristo to NBC Chicago staff as studio engineer, Fred Whiting as newswriter, David Gray as production facilities assistant, and Alfred Charnas as member of program-production services.

Jim Backus, radio-TV actor, signed by Republic Pictures for featured role in Geraldine starring John Carroll and Mala Powers.

Irving Reis, 47, founder of CBS Columbia Workshop, died July 3.

Chet Campbell, manager of NBC Chicago press dept., father of girl, Alice Jayne.

Dick Noble, NBC Chicago staff announcer, elected vice president of Illinois State Normal Alumni Assn.

Manufacturers

Ben Z. Kaplan IT&T Distributing Corp., named advertising and promotion manager of CBS-

ANNOUNCING

THE AMPEX 350 TAPE RECORDER

- A NEW MODEL by the leader in tape recording

Ever since the first AMPEX triple Model 2001 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 350 slant 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 tower 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.

-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. ± 4 db from 30 to 15,000 cycles
3 in/sec. ± 2 db from 30 to 7,500 cycles

If you plan for tomorrow, buy AMPEX today
For further details write today to Dept. D-1228C

BROADCASTING • TELECASTING

July 13, 1953 • Page 125
Columbia Distributors Inc., N. Y.


Walter F. Brown named Chicago area sales representative for General Electric Co.'s silicone products dept.


Westley J. Tuile, Chicago district manager, W. H. Brady Co., promoted to general sales manager at company's main office in Milwaukee.

Fred C. Kluhsman appointed Chicago district representative. Joseph I. Stone, eastern district representative, promoted to eastern district manager with headquarters in Newark, N. J.

Paul J. Leonard appointed midwestern district representative with headquarters in Philadelphia.

C. G. Barker has resigned as sales manager of Magnecord Inc., Chicago.

Russell J. Tinkham, mid-western sales district manager for Ampex Corp. (magnetic recording equipment), transferred from Chicago to Redwood City, Calif., headquarters as manager of audio sales. Taking over Chicago assignment is E. L. Koller, manager of Ampex field service engineering dept. His former post is being filled by J. L. Slutz. Newly created southwestern sales district to be headed by E. G. Swanson.

John William Hines, mid-western sales manager for Enco Products, appointed director of sales for Magnecord Inc., Chicago, replacing C. G. Barker, who has resigned.

Berne Fisher, chief engineer and production manager at General Instrument Corp., named director of engineering for Standard Coil Products Co.

John S. Brown named engineering director and Lawrence R. Krueh, chief of advance development group of Andrew Corp., Chicago.


S. M. Vause appointed sales manager; Loys Griswold, Chicago office manager; George D. Dowling, apparatus product sales manager; James M. McNulty, component sales manager; F. Ire Richards, Chicago office manager of resale industrial sales, and Richard M. King, Chicago office manager of user industrial sales, General Electric Co., in company's realignment of its apparatus sales organization in its central district.

Representatives


Program Services

Wes Cameron, account executive, Len Wood Co., L. A., to Target Productions, Hollywood, as production assistant on NBC-TV's Place the Face show.

Frank Samuels Jr., West Coast manager of radio and television, William Morris Agency, Beverly Hills, has resigned.


Services

William C. Cothron, Allen B. DuMont Labs., to Unitel Inc., N. Y., consultant firm, as supervisory engineer in Tokyo for first chain of TV relay stations sponsored by Nippon TV Network Corp.
Outlets Clearing Time  
For Politician Airings

CANADIAN stations are beginning to clear time for paid political broadcasts for candidates in the forthcoming federal election, Aug. 10. Bulk of the paid campaign speeches are expected in the last week of the campaign. Many stations have submitted to local candidates time schedules on which time will be available for paid broadcasts, and have offered them a first served basis. Canadian Broadcasting Corp. political broadcast regulations have been changed this year to allow stations to sell time for campaign speeches in any quantities the stations desire.

Stations are expected to make available time to all parties, and the CBC station relations department will not interfere except on complaints that stations will not sell time to a particular party. Only restriction on time is that no station in any city may have a local political campaign speech on the air opposite a free time CBC network political broadcast. Most stations on the networks are privately-owned stations. The regulation previously in force that there must be a 15-minute buffer between paid political broadcasts and free time political broadcasts has been dropped for this election.

The present election campaign on radio is being regulated under the revised CBC white paper on political broadcasts issued last year in May. Under revised rules only four parties are now recognized as being national parties for free time, but any other party which on nomination date, about two weeks prior to the election, can put 66 candidates in the field across Canada, will be allotted free time as a national party. There are 264 seats in the Canadian House of Commons for which members are to be elected.

Dramatized political broadcasts are not permitted.

New CBC Regulations  
Allow More Advertising

INCREASED advertising content under new Canadian Broadcasting Corp. regulations [3*7, July 6], which went into effect July 1, is based on two time periods, midnight to 6 p.m., and 6 p.m. to midnight. More advertising is permitted in the first time period. Thus a five-minute program can have one minute 15 seconds of advertising time in the midnight to 6 p.m. period, and only one minute in the 6 p.m. to midnight period. Half-hour programs period can have four minutes 15 seconds advertising content in the first period and three minutes in the evening period. In a one-hour program advertising content time is seven minutes and six minutes, respectively.

Stations also are permitted to use more than four flash or spot announcements of three minutes time in any 15 minute period, if arrangements are made with the CBC. A proportionate decrease in such spot or flash announcements in other periods of the day must be made to compensate for the increase.

Stations may not sell time for insurance advertising not authorized under Canadian law, nor for the sale of securities other than those of a federal, provincial or municipal government or public authority, nor for the sale of interest in any mining or oil property. Stations may sell time for giving general quotations of market prices presented without comment.

\*\*\*\*

MINERVA

Miner"s STOPWATCH

RADIO & TV

5-star special Price

\$18.20 net

side-slide "instantaneous" model with solenoid 1/5 second dial also available.

Minerwa Stopwatches are built up with CBS Geneva movement, Voice of America, MBS Ag- encies, KCAB, KEX, KRB, WKF, WTOP, WHAK, WIBW, WJG, and others.

Accuracy certified by our Western Electric Electric Timer

Write today for new catalog

M. DUCCOMMUN CO.

 Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • Plaza 7-2540

INTERNATIONAL

CANADA-U. S. FIRMS  
PLAN JOINT FILMS

MAKING the first major move to develop Canadian TV film production, All-Canada Radio-Facilities, independent station operator and transcription syndicator, has closed a deal with Robert Maxwell Assoc., New York and Hollywood packager, to co-finance a half-hour Lassie TV series.

Deal involves mutual financing with All-Canada getting exclusive distribution in Canada and the Maxwell firm retaining U. S. and world-wide rights. Guy Herbert, All-Canada general manager, worked out arrangements in Hollywood with Mr. Maxwell, Harold Cas- son, president and board chairman of All-Canada in Calgary, Alberta, approved them.

Mr. Maxwell, who recently acquired all TV and movie rights to the former M-G-M dog star, with a $27,500 budget for each, has set July 25 as starting date for the first two films in the 39 TV series. They will shoot in 35 mm Eastman color as well as black and white. Outdoor scenes will be shot in location in Canada, with interiors in Hollywood.

Scripts are being written by Claire Kennedy, Jackson Gillis and Dave Dortort. Fred Wil- cox, who directed the initial M-G-M “Lassie Come Home,” will have the direction assignment, if a loan-out agreement can be worked out with the motion picture company. Clare- Eurist and Stan Cort! will film the series.

A veteran New York radio packager, Mr. Maxwell set the original financing for the Superman TV series and produced the first 26 films. Robert Maxwell Assoc. is headquartered at Samuel Goldwyn Studios, Hollywood.

CAB Committee Formed  
To Write Video Code

WITH early start of independent television in Canada, the Canadian Assn. of Broadcasters has formed a special committee to formulate a code of ethics and standards for Canadian TV.

The committee was appointed by the nine CAB members licensed for TV in Canada to date, following their meeting at Ottawa June 22. Chairman is Ken Sobole, CHCH-TV Hamilton; Clifford Sifton, CCKK-TV Regina and CHCH-TV Hamilton; Henri Le- page, Quebec Television Ltd. and CHRC Que- bec; and E. Campeau, CKLW-AM-TV Windsor-Detroit.

A CAB committee has met with the Canadian deputy minister of national revenue to discuss practices and charges for importing TV films into Canada.

CAB Lists 59 Agencies

FIFTY-NINE advertising agencies are listed by the Canadian Assn. of Broadcasters as having been enfranchised for the year ending May 31, 1954. This list includes agencies that have been enfranchised in past year, as all applications are not yet in. Of the 59 agencies listed, seven are Canadian offices of U. S. agencies at Toronto or Montreal. These are Atherton & Currier Inc.; Erwin, Wasey of Canada Ltd.; Hutchins Adv. Co. of Canada Ltd.; Kenyon & Eckhardt Ltd.; Ruthrauff & Ryan; J. Walter Thompson & Co. Ltd.; and Armand S. Weil Co.
U.S. Shows Still Win Popularity in Canada

UNITED STATES programs are most popular with Canadian listeners, according to surveys by the Radio Panel of Canada, conducted by International Surveys Ltd., Toronto and Montreal. A diary report is kept by a sample of 400 radio homes in each area studied, and marked off in quarter-hour periods. For May, 1953, the most popular evening programs were Radio Theatre, with 34% of radio homes tuned in, followed by Our Miss Brooks, 28%; Edgar Bergen Show, 27%; Amos 'n' Andy, 27%; and CBC 10 p.m. News, 25%. Daytime network shows were led by Ma Perkins, 36%; Pepper Young's Family, 35%; Road of Life, 32%; Right to Remain Single, 25%; and Life Can Be Beautiful, 31%.

On French-language evening network, the most popular programs were Un Homme et Son Peche, 81%; Metropole, 48%; Radio Carabin, 41%; CBC 10 p.m. News, 29%; and La Famille Plouffe, 28%. Daytime French shows were led by Je Vous ai Tant Aime, 61%; Jeunesse Doree, 59%; Francine Louvain, 59%; Grande Souer, 55%; and Rue Principale, 54%.

U.S. Stations Name McDermott

ANDY McDERMOTT, Toronto, has been appointed Canadian representative for ten U.S. television stations: WABD (TV) New York, WKTV (TV) Utica, WHEN-TV Syracuse, WHAM-TV Rochester, WICI (TV) Erie, WXEL-TV West Palm Beach, WTVJ (TV) Miami, WTVN (TV) Columbus, WGN-TV Chicago, WOW-TV Omaha as well as WGR (AM) Buffalo. Mr. McDermott, general manager of Radio & Television Sales Inc., Toronto and Montreal, formed his own company to represent U.S. TV stations. A growing amount of Canadian advertising is appearing on border TV stations which have a sizable Canadian audience or whose viewers travel to Canada during vacation time. Beer and travel advertising form the basis of most Canadian advertising placed on U.S. stations.

Sign for Hockey Broadcasts

IMPERIAL Oil Ltd., Toronto, and Maple Leaf Gardens, Toronto, last month signed an agreement for exclusive radio and television rights to the Toronto hockey team home games for the next three seasons. Cony Smythe, president of Maple Leaf Gardens, and Jack MacLaren of MacLaren Advertising Ltd., signed the contract for a "substantial" amount. Imperial Oil has for many years supported the broadcasts of the Maple Leaf hockey games on Saturday nights on Canada-wide networks. Last winter the games were telecast for the first time simultaneously with running commentary by Foster Hewitt for both radio and television audiences. With a TV network now in operation in Canada, the games are expected to be telecast in all centers where there are TV stations.

Heads Canadian RTMA

A. B. HUNT, manager of communications division of Northern Electric Ltd., Montreal, was re-elected president of the Radio-Television Manufacturers Assn. of Canada at its 24th annual meeting at Bigwin Inn, Ont., June 19.

Canada's June TV Ratings Are Highest on Record

CANADA marked its highest TV ratings to date during the first week of June, so reports Telertagings of Elliott-Haynes Ltd., Toronto. Coronation telecasts June 2 drew most of the audience, 94.2% of audience on CBFT Montreal, 84.3% on CBLT Toronto.

CBFT's next five in ratings were: March of Time, 82.6; President Eisenhower's message, 81.8; Coronation Review (Canadian), 72.9; Vacationland America, 69.2, and Tele-Scope (Canadian), 69.2.

CBLT's next five: Wrestling, 32.7; Jackie Gleason, 27.5; Little Revue (Canadian), 26.3; Studio One, 24.6, and Now's Your Chance (Canadian), 22.5.

Most popular programs in the Toronto-Niagara Falls area from U.S. stations were: Comedy Hour, 75.9; Droget, 73.4; The Doctor, 68.9; TV Playhouse, 68.2, and Private Secretary, 67.6.

A daytime peak for sets-in-use was established June 2, when the report shows 25.7% of the 170,000 sets in the Toronto-Niagara Falls area were in use, as compared to the average for the week of 63.4%, up slightly from May. The report shows 324,200 sets in Canada, with 62,600 in the Montreal-Ottawa area, 65,500 in the Windsor-Sarnia area, and 6,300 sets in the Vancouver-Victoria area.

Avco Expands in Canada

FORMATION of Avco of Canada Ltd. was announced last week by Victor Emanuel, chairman and president of the Avco Mfg. Corp., in disclosing that the firm has entered into an agreement to purchase all the outstanding stock of Moffats Ltd. of Toronto, appliance manufacturers. Mr. Emanuel noted that the acquisition will result in Avco becoming "one of the leading factors in the rapidly expanding Canadian market for household appliances and radio and television receivers."

Cab Name Change Up

SPECIAL meeting of the Canadian Assn. of Broadcasters has been called to vote on changing the association's name and the location of its head office. Meeting will be held Sept. 26 at Jasper Park Lodge, Jasper, Alberta. Proposed title for the group is Canadian Assn. of Radio & Television Broadcasters, with head office in Ottawa.

CHCH-TV Given Niagara TV

CHCH-TV are the call letters assigned to the Niagara Television Ltd.'s vhf Ch. 13 station in Hamilton, Ont., Canada. CHCH-TV has purchased RCA Victor Ltd. equipment and expects to be in operation by next December [8*T, June 15]. It is possible that the station will be shifted to vhf Ch. 11, but so far the Canadian government has not officially announced the change.

Canada TV Set Sales

A TOTAL of 114,260 TV receivers have been sold in Canada in the first five months of the year, reports the Radio-Television Mfrs. Assn. of Canada. Of these, 20,124 sets were sold in May. The manufacturers plan to produce another 92,000 sets in the next three months.

NBC-Northwestern Institute Adds More Industry Lecturers

GRADUATES or students of more than 40 American colleges and universities in 20 states, plus Hawaii, are attending the 12th session of the NBC-Northwestern U. Radio-TV summer institute in Chicago, the network reported last Monday. The session will continue through Aug. 1.

Besides the regular NBC Chicago instructors previously announced, other lecturers have been added to the institute roster from agency, station and film ranks. These include Peter Cavallolo, director of radio-TV-films, J. Walter Thompson Co., Chicago; George Guyon, Walter Schwimmer Productions; Norman Lindquist, vice president, Atlas Film Corp., and Don Cook, special events director, WGN-TV Chicago. Representatives of various NBC radio and television departments will participate.

Miss Judith Waller, NBC Chicago public affairs and education director, and Donley Fedderson, chairman of NU's radio-TV department, are co-directors of the institute, which started June 22.

Indiana U. radio-TV department students James Murray (l) and Bruce Cox were winners of $250 scholarships from Sarkeys and Mary Toranz, owners of WTTV (TV) Bloomington. I.U. TV programs are presented by beam relay on WTTV from a campus studio.

Film Radio Center Planned

CONSTRUCTION of a unit of a new $500,000 production studio in Atlanta for the Protestant Radio Center is underway. Cost of the unit is expected to be about $125,000. The center, supported by Methodist, Presbyterian U. S., Episcopal, United Lutheran and Presbyterian U. S. A. church groups, is the only inter-denominationally owned and operated production center in the country for religious TV, radio and audio-visual aids. Site of the studio, located on the Emory U. campus, was the gift of the school.

Miami Educational TV

THE DADE County (Fla.) Citizens Committee on Educational Television has been formed as a non-profit corporation to obtain community support for educational TV in Miami and guarantee the use of reserved vhf Ch. 2 there. Dr. H. Franklin Williams, vice president of the U. of Miami, is honorary chairman, and Mrs. Herbert O. Vance is chairman. Among other officers are Lee Ruwitz, general manager of WTVJ (TV) Miami, who is vice chairman.
PARTICIPATING in the afternoon session of WHAM-TV Rochester's all-day campaign enlisting blood donors at its fourth anniversary celebration [B&T, June 15] were (1 to 7): Gene Zacher, WHAM-TV program director; NBC's Ray Goulding and Bob Elliott, who flew to Rochester for the occasion; William Fay, WHAM-TV general manager; Ross Weller, WHAM-TV announcer, and Jack Kennedy, sales manager. More than 200 persons gave blood in the WHAM-TV auditorium during the day.

WPEN Appeal for Blood

AN APPEAL by a Philadelphia hospital for emergency donors to give blood to a woman patient who suffered a hemorrhage, relayed over WPEN that city, jammed the hospital switchboard in two minutes after the broadcast and in 10 minutes brought 20 prospective donors to the hospital, the station reports.

WQAN Aids Blood Drive

WQAN Scranton, Pa., reports that its 10-day drive last month for blood donations to the Red Cross netted 363 pints. WQAN's mobile studio accompanied the bloodmobile. General Manager Cecil Woodland reports the Red Cross has informed him WQAN's assistance was responsible for doubling the number of blood donors.

WKIE Breaks Own Record

WKIE Kewanee reports it broke its record set last year in blood donations pledged, during a drive June 18. The station said the Red Cross collected 312 pints of blood this year, while 284 were collected last year. WKIE used the campaign as a test of its evening audience by asking listeners to telephone the station and register pledges only during evening hours.

Ad Council Distributes Blood Kits

THE ADVERTISING COUNCIL last week distributed to every television station in the country as well as to the four networks its summer kit of television materials on the National Blood Program. The kit, which was prepared voluntarily by Cunningham & Walsh, contains a one-minute and a 20-second film, flip cards, balops, slides on the theme of "Give Blood to Someone Who Can't Take a Vacation."

KVTB (TV) Aids in Flood

AFTER a flash flood in Sioux City, Iowa, that city's new TV station, KVTB (TV), acted as an informational relay station, transmitting disaster bulletins and directing rescue operations, working with Red Cross and civil defense officials. KVTB newsmen and photographers covered all phases of the flood and three documentary programs were telecast during and after the flood, the first two on damages and appeals in behalf of victims and the third showing a "return to normalcy."

Inside Helps Outside

SOME 1,000 inmates of Michigan's Jackson Prison, who earn only 5 to 20 cents a day, have raised $500 for the Flint Red Feather Disaster Relief Fund in response to appeals made on a WJR Detroit benefit show, George Cushing, station vice president, said last week. He said he was to go to Jackson to accept the money last Thursday and at the same time was to record a program with a panel of inmates for his regular In Our Opinion program.

July 4th Efforts Lauded

INDIANA radio stations in cooperation with Indiana Broadcasters Assn., are credited with bringing a safer July 4th to that state in point of traffic safety. Gov. George Craig and J. L. Lingo, director of the Governor's safety program, lauded broadcasters for doing a splendid job in helping to reduce fatalities 43% from last year. Stations broadcast some 5,000 safety traffic announcements over the holiday weekend. Stations and IBA will cooperate on a similar program over the Labor Day weekend.

$500,333 For Palsy Drive

KGO-AM-TV, ABC-owned outlets in San Francisco, last week were reported to have raised $500,333 in pledges for the cerebral palsy campaign during a marathon program June 26-27. The program ran for 30 hours and 59 minutes.
COMPROMISE AVERTS KTLA (TV) STRIKE

AFTRA waives claim on jurisdiction over Ina Ray Hutton for duration of her contract with station, thus saving KTLA from being caught in the middle of an AFTRA-AFM fight.

KTLA (TV) Los Angeles was saved from a threatened strike when the American Federation of Radio-TV Artists last week worked out an interim agreement covering the services of Ina Ray Hutton. Prior to the truce, the Los Angeles station faced the unhappy prospect of having a strike called against it because AFTRA and the American Federation of Musicians were feuding jurisdiction of musicians who double as m.c.'s. Drafting the agreement, which he prefers to call "an understanding arrived at with Klaus Landsberg, KTLA manager," Claude McCue, AFTRA Los Angeles chapter executive secretary, said Miss Hutton must join the existing union after her present contract with the station expires if she is to continue as singer-m.c. of her show. AFTRA is waiving her membership for the time being.

He further stated that Miss Hutton could continue to perform her usual functions as m.c. on the KTLA program, providing she doesn't sing and with the understanding that an m.c. who is an AFTRA member be hired to perform some of the duties.

Mr. McCue emphasized that the arrangement with KTLA is not to be construed as setting a precedent, nor is it a formula to be used in other situations which might arise where an AFM member who performs in AFTRA's jurisdiction refuses to join the talent union.

AFTRA has been campaigning to force all such musicians to take out memberships despite the fact they hold AFM cards. Several weeks ago, nine AFTRA members were yanked from the Ina Ray Hutton Show following her refusal to join that union. Her orders came from AFM President James C. Petrelli [BT, June 15].

Other TV musical directors who double as singer-m.c.-entertainer, were likewise given such orders, and some who held AFTRA cards were told by the AFM to turn them in.

Battles were climaxed a fortnight ago when AFTRA charged KTLA with violating a contract agreement and asked the union's National Board in New York to sanction a strike against the station.

TBSE Local Elects

NEW officers of Television Broadcasting Studio Employees, Local 815, IATSE, Los Angeles, for coming year are Ray Gonnell, KTTV (TV), president; Rudy Sabbot, KHJ-TV, vice president; George Wood, KTLA (TV), treasurer; and Bill Brown, business agent of Local 815, secretary. Board members are Fay Konkel and Gaalen Westfall, KTLA; Bernie Weizen and John Richardson, KTTV, and Richard Holst and John Disarro, KHJ-TV.

AFTRA’s Suspended Trio Appeals to Membership

THREE suspended members of Los Angeles Chapter of the American Federation of Television and Radio Artists served notice Monday that they will appeal their suspension to the local’s entire membership at a meeting July 20.

The trio, Libby Burke, Murry Wagner and Shimen Raskin, last month were suspended for one year from AFTRA for refusing to tell the House Un-American Activities Committee whether they were or are Communists. They also refused to answer similar questions at two AFTRA board of directors meetings. The board, in suspending the trio, charged they violated a union ruling by refusing to cooperate with a legislative committee investigating left-wing activities [BT, June 22].

Unless the trio voluntarily testifies before the House committee and AFTRA directors within a year, the suspension will be increased to expulsion from the union.

Charging the board’s action as unconstitutional, the suspended group said every appeal within the union will be explored to retain membership rights. The trio will be represented by attorney Matthew Shutman at the membership meeting and will seek a secret ballot to counter the board’s action. If unsuccessful they may still appeal to the national AFTRA convention which opens in Hollywood July 22.
7 L.A. Stations Win 'Mike' Awards for News

EIGHT Los Angeles area radio-TV newsmen and seven stations have received microphone trophies for outstanding performance and achievements during the past year, from the Radio & Television News Club of Southern California at its fourth annual awards reception in Hollywood Plaza Hotel, June 30.

Adjudged best in their class were: Hank Weaver, radio news presentation; Chet Huntley, radio news commentary and Patrick O'Reilly, radio news writing; all KECA.

Joe Miochuck, KHDK, radio special events coverage (Presidential election); Tom Harmon, KNX, radio sports reporting; Alan Lasser, KBIG, radio news reporting by a non-network station; George Martin Jr., NBC, most enterprising radio news reporting (Top Story); Clyde Roberts, KLAC-TV, TV news writing and analysis of world events.

Stations receiving "best" awards were: KNX, for its news and special events policy; KTTV (TV) television news (24th Hour News); KBKH (TV) special events; KLAL-TV, local baseball coverage; KTLA (TV), TV news reporting; KTV (TV), news and special events policy.

Special awards went to Lee Woods for radio feature writing and KECA for controversial commentary.

DUAL award for distinguished veteran service goes to James H. Quello, (I), WJR Detroit public relations and advertising manager and Detroit housing commissioner. Mr. Quello receives the Ernie Pyle plaque, VFW award for journalistic achievement, and a state citation in service in veteran affairs from Jasper Kehn, state commander.

NATIONAL Safety Council public interest awards for school safety programs are presented to Ben Strouse (II), vice president—general manager, WWDC Washington, and Ralph Burgin (I), program director, WTTG (TV) that city. Samuel Spencer, D. C. commissioner.

FOR THE RECORD

FCC Notice of Proposed Rule Making Relating to Cut-Off Date and Advertising of Applications for Television Facilities

Before the FEDERAL COMMUNICATIONS COMMISSION
Washington 20, D. C.

In the Matter of
Amendment of Sections 1304, 1305 and 1307 of the Commission's Rules and Regulations relating to filing of applications for broadcast facilities

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-referenced matter.

2. The Commission proposes to amend Section 1304(a) of its Rules to read as follows:

(1) The rules to be revised are those set forth in Section 1304(a).

3. The Commission proposes to add new Section 1307(b) to read as follows:

3.1 The Commission proposes to add Section 1307(b) to read as follows:

5. The purpose of these revisions is to aid the

Go Further, Do More, With

$1 More...
Commission in the processing of applications for television broadcast facilities, to promote the early establishment of television broadcast services throughout the country, and at the same time, to assure that all persons have a fair and equal opportunity to apply for available facilities. It is believed the foregoing amendments will subsequently contribute to the attainment of these goals.

9. Under the proposal herein (Section 1.392(d)) the Commission will continue to process applications filed prior to the effective date of these amendments. Such applications, however, will be required to be the subject of publication, so that should the Commission fail to take action within the appropriate 30-day period, the cut-off procedure here proposed will be applicable and will preclude the consideration of competing applications filed thereafter.

10. Any interested party who is of the opinion that the proposed amendment should not be adopted or should not be adopted in the form set forth herein may file with the Commission on or before August 10, 1953, a written statement or brief setting forth his comments. Comments in support of the proposed amendment may also be filed on or before the same date. Comments or briefs in reply to the original comments may be filed within 10 days from the last day for filing said original comments or briefs. The Commission will consider all such comments that are submitted before taking action in this matter. It is anticipated that the holding of a hearing or oral argument, notice of the time and place of such hearing or oral argument, will be desired.

In accordance with the provisions of Section 1.176 of the Commission Rules and Regulations, an original and 14 copies of all statements, briefs, or comments shall be furnished the Commission.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowte
Secretary
Adopted: July 1, 1953

Released: July 5, 1953

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (49), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 1/19/53—Unknown.

Dept.

Decatur, WSVL-TV (25), 10/15/53.

ARIZONA

Phoenix, KOOL-TV (6), 10/27/53-1/1/53 (shore time with KOY-TV).
Phoenix, KDOT-TV (10), 5/27/53-10/1/53 (shore time with KDCA-TV).
Tucson, KXCA-TV (9), 12/8/52—Fall '53, Hollinger, Hollingbery.
Tucson, KXDA-TV (4), 12/1/52—Unknown, NBC, Ramser.
Tucson, KXCA-TV (11), 7/25/52—Unknown.

ARKANSAS

Fort Smith, KFSI-TV (22), 11/13/52-7/19/53—ABC, DuM, {}
Little Rock, KARK-TV (25), 1/20/53—Unknown.
Pine Bluff, KATV (7), 7/18/53-1/10/53—Avery-Knudsen.

CALIFORNIA

Bakersfield, KERO-TV (10), 6/20/52—Late Sept. '53.
Bakersfield, KUBE-TV (10), 7/19/53—11/15/53—ABC, DuM, NBC, Forire.
Eureka, KIEM-TV (3), 6/1/53—8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Fresno, KJEO (47), 12/20/52—Unknown.
Los Angeles, KFCH (TV) (4), 12/1/52—Unknown, DuM, NBC, Koval.
Los Angeles, KUSC (TV) (76), 8/28/52—July 31.
Monterey, KOMY-TV (11), 12/1/52—Unknown, with CSNB (Sallons).
Sacramento, JTV-G (24), 7/15/53—Unknown.
Salinas, KSBW (TV) (8), 2/19/53—Unknown (shore time with EMSTV-Mont.)
Salinas, KICU (TV) (28), 1/15/53—Fall '53.
San Bernardino, KHTV (30), 11/6/53—Fall '53, Hollinger, Holling.
San Diego, KFSC (TV) (40), 9/29/53—Unknown, McGilvra.
San Jose, John Z. Vieira (40), 6/7/53—Oct. '54, San Jose, Konti.
Santa Barbara, KFTN (TV) (26), 6/30/52—Unknown.
San Francisco, City & County of (a) (2), 1/1/52—Unknown.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, School Dist.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, School Dist.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
San Francisco, City & County of (d) (2), 7/25/53—Spring '54, Hollinger.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MINNESOTA
Austin, KMKT (TV) (6), 12/25/52-7/9/53 -Pearson TV, Minneapolis, WTCN (TV) (11), 4/6/53-9/15/53-ABC, Blair TV (short time with WTCN St. Paul).
St. Cloud, WJON (TV) (7), 1/25/52-Late Oct. ’53, Rome
St. Paul, WMIN (TV) (11), 4/6/53-9/15/53-ABC (short time with WTCN Minneapolis).

MISSISSIPPI
Columbus, WCMG (TV) (28), 3/1/53-Uncertain.
Gulfport, WGMG (TV) (55), 2/23/53-Unknown.

MISOURI
Cape Girardeau, KGMO (TV) (18), 4/6/53-Unknown.
Clayton, KFRO (TV) (20), 8/1/53-Unknown.
Columbia, KOMU (TV) (8), 1/15/53-10/1/53-NBC, H-R. Television.
Festus, KACY (TV) (14), 12/1/52-Summer ’53.
Hammond, KOCX-TV (7), 2/2/53-Unknown.
Kansas City, WHTV (TV) (8), 5/23/53-8/15/53 CBS, Black TV (short time with KCMB) (80).
St. Louis, KTCV (TV) (9), 7/7/53-Unknown.
St. Louis, WTVJ (TV) (42), 2/12/53-Late ’53.
Sedalia, KDRO-TV (6), 2/26/53-11/5/54.

MONTANA
Billings, KODK (TV) (2), 2/8/53-Unknown.
Billings, KBHT (TV) (15), 11/1-11/20/53-Unknown. Billings, KCTV (TV) (3), Early Fall ’52.
Great Falls, KFBB (TV) (5), 11/5/53-Unknown, CBS, Wea TV.

NEW JERSEY
Newark, WNET (TV) (8), 12/23/52-Unknown.

NEW HAMPSHIRE
Keese, WKEW (TV) (45), 4/25/53-Unknown.

NEW MEXICO
Albuquerque, KDAB (TV) (7), 6/15/53-Unknown.
Clovis, KNMD (TV) (12), 2/20/53-Unknown.
Santa Fe, KTVX (TV) (2), 1/23/53-Unknown.

NEW YORK
Albany, WTIZ (TV) (17), 7/24/22-Unknown.
Albany, WFRF (TV) (23), 9/15/53-Unknown.
Binghampton, WQTV (TV) (140), 8/14/52-Unknown.

Pennsylvania
Easton, WGVY (TV) (27), 12/18/52-7/15/53-ABC, DuMont, Headley-Reed.
Harrisburg, WTVI (TV) (71), 12/15/52-7/15/53-Headley-Reed.
Harrisburg, Rosemary Corp. (27), Initial Decision 6/15/53, Hazelton, WLZV (TV) (53), 1/18/52-Uncertain, Meeker.
Johnstown, WARD (TV) (56), 11/20/52-Unknown, Wea, TV.
Leetonia, WWLEX (TV) (21), 7/7/53-Unknown.
Lebanon, WLBK (TV) (55), 6/26/53-Unknown.
Lewisport, WWMI (TV) (48), 11/14/53-Unknown.
Pittsburgh, WGGD (TV) (31), 5/14/53-Late ’53.
Pittsburgh, WITN (TV) (12), 7/14/53-Unknown.
Pittsburgh, WANN (TV) (16), 2/24/53-Unknown.
Pittsburgh, WAMX (TV) (16), 3/2/53-8/15/53-Headley-Reed.
Pittsburgh, WTEN (TV) (18), 7/11/52-Mid Summer ’53, DuMont, Hollingsbery.
RHODE ISLAND
Providence, WNEF (TV) (16), 4/8/53-Unknown.

SOUTH CAROLINA
Columbia, WSNK (TV) (67), 9/8/52-9/15/53-CBS, DuMont, N-B, NBC.
Greenville, WVGV (TV) (23), 1/23/54-8/15/53-A-B, DuMont, NBC, N-B, R-TV (11), 7/30/53-9/15/53-Blair TV.

TEXAS
Abilene, KCBK (TV) (9), 4/16/53-8/15/53-Pearson.
Dallas, KTXK (TV) (29), 11/15/53-Unknown.
El Paso, KEPEXP (TV) (13), 10/24/53-Summer ’53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53-Unknown, Galveston, KTIV (TV) (41), 11/20/52-Late Summer, Early Fall ’53.
Houston, KNUT (TV) (28), 1/18/53-9/15/53-Fox.
Houston, KFAB (TV) (25), 1/18/53-9/15/3-Pearson.
Killeen, KTVV (TV) (29), 6/18/53-Unknown.
Lubbock, KETV (TV) (9), 5/7/53-Unknown-53, Fall ’53.
Lufkin, KTXQ (TV) (9), 11/13/54, Toyota.
McAllen, WNOE (TV) (3), 11/15/53-Unknown.
Tulsa, KCCV (TV) (6), 12/26/52-Unknown.
Westover, KVTU (TV) (1), 1/5/52-Unknown.

UTAH
Salt Lake City, KTVU (TV) (2), 3/26/53-10/30/51-ABC, Hollingsbery.

WMRY, New Orleans’ Negro Market Station

Based on latest morning Pulse and published announcement rates, you pay less, far less, per percentage of listeners, with WMRY.
FOR THE RECORD

Inforamtion in following order: location, call letters, channel, date granted, starting target date, network and representative.

VIRGINIA
Charlottesville, WCHV-TV (64) 1/29/59-9/1-53; Walker.
Danville, WSMY-TV (24), 12/10/55-12/31/55.
Hampton, WVEC-TV (13), 12/24/55-12/31/55.
Roanoke, WROV-TV (2), 7/5/53-1/14/54; Killen.
Richmond, WSYV-TV (3), 3/11/53-9/1-53; NBC.
Lynchburg, WYOD (16), 11/6/52-Indefinite; Walker.
Marion, WMEV-TV (50), 4/2/53-Unknown; Doolan.
Newport News, WADT-TV (33), 2/25/53-Summer '53.

WASHINGTON
Seattle, KOMO-TV (4), 6/10/53-Unknown; NBC.
Tacoma, KOMO-TV (13), 12/10/52-12/31/52.
Seattle, KTVW-TV (7), 3/27/54-1/10/55; KTVN.

WEST VIRGINIA
Beckley, Appalachian TV Corp. (21), 6/25/53-Unknown.
Charleston, WKEA-TV (49), 5/5/53-July '53; Weed TV.
Fairmont, WQPB-TV (5), 7/13/53-1/14/54; Gillis.
Wheeling, WTVF (7), 4/2/53-10/53; NBC, Honolulu.

WISCONSIN
Beloit, WRBJ (TV) (57), 2/11/53-Fall '53, Clark.
Eau Claire, WEAT-TV (13), 2/26/53-Fall '53, Hollings.
Madison, WMTV (TV) (33), 7/23/53-7/15/53; ABC, NBC.
Milwaukee, WOLY-TV (9), 6/3/53-9/1/53; Bolling.
Menasha, WMAT-TV (43), 12/23/53-2/21/53; Clark.

WYOMING
Cheyenne, KSPR-TV (2), 5/24/53-Unknown.

ALASKA
Fairbanks, Kigigin & Rollins (2), 7/1-5/33-53.

LAW

NEW TV STATIONS
Actions by FCC
Fairbanks, Alaska—Kigigin & Rollins. Granted hcf Ch. 8 (92-94 mc); ERP 32 kw visual, 28.8 kw audio; antenna height above average terrain 960 ft. above ground. Estimated construction cost $78,000. First year operating cost $51,000, revenue $25,000. Post office address 1502 North Hill Road, Fairbanks, Alaska.

Kennebunkport, Me.—Mr. R. H. Warkentin, owner of WRJU Radio. Granted renamed WBLI Radio, Inc. Same frequencies 1012 mc; ERP 1,000 kw visual, 750 kw audio; antenna height above average terrain 270 ft. above ground. Estimated construction cost $15,000. First year operating cost $12,000, revenue $7,500.

Utica, N. Y.—Richard R. Balo. Granted Ch. 9 (94-96 mc); ERP 5.2 kw visual, 20 kw audio; antenna height above average terrain 500 ft. above ground. Estimated construction cost $38,055. First year operating cost $25,000, revenue $25,000. Post office address 360 Main Street, Utica, New York.

Kiggins & Rollins. Granted Ch. 3 (56-58 mc); ERP 50 kw visual, 15 kw audio; antenna height above average terrain 360 ft. above ground. Estimated construction cost $94,944. First year operating cost $82,000. Post office address 414 1st Street, Dover, Del. (Same location as Ch. 346, Del. Co.)

KSET, Inc. Granted Ch. 51 (574-576 mc); ERP 17 kw visual, 7 kw audio; antenna height above average terrain 200 ft. above ground. Estimated construction cost $75,000. First year operating cost $50,000, revenue $20,000. Post office address 1412 Phila Street, St. Louis, Mo.

Kwan (TV) Inc. Granted Ch. 5 (302-306 mc); ERP 5 kw visual, 2 kw audio; antenna height above average terrain 500 ft. above ground. Estimated construction cost $35,000. First year operating cost $22,000, revenue $15,000. Post office address 1161 Clay Street, St. Louis, Mo.

KJOA Des Moines. Granted Ch. 7.

Television Station Grants and Applications
Since April 11, 1952:

Total on air 1
Total noncommercial on air 1
Six CPs (2 vhf, 4 uhf) have been returned.
One applicant did not specify channel.
Includes 493 already granted.

Note: Processing of unconsented uhf applications has been extended both in Group A-2 and group B city priority lists.

KANSAS CITY, Mo.—David M. Seng, uhf Ch. 65 (779-782 mc); ERP 26.6 kw visual, 11.2 kw audio; antenna height above average terrain 590 ft. above ground. Estimated construction cost $195,000. First year operating cost $125,000, revenue $200,000. Post office address 1612 Baltimore Blvd. (adjacent to station WDAF), Kansas City 33, Mo.

San Antonio, Tex.—Jacob A. Newborn Jr., uhf Ch. 41 (632-636 mc); ERP 23.3 kw visual, 12.6 kw audio; antenna height above average terrain 394 ft. above ground 314 ft. Estimated construction cost $133,000. First year operating cost $90,000, revenue $150,000. Post office address Box 239, San Antonio 23, Tex.

Canton, Ohio—Tri-Cities Telecasting Inc., uhf Ch. 66 (580-586 mc); ERP 15 kw visual, 5.5 kw audio; antenna height above average terrain 510 ft. above ground 514 ft. Estimated construction cost $250,000.

Broadcasting • Telecasting

ACTIONS OF THE FCC
July 1 through July 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundups.

Abbreviations:

CP—construction permit; DA—directional antenna; DPT—directed-path transmit; ST—studio-transmitter link; synch, asynch—synchronous, asynchronous; HPV—high frequency visual, uhf—ultra high frequency, ant—antenna, aur—aural, vis—visual, kw—kilowatt, w—watts, mc—megacycles, D—day; N—night; LS—local station; mo—modification; DTA—downlink transmitter, url—unlimited hours, ke—kilometers, BAA—broadcasters' association, SSA—temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Storizations
As of June 30, 1953:

On Air Licensed CPs Total
AM      FM      TV
Licensed (all on air) 2,433 551 191
CPs on air 18 7 28
Total on air 2,451 558 198
CPs net on air 2,433 551 191
Total authorized 2,508 601 283
Applications pending 81 4 85
New station requests 298 8 306
Total applications pending 379 12 391
Licenses pending 81 4 85
CPs deleted in June 1 0 1

*Does not include noncommercial educational FM and TV.
*Authorized to operate commercially. Includes 4 not reported in Sept., 1952.

AM and FM Summary through July 6

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Air</td>
<td>Licensed CPs</td>
<td>Total</td>
</tr>
<tr>
<td>AM</td>
<td>FM</td>
<td>TV</td>
</tr>
<tr>
<td>2,451</td>
<td>143</td>
<td>246</td>
</tr>
<tr>
<td>577</td>
<td>552</td>
<td>6</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications
Since April 11, 1952:

Total on air 1

Six CPs (2 vhf, 4 uhf) have been returned.
One applicant did not specify channel.
Includes 493 already granted.

Note: Processing of unconsented TV applications has been extended both in Group A-2 and group B city priority lists.

For the record

BROADCASTING • TELECASTING

Page 134 • July 13, 1953
**Existing TV Stations**

**Actions by FCC**

**WBTY (TV)** Macon, Ga.—Macon TV Co. granted modification of its CP for Ch. 47 to change ERP from 100 kw visual to 10 kw visual; and change studio and transmitter location to 2994 2nd St. N.W., Macon, Ga., 31210.

**WMNY-TV** Warren, Mich.—WMNY-TV Co. granted modification of its CP for Ch. 13 to change EIRP from 100 kw visual to 10 kw visual, antenna height above average terrain 470 ft.; to change studio transmitter location to 36800 W.chester Rd., Warren, Mich.

**WMBR-TV** Boston, Mass.—WMBR-TV granted modification of its CP for Ch. 7 to change ERP from 50 kw visual, antenna height above average terrain 375 ft. to 100 kw visual, 77.2 kw audio; antenna height above average terrain 546 ft. Granted July 3.

**WKJF-TV** Pittsboro, N.C.—Agnes J. Reeves granted modification of its CP for Ch. 35 to change ERP from 350 kW visual, 130 kw audio to 100 kw visual and 50 kw audio; antenna height above average terrain 580 ft. Granted July 2.

**KVID-TV** Salt Lake City, Utah—Intermountain Bre. & TV Co. granted modification of its CP for Ch. 5 to change ERP from 100 kw visual and 69 kw audio to 100 kw visual and 69 kw audio; antenna height above average terrain 560 ft. Granted July 2.

**WWTN (TV)** Philadelphia, Pa.—George P. O'Fallon granted modification of its CP for Ch. 2 to change ERP from 50 kw visual and 13 kw audio to 100 kw visual and 50 kw audio. Granted July 2.

**WITF (TV)** Scranton, Pa.—George P. O'Fallon granted modification of its CP for Ch. 2 to change ERP from 50 kw visual and 13 kw audio to 100 kw visual and 50 kw audio. Granted July 2.

**WHAM (TV)** Rochester, N. Y.—Stromberg-Carlson Co. granted modification of its CP for Ch. 10 to change antenna height above average terrain from 360 ft. to 510 ft. Granted July 2; announced July 3.

**WITW (TV)** Laurel, Del.—Gerico Inv. Co. granted modification of its CP for Ch. 2 to change ERP from 50 kw to 150 kw visual and 15 kw audio; antenna height above average terrain from 120 ft. to 500 ft. Granted July 3; announced July 3.

**WHAM (TV)** Rochester, N. Y.—Stromberg-Carlson Co. granted modification of its CP for Ch. 10 to change antenna height above average terrain from 360 ft. to 510 ft. Granted July 2; announced July 3.

**WITW (TV)** Laurel, Del.—Gerico Inv. Co. granted modification of its CP for Ch. 2 to change ERP from 50 kw to 150 kw visual and 15 kw audio; antenna height above average terrain from 120 ft. to 500 ft. Granted July 3; announced July 3.

**New AM Stations**

**Actions by FCC**

** Chattawaya, N. Y.—Niagara Bre. & Equipment Co. Granted LWR (FM) to 50 kw visual, 150 kw audio. Granted July 2; announced July 3.

**W FPS (AM)** Freeport, Ill.—W FPS (AM) granted modification of its CP for Ch. 10 to change ERP from 50 kw visual and 15 kw audio to 100 kw visual and 25 kw audio; antenna height above average terrain from 120 ft. to 510 ft. Granted July 3.

**KPFJ (AM)** Los Angeles, Calif.—KPFJ (AM) granted modification of its CP for Ch. 10 to change ERP from 50 kw visual and 15 kw audio to 100 kw visual and 25 kw audio; antenna height above average terrain from 120 ft. to 510 ft. Granted July 3.
holders comprised of local business and professional men. Filed June 15.

Martinsville, Va.—Harry A. Epperson Jr., 1300 kw, 1 day. Estimated cost $1,435,000. First year operating cost $1,300, revenue $85,000. Mr. Epperson is member of engineering staff of WTAG M. Address post office address Ararat, Va. Filed June 29.

Applications Amended

Madison, Ind.—Knight-Cutter System, seeking 1440 kc, 500 w. day directional, amended to change name to partnership of Frances Knight (Breckendale) (50%) and Charles N. Cutter (50%) d/b as Knight-Cutter System. Filed June 19.

Peru, Ind.—Robert B. McGregor, Walter K. Hertzog, J. Lingle Whitehouse, Vernice E. Baxter, and John W. Honeycutt d/b as The Peru Bcstg. Co., request amendment to application for new AM station, 1050 kc, 250 w. day, to change frequency to 1600 kc, studio location to be determined and the antenna location to be on N. A. Lanshan Farm, on east side of State Highway 21, Southeast of Peru. Filed June 16.

Waverly, Ohio—Alice B. Hively, Donald E. Kemper and Warren W. Cooper d/b as Hi Kines Broadcasters, seeking 1300 kc, 50 w. day, requests amendment to change frequency to 1380 kc, 1 kw, directional and change transmitter and studio location to on State Highway 24, 3.5 miles SW of Waverly. Filed June 16.

---

Existing AM Stations

The TIME of Your Life...on the NEW JAS AM & FM

---

New AM Stations

Pulsen, Ky.—Ken-Tenn Bcstg. Corp. (WFUL), Granted permit for new Class A FM station on Ch. 235 (104.5 mc) with ERP 500 w and antenna height above average terrain 115 ft. Granted July 1.

Rhine, N. Y.—Northeast Radio Corp. Granted permit for new Class A FM station on Ch. 225 (104.3 mc) with ERP 5.6 kw and antenna height above average terrain 580 ft. Granted June 8.

Existing FM Stations

KCMC-FM Texarkana, Tex.—KCMC Inc. Granted change in ERP from 40 kw to 7 kw and antenna height above average terrain from 415 ft to 275 ft. Granted July 1.

KUFM (FM) Salt Lake City, Utah—Utah Bcstg. & Radio Co., Granted permit for Class B FM station on Ch. 246 (97.1 mc) with ERP 1 kw, antenna height above average terrain 45 ft. Approval date of 6 months. Granted July 8.

FM Stations Deleted

WFMN-FM Frederick, Md.—The Monocacy Bcstg. Co. Granted request to cancel license and assign on Ch. 246 to WFFE (FM). Granted June 30; announced July 2.

WLAW-FM Boston-Lawrence, Mass.—B. B. T. Broadcasting Co. Granted request to cancel license and assign on Ch. 99 to WLN (AM) on condition that applicant divest itself of its AM and FM stations. Granted June 18; cancelled its license in accord with FCC policy. Announced June 30; granted as TV station on July 9.

WHKC-FM Columbus, Ohio—United Bcstg. Co. Granted request to cancel license and delete FM station on Ch. 28. Granted June 30; announced July 7.

Applications

WLRD (FM) Miami Beach, Fla.—Alenlend Bcstg. & Radio Co., request change of license on Ch. 248. Granted June 30. Filed June 8.

Ownership Changes

Actions by FCC


KGO, San Francisco, Calif.—San Fernando Bcstg. Co. Granted voluntary transfer of control of AM to R. C. Cedar Rapids, Iowa.—KJBS Bcstg. (KJBS San Francisco Bcstg. Corp.) Granted consent to transfer to corporation. Total consideration $202,000; to W. F. Kinney, operating manager of KJBS (25%), and to Lee Scherer and J. C. Morse no more than $4,000. Granted July 7.

KHQA-TV Hannibal, Mo.—The Courier-Post Pub. Co. Granted, approval of CP for vhf Ch. 7 to Lee Post, media company, owning KQHA (AM). Will acquire 60% interest in WTAJ after it disposes of, its interest in KQHA. Granted July 1; announced July 5.


KABQ Albuquerque, N. M.—KVER Bcstg. Granted modification of license for 1340 kc with 250 kw unlimited to whom name to KABQ Bcstg. Co. Granted June 30; announced July 1.

WHDL-AM-FM Olean, N. Y.—WHDL Inc. Granted relinquishment of negative control of station. Control of radio portion of license to E. B. Fitzpatrick (formerly 60%), through sale of 100% of stock to his son, Gray Fitzpatrick (formerly 19%, now 100% of stock to his daughter, Mrs. E. B. Fitzpatrick (75%)). Mrs. Henzel is wife of John R. Henzel, stockholder. Granted June 30; announced July 1.

WBAI-AM-FM Cincinnati, Ohio—Buckeye Bcstg. Inc. Granted assignment of license to Gordon Bcstg. Co. for $303,000. Buckeye is subsidiary of Storer Bcstg. Co. which sells because of purchase of RSW-AM-FM-TV Birmingham for $2.4 million. Principals in Gordon Bcstg. Co. are President Sherwood R. Gordon (70%) and his wife Edna W. Gordon (30%). Firm is applicant for WYCG Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sales Corp. New York graphic arts firm. Mr. and Mrs. Gordon are owners of more than 5% of voting stock. Granted July 1.

WCRF Cherven, S. C.—R. D. Haxley d/b as Chesterfield Bcstg. Granted assignment of license to R. D. Haxley (40%), Robert Mienheimer (40%) and Howard Mosher (20%). Haxley's stock interest plus assumption of $8,894 note by corporation. Granted July 1.

WAEW-AM-FM Grove City, Tenn.—Arthur Wilkerson Jr/subsidiary of Arthur Wilkerson Lumber Co. Granted assignment of license to Wilkerson along change of control. Wilkerson owns 100% of the stock. Granted June 29.

WLIL-AM-FM Lenoir City, Tenn.—Arthur Wilkerson Jr/subsidiary of Arthur Wilkerson Lumber Co. Granted assignment of license to Wilkerson along change of control. Wilkerson owns 100% of the stock. Granted June 29.

WKOQ Dallas, Tex.—Lakewood Bcstg. Co. Granted voluntary transfer of control of WLIR-AM-FM (Dallas, Tex.)—Ric Harell and Delbert Davison to W. L. Poyner, Jr. Granted June 30; announced July 1; filed June 28.
Initial Decisions

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner looking toward grant of application for ASCB. No public hearing. Cal Tel Co. for permitnew TV station on Ch. 40. To have 30 kw audio and antenna height above average terrain 355 feet. Initial decision July 6.

Allentown, Pa.—New TV, uhf Ch. 47. Examiner looking toward grant of application of Penn-Allen Radio Corp. for permit. Final hearing Ch. 9 with ERP 178 kw visual and 31.8 kw audio and antenna height above average terrain 817 feet. Initial decision July 7.

Other Actions

Champaign, III.—New TV, uhf Ch. 3. By memorandum opinion and order, FCC postponed application for new TV station pending the conclusion of opposition to permit to Midwest TV Inc. (WCIA-TV) on protest filed by WGLC. FCC granted permit to Ch. 17 WVTV (TV) Decatur. Midwest TV Inc. has agreed to the objection of Barry dissected. Order July 1; announced July 3.


KGBS Harlingen, Texas—Harbenton Broadcast Co. Granted application for new TV station to change facilities from 1520 kw with 950 kw unlim. power. (Ch. 22)—in Harlingen. Upon approval of its application for acquiring Ch. 22 (Station Direcional), Harbenton Broadcast Co. will surrender its license for KGBS-AM, Part 1, June 25. Granted July 1; announced July 2.

WWMV Blaupburg, Wis.—Blu-ray TV. FCC heard of hearing application to move from 690 kw. 1 kw daytime to 550 kw. 500 unlimited. Order July 1.

San Bernardino, Calif.—New TV, uhf Ch. 10. Designated for hearing in Washington on application for new TV station in Orange Belt Telescasters for new TV station. Order July 1.

Montgomery, Ala.—New TV, uhf Ch. 12. FCC designated for hearing in Washington on July 31 the competitive applications of Montgomery Broadcast Co. and Alabama TV Co. Order July 1.

Montgomery, Ala.—New TV, uhf Ch. 32. FCC designated for hearing in Washington on July 31 the competitive applications of H. L. Hunt and Coastal Belt Broadcast Co. and Southern Enterprises. Order July 1.

Corpus Christi, Tex.—New TV, uhf Ch. 29. FCC designated for hearing in Washington on July 31 the competitive applications of H. L. Hunt and Coastal Belt Broadcast Co. Order July 1.

WMAW Menominee, Mich.—Green Bay Broadcast Co. FCC ordered hearing for July 24 on proposal to increase power on 1540 kw from 100 kw to 500 kw unlimited. FCC directed Green Bay to make arrangements with the Forest Hills, Mich., for parties to proceeding. Order July 8.

Los Angeles, Calif.—By memorandum opinion and order, FCC denied petition of June 30 requesting that Ch. 55 be added to the ten channels assigned to Los Angeles. Opposite Ch. 31. FCC granted July 1; announced July 6.

Opinions and Orders

FCC on July 2 announced proposed rule making regarding use of station call numbers in identifying all initial applications for new TV stations and 122; provide cut-off dates for new competitive applications 36 days after such publication. Order July 3.

FCC on July 1 adopted notice of proposed rule making and order toward amendment of Sec. 3232 of the Communications Act of 1934 relating to all applications for AM facilities to specify antenna site. Order July 2; filed for on or before July 10.

New Petitions

June 25

KTXC Big Spring, Tex., applicant for license renewal (Docket 194) seeks in Matter of Revocation of KFPT Fort Stockton, Tex. (Docket 919)—Chief of FCC Broadcast Bureau requests withdrawals of all earlier petitions asking for 30 day postponement of final decision in these proceedings. Chief of FCC Spokesmen noted KTXC principals have fulfilled state corporation law requirements.

Chattanooga, Tenn.—New TV, uhf Ch. 12. Southern Broadcasters Inc., applicant for new Telecasting Corp. (Docket 10472); and WDEI, Inc., applicant for new Telecasting Corp. (Docket 10473); and WDEF, Inc., jointly oppose taking of certain testimonies by Tri-State on grounds they are principal parties to application. On June 26 the complainant's depositions in dispute will not be taken and opposed request of Southern for leave to amend.

Portland, Ore.—New TV, uhf Ch. 8. West- harbor Broadcasting Co., applicant for new Portland TV Inc. (Docket 10245); Northwest Telecasting Corp. Inc., applicant for new Radiomatics Inc. (Docket 10244). Portland TV applies for reply of record prior to action granting without hearing applying for new Portland TV and WDEF, Inc., oppositely take certain testimonies by Tri-State on grounds they are principal parties to application. On June 26 Tri-State will take the complainant's depositions in dispute.

June 26

WTCN Shawano, Wis.—Adjustment of nighttime directional array (BT-3454). Further petition by licensee asking for 60 day postponement of final decision on the order of record of any changes in new FCC rules regarding night-time directional antenna is filed by KMA Sheboygan, Iowa.

NEW TV, uhf Ch. 5. kW TVL (Docket 10356). People's petition to require recipient to record to receive further evidence on issues involved—gives record is incomplete. On July 2 WGL—TV filed opposition.

Southern Network $125,000,000.00

A top network property showing consistent increases in gross and net profits. Located in a rapidly growing southeastern market. Financing available to qualified buyer.

Eastern Independent

$250,000.00

Top eastern independent with long record of increasing gross and profits. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

Radio-Television Brokers

WASHINGTON, D. C.

James W. Blackburn

William C. Hamilton

Washington Blvd.

CHICAGO

Ray V. Jobson

Tribune Tower

Delaware 7-2755

SOUTHERN NETWORK

WASHINGTON, D. C.

James W. Blackburn

William C. Hamilton

Washington Blvd.

SAN FRANCISCO

Larry E. Hodges

235 Montgomery St.

Exhobn 2-6052

July 13, 1953 • Page 137
Evansville, Ind.—New TV, uhf Ch. 7 South Central. Bestco. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGHW) and WFRM Inc. (WEOA) (Docket 10464). South Central opposes appeal filed by WFRM Inc. and opposition filed by FCC Broadcast Bureau from memorandum opinion and order of June 12, 1953 granting approval of license to Evansville TV Inc. on July 1 filed partial opposition to and partial support of appeal by WFRM Inc and filed opposition to petition of Broadcast Bureau. On the Air Inc. July 2 filed opposition to South Central’s supplemental petition for leave to amend. tendered June 23.

June 29

KEAR San Mateo, Calif.—Application to increase power from 1 kw to 1 kw on 1540 kc to 1 kw on 1560. No objections. Order June 26.


WFCA Lincoln, Nebr.—Petition of WFCA to cease and desist from using call letters of station WTCF. Cease and desist petition was filed by WTCF. Order June 14.

WCTA-Tv Champaign, Ill.—Files answer and opposition to Sec. 309(c) (3) economic injury protest made earlier by WTVP (TV Decatur, Ill. uhf, outlet against WCTA, Ch. 3 Grant to WCTA-TV)

June 30

KFDM Beaumont, Tex.—Renewal of license (BR-292). KFDM replies and moves to dispose of license application which presented renewal hearing and revocation of KFDM’s license.


July 1

July 1 Decisions

BY COMMISSION CART

Renewal of License

The Commission by Order, issued on June 7th, 1953, granted renewal of license for station WKBK, Inc., of Ogunquit, Me., to be held for 10 years, beginning July 1, 1953, subject to the Commission’s jurisdiction.

July 1 Applications

Acceptance of Filing

KOPQ-TV Tucson, Ariz., Old Pueblo Bestco, Co. (Docket 10527) for new application of WGBN-TV for commercial TV for extension of completion date from 7/12/53 to 7/21/53 (BMPCT-1889).

WNTK-TV Peoria, Ill., Robert S. Kerr et al d/b/a West Central Bestco, Co.—Motion to reconsider Order of Docket 10406, which authorized a new commercial TV for extension of completion date from 7/15/53 to 7/25/53 (BMPCT-118).

WHUM-TV Summit Station (Reading), Pa., Eastern Pennsylvania TV Corp.—Application for renewal of license to be extended for one year from 7/15/53 to 7/25/53 (BMPCT-1181).

Renewal of License

WHLF South Boston, Va., John L. Cole Jr. (Docket 10521) for renewal of license (auxiliary tv station BR-10521).

Remote Control

KUDL Kansas City, Mo., David M. Segal (re-submitted) (BMPCT-10521) for renewal of license to be extended for one year from 7/15/53 to 7/25/53 (BMPCT-1181).

APPLICATION RETURNED

CP for AM

Harry A. Epperly Jr., Martinsville, Va. (PO Arrast, Va.)—CP for new AM to be operated on frequency of 560 kc, power of 1 kw and daytime hours of operation.

 acciones de motones

By Commissioner Robert T. Bartley

Springhill Bestco. Inc., Springhill, La.—Granted petition for consent of its late appearance. Order June 22, 1953 (Docket 10527-SP-4643) to specify direction in lieu of non-directional operation, and applications for a new station to be located near Springhill.

WDAF Kansas City, Mo., Kansas City Star Co.—Granted petition to accept late filing of opposition to petition for renewal of license filed by WDZ Decatur, Ill. in re proceedings in Docket 9646 and 9134 on June 12, 1953.

By Hearing Examiner Herbert Shearman

By Memorandum Order and Order that the applications made by WGBY-TV Inc., for the renewal of their Docket 10461, be set for hearing in June 1953, and that dealing with that statement.

The Commission in a recent Order of June 19, shall control subsequent course of proceedings in re applications of South Bend, Ind., and in any subsequent order which may be issued after action on June 19, all matters shall be stayed. (Action Docket 10461).

By Hearing Examiner G. H. Criton

In Statement and Order, ordered that statement made in proceeding involving applications of WHCB, WHG and WHCB for TV Ch. 20 at Winchester, Mass. (Docket 10526) shall control subsequent course of proceedings in re applications of South Bend, Ind., and in any subsequent order which may be issued after action on June 19, all matters shall be stayed. (Action Docket 10461).

Gave notice that further hearing concerning re applications of WKBK-TV Inc. and The Mobile Telephone Corp. applicants for TV Ch. 5 at Mobile, Ala., will be held Friday, July 5, 1953, in Washington (Docket 10461-36). Order June 26.

By Hearing Examiner Harry H. Littin


By Memorandum Order and Order that the applications made in proceeding involving applications of WHCB, WHG and WHCB for TV Ch. 20 at Winchester, Mass. (Docket 10526) shall control subsequent course of proceedings in re applications of South Bend, Ind., and in any subsequent order which may be issued after action on June 19, all matters shall be stayed. (Action Docket 10461).

Ordered that hearing in re applications of WHCB, WHG and WHCB for TV Ch. 20 at Winchester, Mass. (Docket 10526) shall control subsequent course of proceedings in re applications of South Bend, Ind., and in any subsequent order which may be issued after action on June 19, all matters shall be stayed. (Action Docket 10461).

ORDER June 26.

By Hearing Examiner Elizabeth C. Smith

Gave notice that further hearing concerning re applications of WKBK-TV Inc. and The Mobile Telephone Corp. applicants for TV Ch. 5 at Mobile, Ala., will be held Friday, July 5, 1953, in Washington (Docket 10461-36). Order June 26.

By Hearing Examiner Thomas H. Donahue

In joint petition of KCRA Inc., and Sacramento Bestco. Inc., applicants for TV Ch. 3 at Sacramento, Cal. (Docket 10526-BP-6402), and with consent of applicants, granted time for filing proposed findings in this matter will be extended from July 1 to July 15, 1953. (Action taken 6/26/53).

By Examiner on his own motion, continued hearing in the case of radio station WGBY, Inc., and Cal Tel. Co., applicants for TV Ch. 40 at Sacramento, Cal., from June 25 to June 30, 1953 (Docket 10526-401). (Action taken 6/24/53).

Broadcasting • Telecasting

Page 138 • July 13, 1953
### Consulting Radio & Television Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY, INC.</td>
<td>Executive Offices</td>
<td>National Press Building</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1339 Wisconsin Ave., N. W. Washington, D.C. Adams 4-2414</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone District 7-1205</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td></td>
<td>Upper Montclair, N. J. MO-3-3000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Laboratories Great Notch, N. J.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td></td>
<td>501-514 Munsey Bldg. Sterling 3-0111</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>30 Years' Experience in Radio Engineering</td>
<td>Munsey Bldg., Republic 7-2347</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>GEORGE E. GAUTNEY</td>
<td>Consulting Radio Engineers</td>
<td>1052 Werner Bldg. National 8-7757</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td></td>
<td>Munsey Building District 7-4215</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>PAGE, CREUTZ, GARRISON</td>
<td>Consulting Radio Engineers</td>
<td>Bond Bldg., Executive 3-5670</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>FrANK H. McIntosh</td>
<td>Consulting Radio Engineer</td>
<td>1216 Wyatt Bldg., Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Metropolitan 8-4477</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>Russell P. May</td>
<td></td>
<td>711 16th St., N. W. Sheraton Bldg.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Republic 7-3984</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>Weldon &amp; Carr</td>
<td>Consulting Radio &amp; Television Engineers</td>
<td>Washington 6, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dallas, Texas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dallas, Texas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>GUY C. Hutcheson</td>
<td>P. O. Box 32</td>
<td>1100 W. Abram</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Arlington, Texas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>ROBERT M. SILLIMAN</td>
<td>John A. Moffet—Associate</td>
<td>1405 G St., N. W. Republic 7-6646</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>“Registered Professional Engineer”</td>
<td>1311 G St., N. W. EX 3-8073</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Consulting Radio Engineers</td>
<td>1112 E. 32nd St., N. W. Wash., D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Executive 3-2235—Executive 3-2231</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Weeks—holidays, Lockwood 3-1819)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>AM-TV Broadcast Allocation, FCC &amp; Field Engineering</td>
<td>1 Riverside Road—Riverside 7-2153</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Riverside, Ill.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(A Chicago suburb)</td>
</tr>
<tr>
<td>Robert L. Hammett</td>
<td>Consulting Radio Engineer</td>
<td>230 Bankers Investment Bldg.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>San Francisco, California</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sutter 1-7545</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td></td>
<td>815 E. 83rd st.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hiawatha 7010</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kansas City, Missouri</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>Consulting Radio Engineers</td>
<td>4900 Euclid Avenue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cleveland 3, Ohio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Henderson 2-3177</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>Qualified engineering is</td>
<td>of paramount importance in getting your station (AM, TV</td>
<td>on the air and keeping it there.</td>
</tr>
<tr>
<td>you Desire to Join these</td>
<td>or FM) on the air and keeping it there. If you desire</td>
<td>in Professional card advertising</td>
</tr>
<tr>
<td>Engineers in Professional</td>
<td>to join these engineers in Professional card advertising</td>
<td></td>
</tr>
<tr>
<td>Card Advertising in</td>
<td></td>
<td>contact broadcasting • telecasting</td>
</tr>
<tr>
<td>Broadcasting • Telecasting</td>
<td></td>
<td>Harf. Press Bldg., Wash., 4, D. C.</td>
</tr>
</tbody>
</table>

*Broadcasting • Telecasting*
TV SALES MANAGER WANTED!

Is this your chance of a lifetime?

Someone will get this opportunity to get in on the ground floor of television, with a company whose success in radio is an established fact. You do not need capital, but you do need successful TV sales experience, proven executive ability, and the willingness to go out and sell locally and nationally. You will share in the profits in addition to a substantial salary. If your earnings over the past three years have not averaged $13,000, do not apply, as you do not have the background we require.

A personal interview will be arranged, if you qualify. Give full information in your first letter. Confidential. Box 94X, B-T.
United States looking for program director at progressive Gulf Coast television station. Send full resume to the Chief Engineer. KGUL-TV, Galveston, Texas.

New network-affiliated TV station NE section United States looking for program director who had been assistant program director or program director in smaller TV station. Position offers excellent opportunities and is in one of the major markets. Reply Box 61X, B-T.

Sent complete details to Program Director, KMBC, Kansas City, Mo.

**Situations Wanted**

**Managerial**

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently Box 143X, B-T.

Looking for me? Major TV network (New York City) experience—programming, production, promotion, management. No local seasonal. Reply Box 61X, B-T.

General manager. 20 years experience. Excellent references. Now available radio or TV. Box 123X, B-T.

Manager. Young in years, old in experience. Presently in large market. Prefer smaller operation southwest. Box 133X, B-T.

**Salesmen**

Sales manager. AM or TV. Time salesman for station rep. Station salesman since ’46. Outstanding sales record. Box BOX, B-T.


9 years radio consulting, engineering and sales representative in Mexico for broadcast equip-ment company. Excellent references in sales, international sales, public relations, etc. Fluent Spanish. Box 142X, B-T.

Salesman, 30, metropolitan experience. Seasoned newsman. Prefers west with future. Box 161X, B-T.

Salesman—enthusiasm, drive, knowhow. Top references. Available two weeks. Box 169X, B-T.

**Announcers**


Combination DJ-annoncer-pianist. Real sales manager. Box 72X, B-T.


Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 169X, B-T.

Announcer. Two years experience. Family man. Draft exempt, program director small station. Box 186X, B-T.

Two combo men. Both with five years experience. Available soon. Box 132X, B-T.

Well schooled in all phases of staff work. Excellent technical and program background. Deep, mature voice. All I need is a chance to prove myself. Box 85X, B-T.

Staff announcer. News, live sportscasting, per- sonality DJ. Recent MBS graduate. Prefer southwest. Box 142X, B-T.

**Technical**

Experienced TV maintenance engineer needed at progressive Gulf Coast television station. Send full resume to the Chief Engineer. KGUL-TV, Galveston, Texas.

**Production-Programming, Others**

Announcer, married vet, attended two radio schools, qualifies position with station near college (preferably St. Mary’s, Maryland, or Puerto Rico). Box 160X, B-T.

Experienced versatile announcer—salesman. Knows control board and copy writing. Box 161X, B-T.


Announcer. Married, years experience. Desires staff with 70 kw station salary $857. Box 3521 W. Polk, Chicago, Illinois 60633.

Announcer, Young, Independent experience. Newsman, Salesman, Operator. Box 20, 1935 E. 29 St., Brooklyn 26, N.Y.

Announcer, News, DJ, excellent singer. Experience TV, radio. Young, married, 230 mile radius N.Y.C. Ronald Mir, 93-20 198th St., Flushing, N.Y. or

Versatile announcer, sports, first class ticket. Three years experience. Excellent references. Wayne Moody, 100 12th Avenue East, Alexandria, Minnesota.

**Situations Wanted**

**Managerial**

Announcer. Experience in sales and network operations. Good resonant voice. All work from control room in small progressive community. Consistent good references. Resume and tape on request. Box 147X, 1 Ottawa Ave., Hoboken Heights, New Jersey.

Announcer. Single, draft exempt, ambitious young in radio. Experience sports, first class ticket. No experience or solid agency. Box 149X, 3919 89th St., Brooklyn, New York.

Technician. 5 years experience, console transmitter, disc and tape recordings. Box 155X, B-T.

Chief, presently employed 1 kw combo operation. Recently decreased employed station. 3 years experience. All offers considered. Box 115X, B-T.

Chief engineer, 15 years experience, with equipment and qualifications for maintenance, opera-

ations, construction. Details mail call. Box 154X, B-T.

Chief engineer of VIP TV and regional AM opera-

tion available for radio or television. Prefer Rocky Mountain area, but available for other locations. Resume box. 139X, B-T.

Chief engineer, 5 years 10 kw network directional, experienced construction, maintenance AM & FM. Excellent references. Will succeed in position of re-

sponsibility. Paul Kruitz, 7 Forbes Ave., Rens-

selaer, New York.

**Production-Programming, Others**

Production manager-producer-director. Have di-

rected over 115 different shows including net-

work shows. Emmy Award winner 1952. Extensive sports remote experience, also a great deal of experience in continuity and air work. References available from present employer. Box 130X, B-T.

Single, 21-year-old girl desires position in larger market. Experienced in continuity and air work. References available from present employer. Box 130X, B-T.

Young vet, 26, college grad, desires beginning position with major network TV. Has air experience on indie and network station. M.S. in Chicago area. Write Box 131X, B-T.

Program-sports director. Years experience. Inter-

ested New Mexico, Texas, Colorado. Box 134X, B-T.

Man well versed in publicity and promotion for televisor. Squares, mg's, time salesmen, production, announcing, Underwood, Radio shack. Mikes, Altec. Have good voice, fresh and neat ideas will be appreciated. Go anywhere. $100 weekly to start. Box 137X, B-T.

**Television**

**Managerial**

TV announcer. Background in dramatics, script writing, motion picture film techniques, motion picture lighting, TV writing, directing. Will work from New York. Box 116X, B-T.

Executive TV producer-director. Television pio-

neer with extensive network and local back-

ground. Successful history in radio and films. Too nice a man. Excellent personnel relations. Will relocate in executive post with aggressive station or solid agency. Box 131X, B-T.

Seven years experience all phases, four years programming and announcing TV, three of country’s top stations. Married, father of chil-

dren. Desire program director, new TV station. Available. Box 140X, B-T.

Experienced to back me up. Ambitious, aggressiv-

esity and desire to succeed are your assets. De-

sire work on staff. Box 109X, B-T.

Executive TV producer-director. Available Au-

tumn. Five years TV, superior work on small-

bus. Heavy experience in production and program-

ning, 26, married. Prefer station on east coast. Excellent business and character references, 5430 Denny Avenue, North Hollywood, Calif.

**For Sale**

**Stations**

I am offering for sale half interest in a 250 watt television station in northeastern Missouri for over $100,000 in 1952 and netted an income of $4,800. Due to other radio interest cannot devote any time to this particular property. Only persons financially qualified will be interviewed in this matter. Phone available. Box 145X, B-T.

Ask for our list of excellent buys in radio sta-

tions west of the Mississippi. Jack L. Boll & Associates, 9050 Marathon, Los Angeles 29, Calif. 10 kw Federal FM transmitter complete including equipment, monitor, mikes, crystals for 520 mc.

Western Electric, $2893 miles, Altec M110, Western Electric, $10,000, 2500 watts, WE jack strip bargain. Box 130X, B-T.

Equipment, etc.

**Continued on next page**
By Hearing Examiner Annie Neal Hunting 
Elyria-Lorain Bestc. Co., Elyria, Ohio—Granted 
petition for leave to amend its application (Doc-
et 10526) in certain respects. 

By Hearing Examiner James D. Cunningham 
petition requesting that applicant Abraham Klein, New 
York, N. Y., in re (Docket 19442) be declared in 
default. 

By Hearing Examiner Benno Gaglione 
Penn-Alion Bestc. Co.—Granted 
petition for leave to amend its application (Docket 
9867), to bring up to date a 10 year old 
time application. 

By Hearing Examiner Hugh B. Hutchen 
KEUR Houston, Tex., KEKH Bcstrs. Co.; KSEO 
Duntit, Okla., Democratic Party—Granted 
in part joint petition requesting further hearing 
for extension re KYKE stations. Order by 
Granting broadcast Co. (Dockets 9793, 9828), and said 
hearing is continued without definite time. 
In re: petition for leave to amend its 
application to take action on 
the behalf of Democratic Printing Co. 

—FOR THE RECORD —

WANTED—(Cont’d) 
Production-Programming, Others 

WANTED 

Experienced merchandising and 
promotion manager. Must be able 
to work closely with commercial depart- 
ment and regional distributors and 
wholesalers. Excellent starting salary. 
One of the top stations in the nation, 
bind full details. 

Box 174X, B&T 

Situations Wanted 
Production-Programming, Others 

MEDIA SALES 
BUY . . . SELL PROFITABLY 
RADIO . . . NEWSPAPERS . . . TV 
BROKERS AND 
FINANCIAL CONSULTANTS 
Contact . . . Now 

North American 
Enterprises Inc. 
Cleveland 18, Ohio 

Yellowstone 2-0095 

Available August 1st 

experienced TV syndicated program 

salesman, traveling middle Atlantic 

states. Box 165X, B&T 

Employment Service 

BROADCASTERS 
EXECUTIVE PLACEMENT SERVICE 

Executive Personnel for Television and Radio 

Effective Service to Employer and 

Employee. 

Washington, D. C. 

For Sale—(Cont’d) 

3 kw FM transmitter GE model 4BP2A1 
perfect condition $150. Also available 

Andrew 4-section multi-V antenna, GE 
montors and other accessories. Would consider 
selling 250 watt or other items separately. 

Best offers. Box 163X, B.T. 

Lathis 200 foot insulated self-supporting tower 
with A-3 lighting. Used six years. Make offer. 

WNBC, Worcester, Massachusetts. 

250 to 1000 watt station in the south. 

Able to operate. Box STX, B-T. 

250 watt independent station in 

eastern U. S. Send full details. All replies 

confidential. Box 168X, B.T. 

Equipment, etc. 

BEL type 570, 646 or 122 FM monitor receivers. 

Box 22X, B.T. 

Used 96 jack (48 pair) patch panel. One unit 
or combination of units. KVOP, 

Plainview, Texas. 

Need General Radio or similar 

quality radio frequency 

bridge; suitable RF oscillator 

for use with bridge. General 

or equivalent AM frequency 

and modulation monitors. If you have 

any price or service contact: W. A. 

Sebastian, KWBM, 

Williston, N. D. 

Good AM 1 kw transmitter. Also 300 

feet RG-17 

coax. WNVL, Quincy, Florida. 

10 kw FM transmitter and associated 
equipment wanted immediately. 

Give hours logged, 

experience, asking price. Reply 

to: Norman Electronics, Inc., 

813 Charter Street, New Orleans, La. 

One used camera chain wanted 

for instructional purposes. 

Northwest Broadcasting School, 

Portland, Oregon. 

Miscellaneous 

F.C.C. licenses quickly by correspondence. 

Gran- 

thorough 

sm School of Electronics, 6064 Hollywood Blvd., 

Hollywood, California. 

Help Wanted 

Salesmen 

SALES MEN 

Livesire 1000 watt 

N. Y. state 

in 

die, 

market wants 

2 salesmen; 

these men will work under 

direction of 

of 

either 

becoming 

manager. 

Wants 

who are 

way up. 

Excellent 

opportunity. 

Box 157X, B&T 

J:\\Salesmen.txt
transmitters by remote control.


APPLICATION RETURNED

 Renewal of License


July 7 Decisions

ACTIONS TAKEN JULY 3

Granted License

KGNO Dodge City, Kans., The Dodge City Bestg. Co., Inc.—Granted license covering installation of auxiliary antenna system, to be operated on 1370 kc, 1 kw, DA-N (BL-5044).

WMDC Hazelhurst, Miss., Southwest Bestg. Co., Inc.—Granted license for AM broadcast station; 1220 kc, 250 w, D (BL-5045).

WJHL Hammond, La., Cefalu Radio Stations—Granted license covering changes in frequency, hours of operation and type of trans.; 1600 kc, 250 w, U (BL-5039).

WTIC Hartford, Conn., The Travelers Bestg. Service Corp.—Granted license covering installation of auxiliary trans., to operate with non-directional antenna (BL-5045).

KTOK Oklahoma City, Okla., KTOK, Inc.—Granted license covering increase in nighttime hours of operation and antenna; condition; 1000 kc, 5 kw, DA-2, U (BL-5015).

WFRM Coudersport, Pa., Farm and Home Bestg. Co.—Granted license for AM broadcast station; 630 kc, 500 w, condition (BL-5056).

KREI Idaho, Okla., Idaho Bestg. Corp.—Granted license for standard broadcast station; 1240 kc, 500 w, U (BL-5035).

KLVN Amarillo, Texas, Plains Empire Bestg. Corp.—Granted license covering changes in ground system (BMPCT-1671).

KOLN Lincoln, Neb., Cornhusker Radio and Television Corp.—Granted license covering installation of new antenna tower and auxiliary transmitting antenna at top and specify correct site coordinates (BMPCT-1676).

WHER Portsmouth, N. H., WHER, Inc.—Granted license to use old main trans. antenna tower and auxiliary transmitting antenna to be operated on 750 kc, 1 kw (BL-4902).

Modification of CP

KKTV Colorado Springs, Colo., TV Colorado, Inc.—Granted Mod. CP for extension of completion date to 10-24-53 (BMPCT-1203).

WPVT Greenville, N. C., Wayne M. Nelson—Granted Mod. CP for approval of antenna, trans. and studio location; condition (BL-5016).

WCOG Greensboro, N. C., Inter-City Advertising Co. of Greensboro, N. C., Inc.—Granted Mod. CP for extension of completion date to 12-15-53 (BMPCT-1294).

ACTIONS TAKEN JULY 2

Remote Control

The following were granted authority to operate transmitters by remote control:

WBFM New Orleans, La., WBFM, Inc. (BRC-194); WMSC Columbia, S. C. (BRC-160); KPFA Berkeley, Calif. (BRCCT-36).

Granted License

WCGL Columbus, Ohio, Air Trans., Inc.—Granted license covering installation of new trans. as auxiliary trans. (BL-5031).

Granted CP

KOWH Omaha, Neb., Mid-Continent Bestg. Corp.—Granted CP to install new trans. as auxiliary trans., at frequency of 1360 kc, power 660 kw, condition 500 w, 5000 condition (BL-8906).

Modification of CP

The following were granted Mod. CP's for extension of completion dates as shown:

WAGI Epworth, Ga., EPW Radio, Inc. (BMP-478) condition; WHUM-TV Reading, Pa., to 15-21-53 (BMP-478); WNYX Farmington, Ohio, to 1-17-54 (BMPCT-1152); KOPO-TV Tusco, to 6-31-53 (BMPCT-1189).

ACTIONS TAKEN JULY 1

Grant License

WJKY Keyser, W. Va., Peoples State Bestg. Co., Inc.—Granted license for AM broadcast station; 1270 kc, 1 kw, D (BL-5049).

KLVP Locust Valley, N. Y., KLVP, Inc.—Granted license for AM broadcast station (trans. and studio location) at Breezy Point, Rockaway Beach, Queens, N. Y.; 1440 kc, 250 w, D (BL-5033).

Broadcasting • Telecasting

Lee Bestg. Co.—Mod. CP (BP-8789) which authorized new AM, for approval of antenna, trans. and studio location as 1 mile on U. S. Rwy, 78, east of Tupelo, Miss., and change type trans. (BMP-6267).

WMBR-TV Jacksonville, Fla., The Washington Post Co., Inc.—Mod. CP (BMP-1823) which authorized changes in existing TV, for extension of completion date to 7/27-53 (BMPCT-1297).

WCCG-TV Greenboro, N. C., Inter-City Adv. Co.—Mod. CP for extension of completion date to 12/53 (BMPCT-1294).


KWGL Salt Lake City, Utah, Radio Service Bestg. Co., Inc.—Mod. CP (BMP-30) which authorized changes in existing TV for extension of completion date from 8/6/53 to 11/73-53 (BMPCT-1205).

Renewal of License

KTRN Wichita Falls, Tex., Texoma Bestg. Co.—Renewal of license (BH-2239).

APPLICATION RENEWED

Voluntary Transfer of Control


Applications

Remote Control


Discrepancies in Dates

San Antonio Council for Educational TV, San Antonio, Tex.—Application for new noncommercial license for station to aty. (letter 6/24/53) discrepancies in dates.

July 8 Decisions

BY COMMISSION EN BANC

Renewal of License

The following stations were granted renewal of license for the regular period:


July 8 Applications

ACCEPTED FOR FILING

Modification of CP Amended

WESK Escanaba, Mich., N & M Bestg. Co.—Mod. CP (BP-4108) which authorized new AM for approval of antenna, trans., location at Searles, Mich., and to move antenna location as Ludington St., between 13th and Princess St.; License to cover GP type of trans. Amended to operate trans. by remote control from Ludington St., between 15th and 14th, Escanaba, Mich. (BMP-5894).

Modification of CP

KMYC Marysville, Cally, C. Welle-Yuba City Bestg. Inc.—Mod. CP (BP-8616) which authorized new AM, for change in frequency, increase in power, installation of new trans. and directional period; for daytime and nighttime operation; for extension of completion date (BMPCT-1281).

KVPI Ville Platte, La., Ville Platte Bestg. Co.—Mod. CP (BMPCT-1232) which authorized new AM for approval of antenna, trans., location at Searles, Cali.; License to cover GP type of trans. for extension of completion date from 8/10/53 to 10/23/53 (BMPCT-1213).


KNOE-TV Monroe, La., James A. Pelle tran/John Pelle Bestg. Co.—Mod. CP (BMPCT-1276) which authorized new AM, for approval of antenna, trans., and studio location as 1 mile on U. S. Rwy, 78, east of Tupelo, Miss., and change type of trans. (BMP-6267).

KLKU Ewanston, Wyo., Melvin E. Whitmore and Edwin L. Nulls d/b/a as Advertising Enterprises, Inc.—Mod. CP (BP-8711) which authorized new AM (BL-5092).

July 13, 1953 • Page 143
<table>
<thead>
<tr>
<th>LOCATION</th>
<th>APPLICANT</th>
<th>CHANNEL NO.</th>
<th>AIR DATE</th>
<th>BEGINNING TIME</th>
<th>ENDING TIME</th>
<th>EFF. DATE</th>
<th>DUE DATE</th>
<th>EXPIRATION DATE</th>
<th>ABM or BCP APP.</th>
</tr>
</thead>
</table>
HERE is the boxscore as of June 30 of television hearings currently in various stages before FCC hearing examiners and the Commission. It was compiled under the supervision of Fred Ford, chief of the Commission’s Hearing Division, for the use of Commissioners and FCC staff.

June 30 marks the end of the 1953 government fiscal year as well as the end of the first year of post-free TV processing. For summary of first year’s TV actions see B*T, July 6. Since June 30, FCC also has ordered hearings to commence in Washington, July 31, involving vhf Ch. 12 and uhf Ch. 32, both Montgomery, Ala.; and uhf Ch. 22 at Corpus Christi, Tex. For last week’s TV decisions see story in section on Government. Earlier boxscore on the status of TV hearings was published in May [B*T, May 18].

Relinquishment of Control

KTOK Oklahoma City, KTOK Inc.—Voluntary relinquishment of negative control of Amarillo Bestg. Co. (parent corp. of licensee) by Gene L. Cagle and Charles B. Jordan through transfer of Mr. Cagle’s 25% interest to L. Dale Ackers, Jack Andrews and Jackson E. Cagle, trustees for Carol Cagle.


Relinquishment of Control

WMIT Cincinnat’s Peak, Yanke County, N. C., M. Mitchell Bestg. Inc.—Unauthorized relinquishment of positive control by W. Olin Nisbet Jr., through issuance of additional stock (BTC-1524).

Remote Control

The following stations have requested to operate transmitters by remote control:


Renewal of License


Amendment

KTLA (TV) Hollywood, Calif., Paramount Television Productions Inc.—Amended to complete Section V-C paragraphs 3a and 3c, and other equipment changes (BFCP-1988 amended).

Upcoming Events

July 15: RCA symposium for licensees to cover tri-color tube, New York.
July 27: WTTG radio affiliates, organizational meeting, Drake Hotel, Chicago.
Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 19-21: Western Electronic Show and Convention (WESSCON), Civic Auditorium, San Francisco.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.
Sept. 1: Canadien Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.  New York 22, N. Y.  ELdorado 5-0405

July 13, 1953 • Page 145
Diversification: As Phoney as a $3 Bill

THE FCC last Wednesday released a revealing tabulation on what it described as "Identical TV-AM-FM Ownership." In commenting on the so-called Denver television hearing case [B&T, July 6], we had taken issue with the FCC's conclusion on "diversification" of ownership wherein it said that, all other things equal, it would prefer a newcomer to an existing station owner in making grants.

In the Denver case, the FCC did not grant the newcomer because the existing station applicant (KLL) had made what the FCC itself described as an "outstanding" showing. Thus, the FCC's observation fell in the category of legal "dictum." The danger here is that in future decisions the FCC lawyers can refer to the Denver case wherein the FCC had said it favored the newcomer over the existing licensee. That's the devious way in which administrative law can operate.

The FCC's tabulation of ownership shows that of 374 construction permits for new TV stations in the freeze of July 1, 1957, when the freeze ended, 67.1% had identical AM or FM ownership in the same community; 35% had identical AM or FM ownership in another community; 9.9% had majority or minority interest in TV construction permits in AM or FM in the same or other communities. Of the aggregate, 73 or 19.5% had no AM or FM interest—in short, newcomers.

The analysis further shows that of the 108 pre-freeze operating commercial stations, 90 or 83.3% had identical ownership of AM or FM in the same community; 10 or 9.3% had broadcast licenses in other committees, and 8 or 7.4% were newcomers.

We don't know what the FCC is trying to prove, unless it is to show that the TV ownership is preponderantly in the hands of radio broadcasters. This is as it should be. Obviously, there have been and will be cases in which the new applicant makes a better showing than the existing radio station competitor. But those instances should be rare, since the licensed radio station has already passed FCC muster as qualified. If it has not served the "public interest," then the FCC itself carries the burden, by virtue of having licensed and re-licensed the radio station.

The FCC's own tabulation demolishes "diversification" as pure theory and wishful. It does not belong in its decisions, even by way of dicta. It is discriminatory. The existing qualified radio licensee has a prior right to go into television. Indeed, the FCC's own figures prove this is actually happening, despite the pandering to "diversification" by its legal minions.
ON THE AIR August 1st (or sooner)

YOUR KEY TO BIGGER PROFITS IN THE RICH WICHITA MARKET

KEDD
CHANNEL 16
WICHITA KANSAS
INTERCONNECTED
NBC ★ ABC TELEVISION NETWORKS

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK
DALLAS ST. LOUIS CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

THE FIRST AND ONLY TELEVISION STATION IN WICHITA, THE AIR CAPITAL OF THE WORLD
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.

THE WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEO. P. HOLLINGBERY COMPANY