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BC Radio Affiliates To Meet Sept. 17
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FEATURE SECTION
Begins on Page 81

INVENTORY IN
Paul Bunyan Land!

PEOPLE
927,000 families of higher than average I.Q. — and earnings.

HOMES AND SETS
911,000 Radio homes in 109 counties;
400,000 TV sets in 62 counties.

MONEY
Effective annual income tops 4½ billion dollars.

WATCHING AND LISTENING HABITS
Recent Telepulse showed WCCO with majority of audience on
444 quarter hours of programming. 6 of the
top 10 shows were on WCCO-TV.
WCCO-Radio has the largest audience of
any station in 89 counties around the Twin Cities!

MINNEAPOLIS-ST. PAUL

WCCO CBS
(RADIO) 50,000 WATTS — 830 K.C.
National Representatives: Radio Spot Sales
(TELEVISION) 100,000 WATTS — CH. 4
National Representatives: Free and Peters

ONE STATION COVERAGE!
WATCH FOR

KHQA-TV
HANNIBAL

CHANNEL 7

THE TELEVISION AFFILIATE OF
WTAD

SERVING THE
Keokuk Hannibal Quincy Area
**MOVIE QUICK QUIZ** has consistently been one of the top daytime programs on our station since it started. The average Telepulse rating for the past six months has been 28.0.

LOUIS READ, Vice-Pres. & Com'1 Mgr.
WDSU-TV, New Orleans, La.

**now do this!**

**Mr. TV Station Mgr.:** Learn how MOVIE QUICK QUIZ can hit the jackpot for you. "M.Q.Q." is a 5-time-a-week, 15-minute show (can also be used as a 30-min., 5-time-a-week strip) that's a smash hit from coast-to-coast. Get the full story, audition print, and our special deal now before the fall rush starts. Phone, write, or wire—
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—$1,533,373,000 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

NBC TV-AFFILIATE
FRANK WHITE, whose resignation as president of NBC becomes effective Aug. 7, will "go fishing" probably until frost is on pumpkin (about Nov. 1). He'll be back in broadcasting business, possibly in RCA organization, but not necessarily so. Whatever his new assignment, it won't be as rigorous as his NBC stint which caused doctors to flag him down.

WITH DAVID SARNOFF tripling in brass as RCA-NBC board chairman and NBC president, it's expected he will go to outside for his new NBC president. Evidently there's no great rush, since he has virtually completed quasi-integrated radio and television organizations within NBC. But he's definitely looking for top operating executive as Mr. White's replacement.

PURCHASE OF KDZA-AM-TV Pueblo, Colo., by Gene P. O'Fallon, owner of KFEL-AM-TV Denver, for approximately $350,000 has been negotiated, subject to usual FCC approval. Sellers are Zula Sexton, Nina Ulrich and Dee B. Crouch, latter president and general manager. TV station operates on vhf Ch. 3, non-interconnected, and carries all networks' programs. KDZA operates on 1230 kc with 250 w and is independent.

DEPT. OF JUSTICE investigation of standard contract form for broadcast time endorsed by American Assn. of Advertising Agencies and NARTB is underway to determine whether guaranteed rates constitute "collusion" and might be construed as in violation of anti-trust laws. Clause 5 of contract has "most favored nation clause" whereby medium agrees to give advertiser best rate afforded any other account for similar time. Contract originally was agreed to in 1946 and is not mandatory but is simply recommended separately by each trade association. Justice Dept. investigator was checking "all stations" in Washington, D.C., last week on their use of AAAA-NARTB contract form.

OKLAHOMA CITY's new TV station (KWTV [TV], vhf Ch. 9) authorized fortightnight ago by FCC, negotiating with CBS for regular primary affiliation. Avery-Knode will be national representative of station, owed 50% by KOMA Inc. and 50% by group headed by Edgar T. Bell, who becomes executive vice president [B*T, July 27].

WHETHER OR NOT FCC promptly names new secretary, it's definite that T. J. Slowie, who has served as secretary for over sixteen years, will promptly wind up his tenure. He privately had agreed to resign upon appointment of his successor but necessary clearances have taken so much time that new GOP direction at FCC feels position should be vacated at once. William P. Massing, assistant secretary, will become acting secretary.

WTJV (TV), MIAMI's pioneer vhf station operating on Ch. 4, has agreed with CBS-TV on primary basic affiliation. It currently functions as all-network outlet.

CONVINCED that best results for radio can be procured through full divortement of programming and sales from television, Westinghouse Radio Stations Inc. is effecting number of personnel shifts to bolster operations.

FOR THIRD successive week Nevada's Senator McCarran (D) has blocked consideration on unanimous consent calendar of several routine bills involving FCC. There is no formal explanation but Senator is at odds with FCC because it won't follow his bidding on pending TV case in which he has manifested interest. It's just garden variety of political vindictiveness.

INVITATIONS to advertisers and agencies to attend studio demonstrations of color TV latter part of August being readied by NBC, will probably go in mail within next few days, when times of demonstrations definitely set. Showings will emphasize product presentation via color TV [B*T, July 6].

NEW COMMISSION on telecommunications approved by Senate and reported by House committee had more beneath surface than met eye until Sen. Edwin C. Johnson (D-Colo.) stripped away implied powers. Resolution as drafted would have permitted commission to examine domestic communications (particularly TV and entire FCC allocations system) if desired. Sen. Johnson torpedoed this. Now resolution would only permit U. S. study of overseas TV systems on how they can be utilized by U. S. overseas information program.

IT MAY be different story in House next year. Radio action was slim this year. But upcoming are host of controversial subjects to be studied. Hottest at present is subscription TV — whether or not it shall be common carrier. Also in future: Amendment of Sec. 309 (c) which permits protests against FCC grants on ground of purported economic injury; political broadcasting; so-called newspaper discrimination by FCC.

IN THIS ISSUE

LEAD STORY
Robert J. Dean, president of KOTA Rapid City, S. D., is picked for FCC vacancy. Page 31.

ADVERTISERS & AGENCIES
A designer-consultant to advertisers says TV is creating need for widespread updating of product designs to make them look good on both black and white and color television. Page 32.

FACTS & FIGURES
Final FCC financial report shows total TV revenues of $342.2 million in 1952, up 38% over 1951. Page 36.

TRADE ASSOCIATIONS
Broadcast Advertising Bureau ended its fiscal year last March 31 with income of $615,694 and expenditures of $595,822, according to annual report which details BAB activities. Page 46.

GOVERNMENT
Theodore C. Streibert, veteran broadcaster, is appointed to head the new U. S. Information Agency. Leonard F. Erikson, McCann-Erickson vice president, is sworn in as director of Voice of America. Page 48.

MANUFACTURING
AT&T tells B*T it can deliver compatible color network telecasts. Page 70.

NETWORKS
Brig. Gen. David Sarnoff will act as NBC president at least until the end of this year, NBC Radio Affiliates are told at their organizational meeting. Page 71.

Mutual sets three-week extension on deadline by which affiliates are asked to approve new hours-instead-of-money compensation plan. Page 76.

PERSONNEL RELATIONS
AFTRA authorizes "affirmative action" by its local if the union's jurisdictional fight with the AFM is not settled peacefully. Page 78.

FEATURES
Will a box-office be added to TV? A special B*T report traces the history of subscription television and outlines its prospects. Page 82.

Why you can't project circulation by multiplying ratings by figures in the Nielsen Coverage Survey. Page 86.

UPCOMING
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 10-12: Radio Parts & Equipment Shows Board Meeting, Daville Notch, N. H.

(Broadcasting • Telecasting)

August 3, 1953 • Page 5
STORER LEADS IN MERCHANDISING TOO!

Based on years of successful experience, advertisers have come to expect top coverage, top ratings and top returns in all of the markets which are served by Storer radio and television stations.

Remember that Storer produces still more dollars for you through intense, aggressive merchandising support.
ADDITIONAL MERCHANDISING SERVICES
INCLUDE THE FOLLOWING: *

Personal calls on retailers, wholesalers, etc.
Truck signs
Distribution checkups
Product exploitation
Publicity
Mailings to retailers, jobbers, brokers, wholesalers etc.
Newspaper advertisements
On-the-air promotions
Sales meetings for dealers, jobbers, distributor salesmen
Car cards
Client follow-up reports
Promotion consultation service
Window streamers
House organs
Sales bulletins
Illuminated billboards
Ads in drug and grocery publications
Personal appearances by station personalities
Easel displays
Use of products on give-away shows
Booths at fairs
Sampling
Airplane towing

* For further details contact your nearest Storer office

STORER BROADCASTING COMPANY

PERSONNEL:

WSPD-TV — WJBK-TV — WAGA-TV — KEYL-TV — WBRC-TV

WMMN — WSPD — WJBK — WAGA — WWVA — WGBS — WBRC

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.

118 East 57 Street, New York 22, Eldorado 5-7696 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

August 3, 1953 • Page 7
H. Percival Trales
kept his eye on the sales of
“SMUG—The ATOMICAL Soap..."

He sipped fortune’s cup while sales headed up,
When they dropped, Percy’s name became
“DOPE!”

And often he’d claim, “It sure is a shame
KOWH couldn’t be in ALL cities!

His ulcer, you’ll gather, was kept in a lather
At the whims of the soap-buying pretties...

Moral
EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:

- Largest total audience of any Omaha sta-
tion, 8 A.M. to 6 P.M. Monday thru-Sat-
urday! (Hooper, Oct., 1951, thru June,
1953.)
- Largest share of audience, of any inde-
pendent station in America! (June,
1953.)

KOWH
OMAHA

General Manager, Todd Starz; Represented Nationally By The BOLLING CO.
Share-Time Stations Can Share Identification Spot

PRECEDENT-setting station identification announcements were to begin past weekend when share-time stations KMBC-TV and WHB-TV Kansas City, Mo., planned to start commercial operation.

FCC Chairman Rosel H. Hyde advised stations just before start of programming that streamlined "dual" station identification can be used during ten-second period every 90 minutes when one outlet signs off and other station begins its operation.

Fearsful if FCC regulations were followed literally there would be no time during station break for spot advertising and public service announcements, attorneys for stations after studying FCC rules concluded announcement for station leaving air and stations going on air could be incorporated in one ten-second period and yet meet requirements.

Station identification must be made at beginning and end of each transmission under Sec. 3,652 of rules. To provide for uninterrupted changeovers, KMBC-TV and WHB-TV proposed to use this notice in usual upper fourth of screen during ten second (out of 30 seconds) station break between CBS-TV network programs: "KMBC-TV signs over to WHB-TV, Ch. 9, Kansas City, Mo." or "WHB-TV signs over to KMBC-TV, Ch. 9, Kansas City, Mo." as the case may be. Oral announcement made at same time would employ similar language.

Chairman Hyde said that dual station identification would meet FCC requirements. He also congratulated stations on start of their operations.

Attorneys for KMBC-TV are Loucks, Zias, Young & Jansky and Washington law firm of Dow, Lohnes & Albertson represents WHB-TV.

FCC 'Making Progress' On Color TV

FCC started on color TV Friday, when Commissioners and staff met on subject all day. Meeting was general discussion and exploration, Chairman Rosel H. Hyde said, and further meetings are contemplated this week before official notice of proposed rule making is issued.

Asked whether proceedings would be "paper" hearing or not, Mr. Hyde pointed out that there had been no requests for oral hearings. They had anticipated it, it was presumed, that Commission is hoping to confine proceedings to written comments and counter comments plus demonstrations. FCC Chairman could not estimate how much time color hearing might consume, but did say Commission was making "progress."

Littlejohn to ABC

FRITZ LITTLEJOHN, managing editor of CBS-TV News, slated to move to ABC as head of television news and special events under John Daly, newly named ABC vice president in charge of TV News, Special Events and Public Affairs Department [B&T, July 27]. Effective date not definite.

SALE SMASH SUCCESS AFTER SWITCH TO TV

STRIKE of Seattle (Wash.) Times on same day "Seattle Greater Value Days" sales promotion campaign of local department store was due to begin resulted in "terrific" sales action at city's Bon Marche department store. Store heard Times was going to suspend publication pending settlement of American Newspaper Guild strike at 6 p.m., July 16. By 6:30 p.m. heavy schedule was lined up on KING-TV Seattle. Next day store described crowds, brought in by TV, as "record breaking," continued heavy TV schedule and, few days later, signed for another week of remote broadcasts direct from store to run through last Friday. In front page story, Women's Wear Daily headlined article on event as "The Seattle Times Was Struck—Quick Shift to TV Breaths $ Into Bon Marche Promotion." Lead said, "The Bon Marche scooped Seattle stores, with all-out TV coverage, within matter of hours after the Seattle Times announced indefinite suspension of publication. The store's swift move turned what might have been the collapse of a three-day promotion into an outstanding success. . . ." Otto Brandt, KING-TV general manager, told B&T Friday that many of Bon Marche's oldest department heads declared TV selling "most effective in many years."

WBT, WBTV (TV) Give FM Transmitter to U. of N. C.

GIFT of its 10 kw FM transmitter made to Consolidated U. of North Carolina by WBT and WBTV (TV) Charlotte, N. C., announced Friday by Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co., WBTV-WBTV licensee. Valued at $50,000, transmitter will be moved from WBT-FM site atop Spencer Mt. to Chapel Hill campus. Mr. Crutchfield said improvements made on WBTV to better serve people dependent upon station for TV service would decrease effectiveness of WBT-FM. He said since FM is specialized service and since all WBT-FM programs were aired over WBT (AM), transmitter will better serve "best interests of North Carolina" if located at Chapel Hill. It will replace university's 1 kw unit, according to Earl Wynn, director of university's Communications Center and head of Dept. of Radio there.

Statler Buys TV

MORE THAN 3,800 DuMont TV sets, specially designed and produced for hotel use, will be installed in Statler hotels in New York, Boston and Hartford, according to joint announcement of Arthur F. Douglas, Hotels Statler Co. president, and Dan D. Halpin, general sales manager DuMont receiver division, which described deal as "largest single transaction to date involving TV receivers for hotel use."

• BUSINESS BRIEFLY

ANTI-FREEZE SPOTS • Activity perking in anti-freeze advertising. National Carbon Co., for Prestone, reportedly buying radio and TV minutes and chain breaks for fall announcements to be carried when temperature drops below freezing. U. S. Industrial Chemicals, for Super-Pyro, men still not used, are getting ready for fall spot campaign largely using TV stations. Agency for Prestone is William Esty Co., and for Super-Pyro, Geyer Adv., both N. Y.

BAB-O EXTENDS • Bab-O extending radio spot announcement for about four weeks beyond Aug. 8, then plans to increase TV appropriation, using radio in supporting role in non-TV and weak-TV markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

PREAM CAMPAIGN • M & R Dietetic Labs, Columbus, on behalf of its Pream instant coffee cream, starting radio spot campaign on West Coast in late August or early September, moving eastward. Daytime minutes to be used. Agency: Benton & Bowles, N. Y.

ARMOUR USING TIE-IN • Armour and Co., Chicago, currently utilizing merchandising tie-ins with grocers and stations in Illinois, Wisconsin and Texas. Format calls for half-hour program advertising multiple Armour products, with five stations actively merchandising show. Series is described as socking success, partly because of product spread and provision for repeating programs on tape.

SEEK NETWORK PROGRAM • Burlington Mills reportedly looking for network program before lining up supporting radio spot campaign for its Cameo hosiery. Agency: Donahue & Coe, N. Y.

BRISTOL-MYERS BUYS • Bristol-Myers Co., N. Y., contracted for 100 20-second announcements on WPIX (TV) N. Y., preceding and following each telecast from Madison Square Garden during coming winter season, and for 150 ten-second announcements, three during each event. Vitalis will be advertised. Age by product spread and provision for repeating programs on tape.

WAVERLY FABRICS BUYING • Waverly Fabrics, N. Y., buying one-minute participations in women's programs in scattered markets, starting in September. Agency: Lawrence Kane Adv., N. Y.

MUTUAL BENEFIT ON CBS • Mutual Benefit Health & Accident Assn. of Omaha signs to sponsor opening quarter-hour of Arthur Godfrey Time on CBS Radio and CBS-TV two days weekly on alternating schedule, effective today.

Wichita Falls CP Turned In

PERMIT for uhf Ch. 22 KTVW (TV) at Wichita Falls, Tex., was surrendered to FCC Friday by W. Erle White tr/as White TV Co. Citing two operating uhf stations there (Ch. 3 KFDX-TV and Ch. 6 KWFT-TV) and study of market, Mr. White concluded it is "economically unsound to build the station at this time."
Nine good salesmen and a gal!

And she's a salesman, too! All 10 of these folks on WAGA have top audiences in the billion-dollar Atlanta market—plus listener loyalty that pays off for their sponsors.

Let our reps give you the low down on how one or all of these sales-minded sales makers can do a real job for you in Atlanta.
WROL Gets Knoxville Ch. 6; Other FCC Actions

INITIAL decision to grant vhf Ch. 6 at Knoxville, Tenn., to WROL was made final by FCC Friday. Grant was made possible by withdrawal of competitive application of WKGN Inc., whose part owner, Clarence Beamman Jr., is operator WKGN Knoxville. WKGN Inc. acquired option for 50% interest in new TV firm to be formed for Ch. 6 station [B*T, July 20]. WKGN would be dropped.

Postpone Effective Date Little Rock Grant

Effective date of vhf Ch. 4 grant at Little Rock, Ark., to KARK postponed by FCC Friday in order calling for hearing on protest by KLRA there, said in vhf Ch. 11 contest. KLRA charged grant was "illegal" since two bids for Ch. 4 technically were pending at time of Commission action [B*T, July 20]. FCC put burden of proof upon protestant. Comr. John C. Doerfer dissented.

In its protest, KLRA explained Ch. 4 application would be modified to Ch. 11, did not become effective as Ch. 11 bid until day after grant to KARK since FCC did not formally "accept" amendment until that time. KLRA also charged antenna-site option agreement between KARK and KTBS had not been disclosed, making amendment defective. KARK countered with evidence of its application (in interest Sec. 308[c], that technicality of amendment is without merit since no hearing was involved and option agreement did not have to be disclosed in application. KARK further charged, KLRA protest was delay tactic "lacking in good faith."

WHOL Gets Extension

WHOL Allentown, Pa., given authority by FCC Friday to continue operation until Aug. 31. Station's facilities of 250 w fulltime on 1230 kc have been granted to WEXX Easton, Pa., in revised final decision in lengthy Easton-Allentown case [B*T, July 6]. WHOL had asked continued operation until completion of furnace restoration. While WEXX said it would consent to WHOL's operation only until WEXX was ready to commence program test operation.

WVEC-TV Answers WTAR-TV

ANSWERING charges of WTAR-TV Norfolk-Norfolk before FCC that NBC's uhf promotion expenditures in that market effect "domination" of new WVEC-TV Hampton-Norfolk (story page 58), uhf Ch. 15 WVEC-TV told Commission Friday that "no amount of intimidation by WTAR-TV... will discourage it from continuing to urge the prospective viewers in the area to convert their sets so that they can receive, for the first time, a competitive signal on uhf Ch. 15."

WVEC-TV charges WTAR-TV with irritation over fact it no longer has TV monopoly there and alleged "series of maneuvers... to do everything possible to prevent WVEC-TV from going on the air and becoming competition to it." Uhf outlet alleged "real purpose" of WTAR-TV's letter to FCC was to "create confusion and misunderstanding in the industry" and "disguise the efforts of NBC and national advertisers from using its facilities."

New Weed-TV Phone

WEED Television Inc., TV station representation firm, changes New York office telephone number to Plaza 1-2780, effectively immediately.

$12,500,000 IN TEN DAYS

WVEC-TV Norfolk-Hampton, Va., Tide-water area's first uhf outlet planning Sept. 19 debut [B*T, July 27], signed $12,500,000 worth of local business in past ten days, Thomas B. Chisman, president, said Friday. NBC-TV affiliate sold: Weekly half-hour to Smithfield Packing Co. for Smithfield Hams through Ferguson & Kennelly, Norfolk; weekly 15-minute sports show to Liverman Motors, Portsmouth, through Moe Glazer & Asso., Portsmouth; weekly 15-minute series to Fredericksburg through Glazer, and 30 regular weekly station breaks to other local firms. All contracts for 52 weeks, Mr. Chisman reported. He predicted total of 50,000 uhf sets in area by time station goes on air with 200 kw visual ERP from its 500-foot tower.

Need Data on Commercial Audience, Says Porter

"THE NEXT important step in advertising may be a more accurate and precise measurement of what agency fees are bringing in dollars for advertising for the dollars we are spending," Arthur A. Porter, vice president, Leo Burnett Co., said Friday in talk to Iowa Broadcasting Assn. in Des Moines. In radio," he said, "we have information on how many sets are tuned to the commercial audience. We believe we know pretty accurately how many people are exposed to our programs. What we need more and better information on is how well we and you perform in converting viewers and listeners to a program into viewers and listeners to the commercial."

Dismiss Charge Against KBLA

CHARGES of unfair labor practices brought against KBLA Burbank, Calif., dismissed Friday by National Labor Relations Board regional office in Los Angeles. International Brotherhood of Electrical Workers Hollywood Local 45 said some months ago filed protest at NLRB when three announce-engineers at station were discharged. Counter-charges of unfair labor practices brought by KBLA against BEW also dismissed and now are under appeal before NLRB in Washington. Station said men were discharged for violating company rules; union said they were discharged for union activities.

KOMO-AM Hollingbery, Too


PEOPLE

ROBERT W. SARNOFF, NBC vice president in charge of Film Division, named chairman of planning committee of Conference on Moral Standards to be held in N.Y. Sept. 13-15 under the auspices of Jewish Theological Seminary of America as part of seminary's 50th anniversary celebration.

MILFORD PASTRICH, former advertising and sales promotion coordinator for Schenley Industries and previously with Al Paul Letton Agency, to Emil Mogul Co., N. Y., as assistant account executive.


ARTHUR GRAY Jr., Kuhn Loeb & Co., N. Y., banking firm, named president and general manager of Michael Myerberg Productions, N. Y., TV and motion picture film producers. During Presidential campaign he was in charge of special events for "Citizens for Eisenhower" in 42 cities.

STAN RAYMOND named account executive for Dora-Clayton Agency, Atlanta. He formerly was commercial manager for WATL Atlanta.

DON FROST, account executive of Weed & Co., on Aug. 17 will join Free & Peters N. Y. office in a similar capacity. He succeeds Ed Jameson, resigned to join NBC Spot Sales same date.

Ryan Rites Held

SOLEMN requiem mass for Thomas L. Ryan, who retired last October as president Pedlar & Ryan Inc., was to be held Saturday St. Vincent Ferrer Catholic Church in N. Y. Mr. Ryan, 61, died at his home in North S. N. Y., Wednesday night after illness of months.

He organized Pedlar & Ryan in ass' ship late Louis C. Pedlar in 1925, and with agency until it was dissolved in firm numbered such accounts Gamble, Bristol-Myers, Sterling Shoe Corp. and Hearst newspapers.

Eight Join ABC-TV

EIGHT new television stations to ABC-TV as affiliates, bring network outlets to 143, national director of affiliations department, announced affiliates are:

WEGZ-TV Zanesville, O. A. Nolte, general manager WOC-TV Sioux City, Ia., Harold Thor WPAC-TV Flint (Ch. 16), S. Rouhani St. Paul, Minn.

WPMT-TV Portland, general manager, Arthur Zimm (Ch. 12, WJ).

NBC 5

NBC affiliate in area to go over to color daily will be WNBC New York, with conversion with Fort Worth, Tex., station affiliated with WTAC radio-TV lineup, Ch. 15 WW

Kittery, Maine, station having been signed some weeks.

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BUREAUS

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

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
William H. Shaw, Midwest Sales Manager.
John Osbon, News Editor.

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

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING + TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: $5.50 per copy; 53rd and 54th issues: $5.50 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.) ADDRESS CHANGE: Please send requests to Circulation Dept., Broadcasting + TELECASTING, National Press Bldg., Washington 4, D. C., giving both old and new addresses, including postal zone numbers. Post Office will not forward issues.

Broadcast Advertising was founded in 1921 by Broadcasting Publications Inc., using the title: Broadcasting The Newsmagazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.
In Washington, the News Capital of the World . . .

WTOP newscasts deliver 23% more homes than those on any other radio station!

WASHINGTON'S ONLY 50,000 WATT RADIO STATION

The Washington Post
CBS Radio Station

Represented by CBS Radio Spot Sales
all these clients and all these agencies (plus many, many more - more, in fact, than any summer-fall to date) are now using......
direct route to sales success!

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

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

ONE television station — WFMY-TV — opens the way to this money.

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

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

wfmy-tv

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

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

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IN REVIEW

SCOTT MUSIC HALL

Network: NBC-TV.
Time: 8:30-9:00 p.m. EDT, alternate Wed.
Reviewed: 7/28/53.
Producer: Carl Hoff.
Agency: J. Walter Thompson Co.
Star: Patti Page.
Orchestra Leader-Music Director: Carl Hoff.

LAST October, Scott Music Hall made its debut on NBC-TV. The alternate week half-hour series then used a musical-revue format, just as it does now. If memory serves correctly, it was mediocre television leaning heavily on the charm and popularity of its star, vocalist Patti Page, for any following it might attract. With due respect for Miss Page's strides in the pop music field, she was not a particularly persuasive television hostess. Bridge dialogue was meaningless. Although the music was pleasant enough, it was a sifted production from stem to stern.

But things have changed. Last Wednesday night, Scott Music Hall, one of the few summar
Film Features

EDITOR:

. . . Congratulations . . . on the splendid issue [July 13] in which you had the review of the film industry. This is a most constructive piece of editorial reporting.

C. Burt Oliver
Vice President
Foote, Cone & Belding
Hollywood

Care and Feeding

EDITOR:

Your feature "The Care and Feeding of TV Film Unions" in your July 13 issue was of exceeding interest to us. It is features like this that enable us to give the full picture of the career opportunities for trained men and women in television and radio.

With your permission, we should like to reprint portions of this feature story for the purpose of showing present and future students. BT will be given full credit on any reprints of this feature.

John B. Ferguson, Adv. Manager
Northwest Broadcasting School
Portland, Ore.

EDITOR:

. . . I would like extra copies of this article, a dozen or so if you have them available . . .

Your Broadcasting • Telecasting is excellent.

J. C. Gallagher
Gallagher Films Inc.
Green Bay, Wis.

Why Not GMT?

EDITOR:

. . . Has the industry at any time ever seriously discussed placing itself on the 24-hour clock system sometimes referred to as Greenwich Mean Time?

We have organized our business more and more toward the use of IBM machines. These devices, when properly keyed, can give us just about anything we wish to know about our business. This includes complete breakdown on film of all running times, prices, etc., Ascap billing, even if we should go per program, the complete story on public service with immediate breakdowns classifying the various elements of public service, a fast answer on time devoted to political programs, etc., etc.

The machine naturally does not know the difference between the numbers 12:00 when they designate noon and midnight or 1:00 a.m. and 1:00 p.m., etc. It is possible to utilize another numeral and complicate the key, but the IBM would work beautifully for invoice purposes if agencies would accept the twenty-four hundred system of keeping time.

I feel that all national stations will eventually use IBM machines and therefore am anxious to know of any past attempts to adopt G.M.T. Certainly the ex-servicemen and servicewomen will have no trouble with this system.

Harold P. See, Station Manager
KRON-FM-TV
San Francisco

[EDITOR'S NOTE: Reactions to Mr. See's proposal will be received with interest.]

This Is Shakespeare?

EDITOR:

. . . My chief engineer here at KFAR, Dick Shoup, has been playing hob with Shakespeare's soliloquy from "Hamlet" and amazed all of
OPEN MIKE

us with the enclosed... Perhaps you could call it simply "Manager's Soliloquy":
TV or not TV: that is the question.
Whether 'tis nobler to suffer the slings and arrows of the opposition, or to build and launch ourselves upon a sea of troubles; or by opposing it, end them.
TV, is to AM no more, and by TV to say that we begin the heartaches and thousands of dollars expenditure that either is heir to.
'Tis a consummation to be wished.
TV? To AM? TV, perchance to regret. Aye. There's the rub. For in that curs'd TV, what profits may come; before we have shovelled off our last penny, must give us pause.
There's the respect that makes calamity of a manager's life, for who else would bear the whips and scorns of time, the opposition's horselaughs, the angry letters, the pangs of conscience, the FCC's delays, the insoleance of the downtown office, and the sponsor's spurns, that patient merit of the salesforce takes, when he himself might his future make by merely saying yes or no.

A. O. Bramstadt
Manager
KPAR Fairbanks, Alaska

Scouts Ambushed
EDITOR:
Believe me, I've heard of "swifty" deals, but this one takes the cake. As you know, the Boy Scouts of America held a National Jamboree last week in California.
Well, today several listeners, obviously parents, kept calling asking when this would play the program of the Boy Scouts from Provo.
In the mail we found a tape with the following letter: "The enclosed tape recording is a 12½ minute interview by Boy Scouts from your own home town. Through the cooperation of the Boy Scouts of America, we were able to record this for commercial or sustaining release as if made by your announcers from the site of the Jamboree," etc., etc.
It goes on with the punch line: "The only cost to you for the use of this local interest program will be $16.50. Make check payable to Elden Enterprises and please return the tape immediately after use," etc., etc.
My thought on this is as follows: To tell these Boy Scouts to listen, to have the parents call in anticipation, and then to send the tape in that manner... STINKS.
As an ex-Boy Scout, I am frankly surprised they would sanction such dealings.

George R. Turpin
General Manager
KEYY Provo, Utah

Faithful Readers
EDITOR:
... I thoroughly enjoy reading B&W each week and believe your coverage of the trade news is excellent.

Jack Simpson
Radio and Television
Foote, Cone & Belding
Chicago

Applause
EDITOR:
The transmitter crew here at KFMB-TV follow the progress of TV going-on etc. through the pages of your publication. We all feel that you do an excellent job.

Law Stoner
KFMB-TV San Diego

Cheers for Ad Cheesecake
EDITOR:
After 20 years of looking at pictures of station managers, sales managers, account executives and other male personages of various shapes and sizes, going through the motions of signing contracts, shaking hands, holding plaques and an assortment of other novel and unique creations of photographic art, it is refreshing to see some cheesecake sprinkled around. Hail to the swing and umbrella girls. They can holler down my rain barrel any time.

Forrest Wallace
General Manager
KFOR Los Angeles

Cleveland's Chief Station

KITE

NO DOUBLE SPOTS
NO SECRET RATES

Your advertising travels FIRST CLASS on KITE

San Antonio's Leading Independent


5,000 WATTS—850 K.C.
BASIC ABC NETWORK REPRESENTED BY H-R REPRESENTATIVES

Page 18 • August 3, 1953
Night and day, WPRO is your guarantee of blanket coverage of the nation's 14th market, comprised of Providence, Rhode Island; Fall River and New Bedford, Massachusetts.

A million and a half potential listeners live well within WPRO's 1 MV/M contour and account for over one billion dollars in retail sales annually. With 98.7% of the population owning one or more radios, WPRO penetrates completely this unusually large and prosperous market.

A combination of top flight CBS and long established local programs assures not only large but loyal listening audiences... in other words, highest ratings for all WPRO advertisers.

To take advantage of this rich, pre-sold audience put WPRO on your next advertising schedule and watch your sales increase.

WPRO 5,000 WATTS · 630 KC · BASIC CBS RADIO

MORE NEW ENGLANDERS LISTEN TO WPRO THAN ANY OTHER RHODE ISLAND STATION
Do you require "single-direction" coverage?

If so, RCA has UHF Pylons that can produce horizontal field patterns shaped like a Cardioid. Figure 1 shows the calculated pattern, and a measured model pattern, of a "Cardioid directional" Pylon. Operating frequency, 532 Mc.

Do you require "elongated" coverage?

If so, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut. Figure 2 shows the calculated pattern, and a measured model pattern, of this type of directional Pylon antenna.

Do you require "circular" coverage?

If so, RCA has a wide selection of UHF Pylons that produce equal signals in all directions.

Do you want BETTER overall coverage—lower signal losses?

All RCA UHF Pylons (directional and circular patterns) have built-in "Beam Tilt." Easily adjusted at your station by moving the inner conductor of the antenna up and down, this feature assures best possible coverage, with minimum power loss in vertically polarized radiation.

Do you need BETTER "close-in" coverage?

New, advanced null fill-in system, used in conjunction with beam-tilting, offers excellent close-in coverage—even for the "difficult" sites. Figure 3 is a typical measured vertical field pattern of an RCA UHF Pylon. Figure 4 is a nearly ideal field-distance curve produced by a "contour-engineered" UHF Pylon (actual record of a commercial TV station now "ON-AIR").

How much UHF gain do you need?

RCA UHF Pylons (standard circulars and directionals) can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27 (see table). No tuning compromises in RCA UHF Pylons—with resultant loss of gain (such as caused by cross-polarized components). The gain that’s published is the gain you get!

RCA UHF Pylon design is simplicity—plus! Just one feedpoint for the line input

You find no protruding elements on RCA UHF Pylons. The smooth surface of the metal cylinder is the antenna itself. No physical connections on the antenna. Nothing to bend or break under ice or wind load. Signal loss in rain or heavy icing is negligible.

Typical Installation of an RCA Adjustable Beam HighGain UHF Pylon.
**Use an RCA "contour-engineered" UHF Pylon Antenna**

Select the RCA UHF Pylon to meet your requirements

<table>
<thead>
<tr>
<th>Channels</th>
<th>Relative Gain</th>
<th>Gain (DB)</th>
<th>Sections</th>
<th>RCA Type</th>
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<tr>
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<tr>
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<td>16</td>
<td>TFU-144H</td>
</tr>
</tbody>
</table>

No picture deterioration with an RCA UHF Pylon—Transmitter Combination, even when the antenna is covered with four inches of ice.

RCA UHF Pylons are shipped complete in one unit—"custom-tuned" for your frequency at the RCA factory—and tested by the most modern methods known to the television industry. You can put up a Pylon, connect the line, and throw the switch. Tuning is not required at your station!

RCA supplies specially-matched UHF transmission lines

No UHF antenna functions properly unless your transmission line matches your antenna closely. RCA-designed line, not available anywhere else, has measured performance (VSWR) that is better than 1.05 to 1.0.

RCA supplies complete UHF accessories

Only when everything in your transmitting system is matched—from transmitter to antenna—can you be sure of maximum performance. In this respect, RCA can supply each and every accessory required to complete a UHF antenna installation, including the tower, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filter-plexers, and hardware—down to the very last bolt. Everything is designed specifically to work with the UHF Pylon. And remember, everything is available from ONE responsible equipment manufacturer—RCA!

An antenna can make or break a TV station. The way it works depends on planning NOW. Take advantage of RCA's antenna-engineering "know-how" when you talk UHF—and be sure your antenna installation will meet your horizontal and vertical radiation requirements EXACTLY. Your RCA Broadcast Sales Representative is at your service.
In Which Algy writes to...

Mr. William J. Kennedy
Ted Bates & Company
New York City

Dere Bill:

The ammers on WCHS have been tellin’ the folks how to keep Koki in these hot days. I think its downright smart of you to have the ammers sayin' that early in the morning when so many thousands of men is ridin’ to work in our big chemical plants and listenin’ to our car radios. I’ll bet they like the advise they’re gettin’. Of course, the advise they get from WCHS with 5,000 on 580 every day, advise about such things as Bluebonnet margarine, Colgate dental cream and Carter’s pills. Th’ boss sez they more people in W. Va. listen to us then to any other station which sure makes me glad I work here.

Yrs.,

Algy

Arthur J. Daly

on all accounts

A YEAR as a customer’s man in a Wall Street brokerage firm is the only "off-beat" job held by Arthur J. Daly, business manager of the radio and television department of D’Arcy Advertising Co., in a business career that has spanned 25 years—24 in radio and television.

Mr. Daly’s foray into stocks and bonds took place immediately after his graduation from Villanova College in 1928 and ended the next year when he joined NBC as a producer.

Like a true broadcasting veteran, Mr. Daly disavows any contribution that his Wall Street background may have made toward his present position. He believes that his talents in the administrative spheres of radio and television sharpened over the years as he assumed responsibilities in that direction along with primary programming and production chores.

His career has alternated between networks and advertising agencies. Mr. Daly remained at NBC from 1929 until 1937, during which time he produced such shows as The Goldbergs, Firestone Hour and the Major Bowes Original Amateur Hour. In the intervening years, he functioned as radio and television director for such agencies as Weintraub, N. W. Ayer, Peck Advertising and Geyer, Newell & Ganger. Before assuming his present post on June 8 he took another dip into network activity as an account executive with the DuMont Television Network.

In his present post, Mr. Daly is in charge of all timebuying for D’Arcy and of the general administrative functioning of the radio and television department. He reports to Paul Louis, vice president and director of radio and television for the agency. Mr. Daly maintains his office in New York, where D’Arcy concentrates much of its radio-TV activities, although agency headquarters are in St. Louis.

D’Arcy handles such accounts as Coca-Cola, Gerber Products Co., Anheuser-Busch and James Lees & Sons (carpets).

"I have long felt," Mr. Daly commented, "that radio and television are prime movers of merchandise in a way that no other media has matched in the history of advertising. The reason is that these media hit the people with the greatest impact where they live, and can influence most to buy products."

Mr. Daly was born in Cedarhurst, L. I., on Sept. 18, 1903. He married the former Ruth Herzel, an executive in the fashion advertising field. They live with their twin sons, Philip and Peter, 2, in White Plains, N. Y.

Mr. Daly, whose hobby is oil painting, is a member of the Salmagundi Club. His favorite sports are tennis, swimming and sailboating.

Page 22 • August 3, 1953
On October 7, 1780, a hastily gathered "army" from the Carolina mountains surprised and destroyed a British force atop Kings Mountain—delaying the British advance until spring and paving the way for Yorktown.

Historic Kings Mountain now shadows a thriving industrial town. Confident Kings Mountain citizens ask odds of nobody—in 1780 or in 1953. Yet they depend on nearby Charlotte for business, cultural and recreational facilities beyond the resources of their own community. This dependence, repeated in scores of satellite textile communities* gives Charlotte a market importance ten times its city size.


JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

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

Broadcasting • Telecasting

August 3, 1953 • Page 23
- NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
From the beginning of network television, NBC has consistently led all networks in audience delivered for advertisers.

That lead is increasing.

In 1952 the average NBC program—day and night—reached 919,000 more homes than the second network. In 1953 NBC’s average program has increased its lead to 1,312,000 more than the second network—an increase of 393,000 homes.

<table>
<thead>
<tr>
<th>HOMES REACHED BY AVERAGE PROGRAM</th>
<th>1952</th>
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<tr>
<td>NBC</td>
<td>3,640,000</td>
<td>5,037,000</td>
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<tr>
<td>NETWORK NO. 2</td>
<td>2,721,000</td>
<td>3,725,000</td>
</tr>
</tbody>
</table>

An ever-expanding audience lead is another important reason why NBC is America’s No. 1 Network.

Next week... further proof.

*NBC’s Audience Advantage is to Your Advantage... Use It.*

*SOURCES: Nielsen Television Index, January-April, 1952 and 1953, Average Sponsored Program. Average per-minute audience for both years. (Nielsen six-minute audience not available in 1952.)
NOTE: The accuracy of the above data has been verified by the A. C. Nielsen Company.*
YOU CAN'T TRUST A WOMAN

They said she wouldn't watch daytime TV. Didn't have time.

But she fooled 'em. Today she spends more time with daytime TV than with all other media combined.

Daytime TV would have no impact, they said. But—you can't trust these women.

Today, daytime TV impact is five times greater in TV homes than other visual media.

Cost? Well, KSTP-TV personalities (and their daytime TV shows) such as George Grim, Jimmy Valentine, Bill Ingram, and Bee Baxter are delivering large women audiences at costs-per-thousand low enough to make a slide-rule shudder.

Like the man said—you can't trust a woman. They'll do the opposite just to upset the predictions.

Ed Petry and his boys or any KSTP-TV sales executive has more information on these untrustworthy women and how you can turn their whims into profit.

TERRENCE CLYNE, recently named senior vice president of the Biow Co., New York, is a strong advocate and personal exemplar of the principle that time is money.

Now third in rank at an agency which bills $40-50 million annually, half of which is spent in radio and television, Mr. Clyne is first in command of the Bulova account, a $7 million yearly advertiser in radio-TV which, under the guidance of John Ballard, president of Bulova, and Mr. Clyne's promotional stewardship, sells more watches annually than its two nearest competitors combined.

Using spots exclusively the account currently disburses $6 million annually in television and $1 million in radio. Bulova is represented in every television market with contracts that run for 52 weeks.

Despite the fact that 70% of watch sales are registered during the graduation and Christmas seasons, Bulova campaigns the year around. This is an expression of the client's and Mr. Clyne's validated belief that sales come as a result of continuous impact rather than from seasonal saturation.

In addition to his pre-eminence on the Bulova account, Mr. Clyne is supervisor of the radio-TV network efforts of all the other advertisers on the Biow list.

Ambitious TV Plans

The agency will premiere at least six new TV shows nationally within the next two months. These include Philip Morris' new production, Pentagon: Dunhill and Lady Esther's alternate week sponsorship of the Ezio Pinza show; Procter & Gamble's participation on the new Loreta Young show; Pepsi-Cola's Pepsi Playhouse; Ruppert Beer's Steve Allen show and Nothing but the Best, also for P & G.

Mr. Clyne's supervision, incidentally, embraces the top rated nighttime network TV show, I Love Lucy, for Philip Morris, and the two highest ranking daytime TV programs: Procter & Gamble's Search for Tomorrow and Whitehall Pharmacal's Love of Life. Other TV shows, both for Philip Morris, include My Little Margie and My Hero.

"The largest single contract ever signed in television" was executed under Mr. Clyne's supervision when Philip Morris signed Lucille Ball and Desi Arnez and CBS-TV to an $8 million non-cancellable contract for 2½ or more years of I Love Lucy, on CBS-TV.

The contract will carry the film series through 1955. Mr. Clyne signed for the agency, while Harry W. Chesley Jr., vice president of Philip Morris, represented the cigarette company.

In radio Mr. Clyne superintends three network shows: Margie and Philip Morris Playhouse, both for the cigarette firm, and Welcome Travelers for Procter & Gamble.

Born in Philadelphia, March 22, 1906, Terry Clyne was educated at Amherst where he was a nine-letter man in football, basketball and track. He graduated with a B.A. degree.

From the time he entered the agency field, Mr. Clyne has been an account executive in every firm with which he has been connected. He began his cycle with the Wall Street firm of Halsey Stewart & Co., forsaking it finally for a position with Merrill Lynch & Co., still on Wall Street. But after nine years he left the Street for another avenue, radio.

He joined Free & Peters, New York, station representatives firm, as an account executive and later was named vice president.

Served in 8th Air Force

In 1942, he took a leave of absence from the firm to join the 8th Air Force. As Lt. Col. Clyne he was chief of supply for the 8th in Europe. He holds the Legion of Merit, the Croix de Guerre and Bronze Star with cluster. A year after his return from service, he left Free & Peters to become associated with the Biow Co. as an account executive on the Bulova account.

It was in 1948 that Mr. Clyne conceived the idea and sold the first "TV station identification" to WGN-TV Chicago, then to WABD (TV) New York.

In mid-July of this year he was named senior vice president.

Mr. Clyne is married to the former Frances Donelon, who, as a professional model, is believed to have appeared on more Redbook covers than any other model in the country.

They have two children, Terry Jr., five years old, and Michael, three years. Their home is in Bedford Village.

Mr. Clyne's hobby is tennis, but, unfortunately, his pursuit of that vocation has gone into a decline with the rise of television.

Page 26 • August 3, 1953
NOW ON THE AIR! —
WDAY-TV
FARGO, N. D.
CHANNEL 6

WDAY-TV REACHES OUT LIKE CRAZY IN THE RICH FLAT LAND OF THE RED RIVER VALLEY!

WDAY-TV COVERS THE NATION'S THIRD—BEST COUNTY IN RETAIL SALES PER CAPITA*
—COVERS AMERICA'S 73RD WHOLESALE MARKET
(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)

FARGO RANKS HIGHER IN WHOLESALE SALES THAN MANY LARGER CITIES SUCH AS CAMDEN, N. J. AND WILKES-BARRE, PA.

*CASS COUNTY, N. D.—THIRD BEST AMONG ALL U. S. COUNTIES OF OVER 50,000 POPULATION

AFFILIATED WITH NBC • CBS • ABC • DUMONT
FREE & PETERS INC., Exclusive National Representatives
Ziv’s New “Hour of Stars” . . . Five Full Week . . . Full of One-Minute Spots and It’s the Hottest Station Deal That Ever
rs! ZIV's w-Life-in-Radio" artin Ginger Powell and Offers "Smart" rs Big Profits!

Hours Every Chain-Breaks. Hit Radio!

Hurry! Hurry! Write, Wire or Phone! Your Market May Still Be Available!
More people hear KWKH than all other Shreveport stations combined!

KWKH is by all odds the most listened-to, most productive station in the Arkansas-Louisiana-Texas area.

KWKH gets 22.3% more Average Daily Listeners than all other Shreveport stations combined—yet costs 44.2% less!

The audience figures above are from the new Standard Station Audience Reports—the more conservative of the two recent audience surveys made in this area.

Write direct or ask your Branham representative for the whole 50,000-watt KWKH story.

50,000 Watts  ·  CBS Radio  ·

KWKH
A Shreveport Times Station

The Branham Co., Representatives
Henry Clay, General Manager
Fred Watkins, Commercial Manager
DEAN SET FOR FCC VACANCY, EFFECTING GOP MAJORITY

South Dakota broadcaster's name was authorized Friday by President Eisenhower but delayed because of Taft's death. Candidate Charles Garland was offered FCC secretarialship, but he declined.

PRESIDENT Eisenhower last Friday approved the nomination of Robert J. Dean, president of KOTA Rapid City, S. D. for a seven year term on the FCC, succeeding Paul A. Walker, Oklahoma Democrat. Mr. Walker retired June 30.

The Dean nomination, however, was not submitted to the Senate as this issue closed Friday because of the death of Sen. Robert A. Taft, majority leader, and the consequent day submitted to the Senate Saturday or possibly today (Mon-...)

Mr. Dean expressed a willingness to do so, having arranged to dispose of his 55.5% interest in KOTA to his associated stockholders (some 40 others). Mr. Dean's primary political sponsor was Sen. Francis Case (R-S.D.).

Veteran in Raddio

The 55-year-old South Dakotan has been in radio since 1925 and is a lawyer [B&T, May 25]. He practiced law in South Dakota following his graduation from the state university and has been identified with the ownership of seven stations in the state. KOTA is an a...
sought the job because of the opportunity it provided to render a service to his country and also because of the obvious prestige that would be associated with it. He had been advised initially that the administration was interested in the appointment of a "highly qualified broadcaster." Mr. Garland had made a half-dozen trips to Washington at the behest of his political supporters since the new administration took over.

Mr. Dean had been in Washington or in the Washington area for some two months, residing at the Congressional Hotel, near Capitol Hill, and spending a good deal of his time in the offices of Sen. Case. Mr. Garland also had arranged to sell his broadcasting interests in the event of appointment. Mr. Garland owns minority interests in KOOL and KOPO Tucson. Mr. Dean, in addition to his 55% ownership in KOTA, owns Radio Games, a family partnership holding title to several programming projects now being syndicated. Since no licenses are involved, his arrangement was simply to turn these interests over to his family, while disposing outright of his KOTA holdings.

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**ADVERTISERS & AGENCIES**

**TV WARES NEED VISUAL APPEAL, DESIGNER KECK TELLS ADVERTISERS**

Design and packaging are all important for a product intended to be advertised on television, concludes the West Coast industrial designer after a lengthy study on that subject. 'Extraordinary' changes in consumer products may be occasioned by video advertising. Color TV will bring even more possibilities.

Any consumer product which sets new sales records in today's competitive market must be designed and packaged to be completely 'television proof.'

That advice to manufacturers was voiced by Henry Chapman Keck, West Coast industrial designer, who has just completed an extensive study of special considerations which TV advertising now requires for the product designer. The study was begun in 1951 at a matter of professional interest since his firm, Henry Keck Assoc., Pasadena, Calif, specializes in the engineering and styling of mass-produced articles.

As the survey findings grew, Mr. Keck came to conclude that TV demands may soon work extraordinary changes in the manufacture of nearly all consumer products. He feels the special requirements of television as an advertising medium bring new emphasis to the advantages of good design. He cites simplicity of design as the key to any successful video campaign.

Products advertised via TV must look desirable, for no amount of glowing rhetoric can spark sales appeal for an item which appears as a dull or indistinct blur on the screen, Mr. Keck said. The viewer simply ignores the announcer's message, or worse, resents it.

Basic product form carries more responsibility in TV advertising than in other media, according to Mr. Keck. Every set owner is all too familiar with the ludicrous distortions which turn round objects into football shapes on his home screen, he declared, stressing that faults of this type can be corrected, either in the original design or in manner of display.

Mr. Keck believes that many completely new appearance considerations are needed to prepare a product for maximum benefit from TV advertising. Much of his investigation has been directed at developing color combinations while staying within the limited range of effective TV screen values.

**Special TV Packaging**

In consulting with various West Coast independent and network TV engineers, Mr. Keck found a number of major manufacturers already have been forced to provide special mock-up packages and labels for television purposes, when the standard products made poor showings before the cameras. Costly, it causes a needless duplication of effort, as the advertiser's campaign is shifted from one medium to another, he pointed out.

Surface textures present another major problem for products making their television debuts, Mr. Keck found. The brilliant chrome or glass surfaces which sparkle invitingly from show-cases, cause immediate havoc on the light-sensitive faces of delicate camera tubes, and produce unpleasant "halos" of harsh and distracting glare.

"For many such products," he said, "the solution lies in using softer surfaced materials in the manufacturing process."

Mr. Keck found satin-finished aluminum or matte-finished plastics particularly valuable in eliminating glare . . . their use often resulting in improved appearance of the articles being tested.

The two most important factors which Mr. Keck's study treated are "brand-label" identity and "ease of demonstration."

"Identity of the product on television must be established visually," he states. "This can only be achieved with a clear, concise and attractive label treatment, which is visibly consistent with the nature of the product."

Actual viewer impact in the TV medium too often is measured with the over-simplified yardstick of sheer size, he said. This makes a poor criterion, since modern camera lenses literally can fill a 24-inch home screen with a close-up image of a product no larger than a cigarette lighter. It follows that composition and relative visual values, within the basic design, are the real ingredients of "telegenic appearance."

Of equal importance to the TV merchant is the matter of demonstration, Mr. Keck said. Chances are his product already functions well but that isn't enough for television purposes. It must look easy to operate from the camera's point of view.

If the demonstration requires awkward or difficult handling, sales will be jeopardized regardless of the actual performance of the product, he warned.

In discussing color TV, Mr. Keck said, "If the basic design is good, the color problem can be solved at the same time that the overall TV challenge is met. In other words, a well-conceived design will employ color combinations which look smart in black and white, yet require no modification for full color use."

"Design of this type will enhance a product's advertising appeal in every medium, whether it be used for newspaper advertising, TV commercials or point-of-sale displays."
NEW ZIV SERIES: IN 58 MARKETS

WIDESPREAD sales activities on the latest Ziv television and radio program series were announced last week by M. J. (Bob) Rifkin, sales vice president of Ziv Television Programs Inc.

Mr. Rifkin said that the 1 Led Three Lives TV program has been sold in more than 58 markets after having been on sale only four weeks. He estimated total billings at more than $1 million. He noted that sales on the program which centers around a young Boston advertising executive who becomes an undercover man for the FBI, were all on firm, 52 week contracts.

Advertisers who have bought 1 Led Three Lives include Phillips Petroleum, Bartlesville, Okla., for all key Midwest markets; Adolph Coors Co., Golden, Colo., brewery firm, for nine TV markets in the mountain states area, and Golden State Co. Ltd., San Francisco dairy company, for all TV markets in California. The program also has been sold to KTNT-TV Tacoma, KRON-TV San Francisco and WNAC-TV Boston.

Mr. Rifkin also disclosed that plans have been completed for the expansion of the television sales department from its current 42 employees to 80 by July 1954.

CBS TV Film Sells $250,000 in Series

ADDITION of some $250,000 in new business by CBS Television Film Sales for three of its major syndication series was announced last week by Wilbur S. Edwards, general sales manager. He noted that the sales were completed within a 12-hour period July 21-22.

New sales included Laskerlink and the Kids to the Kasco Dog Foods Co., Waverly, N. Y., for showing in Detroit; Cleveland; Columbus; Baltimore; Binghamton, N. Y.; Tulsa, Okla., and Schenectady, N. Y., for showing in all TV markets in California. The program also has been sold to KTNT-TV Tacoma, KRON-TV San Francisco and WNAC-TV Boston.

Mr. Rifkin also disclosed that plans have been completed for the expansion of the television sales department from its current 42 employees to 80 by July 1954.

Guild Films' Kaufman Sees $2 1/2 Million in '53 Business

GROWTH of Guild Films Inc. in its first year of operation has been described by President Reub Kaufman in a statement projecting company business for 1953 at a figure totaling "at least $2 1/2 million."

Mr. Kaufman pointed out that he had launched Guild as a TV film production and distribution firm with a "modest capital of $100,000," and said the company currently has contracts for shows totaling "close to twice that amount monthly." Guild has administrative offices in New York and several operating studios on the West Coast.

At the same time, Mr. Kaufman announced plans for the production and distribution of two new shows, Life With Elizabeth and Joe Palooka. Both will be half-hour TV film shows and will be produced on the West Coast.

Edward (Ned) Buddy Dies; Headed CBS Newfilm Dept.

FUNERAL services for Edward C. (Ned) Buddy, general manager of CBS-TV's Newsfilm department, were to be held Saturday at Vineyard Haven, Mass. Mr. Buddy, 46, died Wednesday after a heart attack at his home in Westport, Conn.

He took over direction of CBS-TV's film department May 1 when it began operation [BST, April 13]. It was set up to provide daily coverage of world events for the network. He was a member of CBS Radio's news staff for a time before World War II.

Survivors include his wife, three daughters and two sons.

Film Sales


* Illinois Bell Telephone Co. buys NBC-TV documentary, Victory at Sea, for repeat show-

Page 53 of 82
AM-TV NETWORK GROSS UP 8.7% FOR FIRST SIX MONTHS

PIB figures show nearly $15 million increase over the January-June totals of 1952. Also released by the Bureau are radio and TV advertiser breakdowns for May and the January-May period of 1953.

The gross time sales of the nationwide radio and TV networks during the first six months of 1953 totaled $187,046,260, an increase of 8.7% over the $172,106,873 radio-TV network gross for the first half of 1952, according to figures compiled by Publishers Information Bureau on advertising expenditures for network time.

Individually, the radio networks for the six month period were down 1.1% below their total for the like part of last year, while the video networks showed a gain of 18% in the first half of this year over the same period of 1952.

For the month of June, the radio networks grossed 1.1% more than in June of 1952 (reversing their position for the first half of the year), and the TV networks were 29.1% ahead of June of last year. Combined, the broadcast network gross for June totaled $30,167,342, a gain of 15.2% over the June 1952 gross of $26,181,395.

PIB earlier released five-month figures on AM and TV network timebuying, in which the top advertisers were listed and the sales by classification were tabulated. A total of 164 advertisers used time on the nationwide radio networks during May, the same number that were network clients in May 1952 if the three political advertisers using network radio that month are omitted as outside the normal list of advertisers.

This May’s average expenditure topped that of last May by more than $100, this May’s network clients averaging $85,448 in radio network time purchases to the May 1952 average of $85,310, according to calculations based on the PIB figures.

During the January-May period this year 201 advertisers purchased radio network time, compared to 190 (plus four political accounts) for the same five months of 1952, but their average expenditures were lower than a year ago, $354,035 this year to $371,258 last.

The four TV networks in May sold time to 163 advertisers who spent on the average of $112,441 for video network time, compared to the average of $99,269 expended by the 148 TV network clients in May 1952.

The increase in advertisers marks a new trend that reverses previous declines in the number of TV network clients. In the January-May period of 1953 a total of 177 advertisers sponsored or participated in sponsorship of TV network programs, compared with 192 TV network clients in the like period of 1952 (not including political advertising). Average expenditures for time, however, were considerably higher (25.9%) this year than last, $494,524 to $392,721.

**TOP TEN NETWORK ADVERTISERS IN MAY 1953**

1. Procter & Gamble Co. $1,207,079
2. Colgate-Palmolive-Peet Co. 941,588
3. R. J. Reynolds Tobacco 807,790
4. General Foods Co. 616,346
5. American Tobacco Co. 577,858
6. Lipton & Myers Tobacco Co. 483,465
7. General Mills Co. 468,182
8. Gillette 468,934
9. Phillips Morris 452,366
10. P. Lorillard Co. 452,749

**TOP TEN RADIO NETWORK ADVERTISERS IN MAY 1953**

1. Procter & Gamble Co. $1,287,199
2. General Foods Corp. 979,029
3. Shredded Wheat Mills 893,048
4. General Mills Co. 729,999
5. Gillette Co. 649,498
6. Colgate-Palmolive-Peet Co. 647,081
7. Sturtevant Drug Co. 600,473
8. Lipton & Myers Tobacco Co. 401,007
9. R. J. Reynolds Tobacco Co. 388,106
10. Lever Brothers Co. 362,073

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**NETWORK TELEVISION, JUNE AND JAN.-JUNE**

<table>
<thead>
<tr>
<th>Network</th>
<th>June 1953</th>
<th>Jan.-June 1953</th>
<th>June 1952</th>
<th>Jan.-June 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,110,958</td>
<td>$1,033,074</td>
<td>$2,082,716</td>
<td>$1,010,295</td>
</tr>
<tr>
<td>CBS</td>
<td>702,220,344</td>
<td>6,291,099</td>
<td>723,008,920</td>
<td>6,251,039</td>
</tr>
<tr>
<td>MBS</td>
<td>1,807,206</td>
<td>1,632,977</td>
<td>1,714,831</td>
<td>1,572,400</td>
</tr>
<tr>
<td>NBC</td>
<td>2,979,471</td>
<td>2,708,014</td>
<td>3,372,789</td>
<td>2,972,934</td>
</tr>
<tr>
<td>Total</td>
<td>$13,117,778</td>
<td>$12,971,559</td>
<td>$13,540,914</td>
<td>$12,940,759</td>
</tr>
</tbody>
</table>

**NETWORK RADIO, JUNE AND JAN.-JUNE**

<table>
<thead>
<tr>
<th>Network</th>
<th>June 1953</th>
<th>Jan.-June 1953</th>
<th>June 1952</th>
<th>Jan.-June 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,597,253</td>
<td>$2,179,926</td>
<td>$1,995,572</td>
<td>$2,621,183</td>
</tr>
<tr>
<td>CBS</td>
<td>72,399,078</td>
<td>5,383,200</td>
<td>6,251,039</td>
<td>5,788,467</td>
</tr>
<tr>
<td>DuMont</td>
<td>803,848</td>
<td>749,497</td>
<td>5,388,066</td>
<td>4,049,771</td>
</tr>
<tr>
<td>NBC</td>
<td>7,349,395</td>
<td>5,794,534</td>
<td>4,044,648</td>
<td>3,957,481</td>
</tr>
<tr>
<td>Total</td>
<td>$17,049,574</td>
<td>$13,599,836</td>
<td>$15,104,836</td>
<td>$9,866,114</td>
</tr>
</tbody>
</table>

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**NETWORK RADIO TOTALS TO DATE**

<table>
<thead>
<tr>
<th>Network</th>
<th>June 1953</th>
<th>Jan.-June 1953</th>
<th>June 1952</th>
<th>Jan.-June 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,654,892</td>
<td>$7,013,395</td>
<td>$1,742,794</td>
<td>$7,192,048</td>
</tr>
<tr>
<td>CBS</td>
<td>1,481,024</td>
<td>1,030,548</td>
<td>1,280,092</td>
<td>853,505</td>
</tr>
<tr>
<td>DuMont</td>
<td>1,728,466</td>
<td>1,054,887</td>
<td>1,054,887</td>
<td>845,092</td>
</tr>
<tr>
<td>NBC</td>
<td>1,681,983</td>
<td>1,054,587</td>
<td>1,054,887</td>
<td>853,505</td>
</tr>
<tr>
<td>Total</td>
<td>$5,966,285</td>
<td>$5,966,285</td>
<td>$7,192,048</td>
<td>$7,192,048</td>
</tr>
</tbody>
</table>

**NETWORK TELEVISION TOTALS TO DATE**

<table>
<thead>
<tr>
<th>Network</th>
<th>June 1953</th>
<th>Jan.-June 1953</th>
<th>June 1952</th>
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<tr>
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<td>$1,604,892</td>
<td>$7,013,395</td>
<td>$1,742,794</td>
<td>$7,192,048</td>
</tr>
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<tr>
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<td>NBC</td>
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<td>1,054,587</td>
<td>1,054,887</td>
<td>853,505</td>
</tr>
<tr>
<td>Total</td>
<td>$5,966,285</td>
<td>$5,966,285</td>
<td>$7,192,048</td>
<td>$7,192,048</td>
</tr>
</tbody>
</table>

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*Figures adjusted for CBS's loss of network time last May and June of 1954.*
LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MAY 1953

<table>
<thead>
<tr>
<th>Class</th>
<th>Company</th>
<th>Expenditure for Network Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allied-Church Mfg. Co.</td>
<td>$43,767</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>Knowlton Mfg. Co.</td>
<td>41,992</td>
</tr>
<tr>
<td>Automotive, Automotive</td>
<td>General Motors Corp.</td>
<td>145,863</td>
</tr>
<tr>
<td>Equipment &amp; Accessories</td>
<td>Follett Brewing Co.</td>
<td>114,854</td>
</tr>
<tr>
<td>Bear, Wine &amp; Liquor</td>
<td>John-Manheim Co.</td>
<td>14,800</td>
</tr>
<tr>
<td>Boating</td>
<td>William Wrighty Jr., Co.</td>
<td>146,360</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Miles Labs</td>
<td>362,045</td>
</tr>
<tr>
<td>Food &amp; Beverages</td>
<td>General Foods Corp.</td>
<td>592,479</td>
</tr>
<tr>
<td>Gasoline &amp; Other Fuels</td>
<td>Standard Oil Co. of Indiana</td>
<td>99,231</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>Ferry House Co.</td>
<td>21,217</td>
</tr>
<tr>
<td>Household Finishes &amp; Investments</td>
<td>Philco Corp.</td>
<td>171,851</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Owens-Corning Fiberglass Corp.</td>
<td>136,162</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>U. S. Steel Corp.</td>
<td>73,966</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>USIA, First Church of Christ Scientist RCA</td>
<td>60,310</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Hall Brothers</td>
<td>83,235</td>
</tr>
<tr>
<td>Radar, TV Sets, Phonographs &amp; Equip.</td>
<td>RCA</td>
<td>79,542</td>
</tr>
<tr>
<td>Retail and Direct Mail</td>
<td>Dr. Hols Shoe Stores</td>
<td>1,589</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>461,007</td>
</tr>
<tr>
<td>Soaps, Polishes &amp; Cleansers</td>
<td>Procter &amp; Gamble Co.</td>
<td>718,990</td>
</tr>
<tr>
<td>Televisions &amp; Radio Sets</td>
<td>Gillette Co.</td>
<td>469,493</td>
</tr>
<tr>
<td>Transportation, Travel, Resorts</td>
<td>Assoc. of American Railroads</td>
<td>63,399</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>American Federation of Labor</td>
<td>94,900</td>
</tr>
</tbody>
</table>

LEADING ADVERTISERS ON TV NETWORKS BY PRODUCT GROUPS FOR MAY 1953

<table>
<thead>
<tr>
<th>Class</th>
<th>Company</th>
<th>Expenditure for Network Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive, Auto.</td>
<td>Ford Motor</td>
<td>$47,255</td>
</tr>
<tr>
<td>Equipment &amp; Access.</td>
<td>Pepsi-Cola</td>
<td>356,068</td>
</tr>
<tr>
<td>Building Materials</td>
<td>Gildean</td>
<td>22,500</td>
</tr>
<tr>
<td>Consumer Convenience &amp; Soft Drinks</td>
<td>Carvel</td>
<td>174,955</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>American Home Products</td>
<td>214,809</td>
</tr>
<tr>
<td>Household Finishes &amp; Investments</td>
<td>General Foods</td>
<td>614,168</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Texas Co.</td>
<td>147,973</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Montenueen Dist. Corp.</td>
<td>2,568</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>Greyhound</td>
<td>393,813</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Reynolds Metals</td>
<td>103,920</td>
</tr>
<tr>
<td>Radar, TV Sets, Phonographs &amp; Access.</td>
<td>RCA</td>
<td>240,359</td>
</tr>
<tr>
<td>Soaps, Smokes, Perfumes</td>
<td>Gillette Co.</td>
<td>887,790</td>
</tr>
<tr>
<td>Televisions &amp; Radio Sets</td>
<td>Procter &amp; Gamble Co.</td>
<td>846,529</td>
</tr>
<tr>
<td>Transportation &amp; Resorts</td>
<td>Colgate-Palmolive-Peet</td>
<td>743,539</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Greyhound</td>
<td>71,257</td>
</tr>
<tr>
<td></td>
<td>Quaker Oats</td>
<td>79,665</td>
</tr>
</tbody>
</table>

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND JANUARY-MAY, 1953, COMPARED WITH SAME PERIODS 1952

<table>
<thead>
<tr>
<th>PRODUCT GROUPS</th>
<th>1952 May</th>
<th>1952 Jan-May</th>
<th>1953 May</th>
<th>1953 Jan-May</th>
</tr>
</thead>
</table>
| Nielsen Drafts New TV Ownership Survey

A. C. NIELSEN Co., Chicago, has forwarded to the TV networks plans for a complete national and local re-measurement of TV ownership, designed to yield up-to-date data by counties and groups of counties with 10,000 or more families.

The firm will conduct a re-survey with a 100,000 home area probability sample to "find out the truth about local TV ownership, with special reference to new markets and mutl," according to A. C. Nielsen, president. Project is planned for this fall after return of winter TV schedules. Reports will be made available about Jan. 1.

"AM and TV stations and networks will also have up-to-date facts on which to evaluate their needs for re-measuring of station and network coverage," Mr. Nielsen said, referring to a second Nielsen Coverage Service measurement on stations next spring. Over 150 stations have subscribed to this survey, he added.

Back With A Bang

LARGEST share-of-audience in the history of Talent Scouts program was attained Monday night when Arthur Godfrey returned to the CBS-TV show, according to Oscar Katz, CBS-TV director of research. He said that the show's Trendex rating was 43.0, meaning that more than 90% of viewers who had set's tuned turned on were tuned to the Godfrey program. Mr. Katz noted that Trendex's research showed only 4.4% of the audience, with a 2.0 rating, were tuned to the next-highest-rated show.

Duggrists Favor TV, Fact Finders Reports

OFF 2,317 duggrists (83.8% independents and 15.2% chain) interviewed in a survey to find which one—or more—of the advertising media they would recommend to national advertisers to help increase their sales, 86% recommended television.

The survey of drug stores conducted in 33 major markets by Fact Finders Inc., marketing research firm, found that 29.2% also liked magazines, 25.6% newspapers, 23% radio, 12.5% outdoor, 6.2% display and 5.6% other media.


August 3, 1953 • Page 35
FCC issues annual financial data reports, revising the estimated figures on last March. Television stations had a total broadcast income of $55.5 million before taxes; the networks’ total income was $9.9 million.

TOTAL broadcast revenues of $324.2 million were garnered by the U.S. television industry in 1952, up 38% over 1951, the FCC reported last week in issuing its annual financial data reports based on final tabulations. The current figures represent estimates issued by the Commission last March [B*T, March 30].

Total TV industry income in 1952 amounted to $55.5 million before Federal taxes, the Commission’s economic statisticians reported. This is an increase of 33% over 1951 income.

The report also shows:

- Network broadcast revenue, including that from 15 owned and operated stations, doubled. Networks took in $180.2 million (compared with $95.8 million for radio), spent $170.3 million in operating expenses, were left with a total of $9.9 million. Because of higher operating expenses, network TV income was less than radio’s $10.2 million.

- TV network time sales totaled $137.7 million for the first time surpassing network radio time sales. This is a 41% increase over 1951.

- Total broadcast revenues for 93 non-network-owned pre-freeze stations reached $143.4 million.

- Reporting profitable operations were 94 of the 108 pre-freeze TV stations. Of the 94, 17 made more than $1 million before Federal taxes.

- Loss operations were reported by 14 of the

**NATION-WIDE NETWORKS INCLUDING OWNED AND OPERATED STATIONS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Broadcast Revenues</th>
<th>Operating Expenses</th>
<th>Net Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>$1,395,000,000</td>
<td>$1,231,000,000</td>
<td>$164,000,000</td>
<td>$9,900,000</td>
</tr>
<tr>
<td>1951</td>
<td>$1,703,000,000</td>
<td>$1,507,000,000</td>
<td>$296,000,000</td>
<td>$18,400,000</td>
</tr>
</tbody>
</table>

**CHANGES IN INCOME BETWEEN 1951 AND 1952 OF 105 TV STATIONS IN OPERATION FOR FULL YEAR**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Stations Reporting</th>
<th>Increased Loss in 1952</th>
<th>Decreased Income in 1952</th>
<th>Increased Income in 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>95</td>
<td>3</td>
<td>4</td>
<td>72</td>
</tr>
<tr>
<td>1952</td>
<td>105</td>
<td>3</td>
<td>4</td>
<td>79</td>
</tr>
</tbody>
</table>

**TV STATIONS CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY SHOWING NET INCOME OR LOSS AND AVERAGE REPORTING INCOME OR LOSS FOR ALL STATIONS IN EACH GROUP**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Stations Reporting</th>
<th>Total Revenues</th>
<th>Average Reporting Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>95</td>
<td>$1,299,000,000</td>
<td>$13,600,000</td>
</tr>
<tr>
<td>1952</td>
<td>105</td>
<td>$1,682,000,000</td>
<td>$16,000,000</td>
</tr>
</tbody>
</table>

**INDIVIDUAL TV MARKET DATA**

<table>
<thead>
<tr>
<th>Market</th>
<th>No. of Stations Reporting</th>
<th>Local Stations</th>
<th>National Stations</th>
<th>Total Stations</th>
<th>Total Revenues</th>
<th>Average Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>7</td>
<td>$5,981,000</td>
<td>$17,442,000</td>
<td>$23,423,000</td>
<td>$26,802,000</td>
<td>$2,081,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>7</td>
<td>3,261,000</td>
<td>5,740,000</td>
<td>8,991,000</td>
<td>10,892,000</td>
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</tr>
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</table>

**Note:** Excludes data for 14 stations starting operations in 1952.

* Before Federal income tax.

**Sources:**

- Broadcast Financial Data
- National Broadcasting Company
- Television Network Data
- FCC

**Broadcasting & Telecasting**

*Page 36 • August 3, 1953*
TV'S OK, BUT...

LOOK WHAT YOU GET WITH

WHO!

Five television stations offer an audience within "WHO-land". We say "an audience" because WHO's 0.5 MV area is 244.4% larger than the five TV markets combined!

The largest all-Iowa TV market has 136,104 television homes (See Telestatus, Page 43, this issue). The 1952 SAM Report credits WHO with 625,546 daytime families, 600,255 nighttime families—about half of whom have two or more home radio sets!

50,000-watt WHO is an old-established Iowa institution which for almost thirty years has meant "good listening" to millions of people—"a good buy" to thousands of advertisers. What's more, WHO likes its advertisers, and our advertisers like us because of results. Now more than ever, WHO is Iowa's greatest advertising value!

WHO likes its advertisers, and our advertisers like us because of results. Now more than ever, WHO is Iowa's greatest advertising value!

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
NORTH TEXAS RADIO-HABITS STUDY RELEASED BY WHAN RESEARCHERS

The report, first half of a radio-TV survey by Kansas State College, covers 9,167 families in the Lone Star area. Stations listed include 77 AM and 11 FM.

FIRST PART of a study of radio-TV listening habits in the north Texas area, on radio, was released last week by Dr. Forrest L. Whan, head of the Kansas State College Committee on Radio-TV Policy. The second part, on TV, is being published in a separate release.

Patterned after similar studies conducted elsewhere by the KSCO group for 16 years, the Whan radio study is the result of a survey of 9,167 randomly-selected families in all parts of the area, which comprises 111 counties in northeastern Texas, forming an area 450 miles long and 300 miles wide, Dr. Whan said.

The study encompasses personal interviews with the 9,167 families and diary reports of two days' radio listening in 725 homes, mostly in the period Jan. 19-31, 1953. It lists 77 operating AM stations, 11 FM stations and three operating TV stations in the area at the time of the survey.

Radio Saturation

Saturation of radio in working order in the area's homes was 97.6%, in Dallas-Fort Worth area 96.9%, other urban 98.4% and all rural 98%. Some 42.9% of homes in the total area had two or more sets, in the Dallas-Fort Worth area 45.1%, other urban 52.6% and all rural 33.7%. Location and listenership percentages for each set, respectively, were: Living rooms, 42.7% and 39.1%; kitchens, 15.7% and 16.5%; bedrooms, 21.8% and 27%; dining rooms, 3.3% and 2.9%; other rooms 4.5% and 4.3%; "moved about," 13.5% and 10.1%.

Of the 9,018 families who had home radios, 57.1% had autos with radios, and of families who owned cars 67.8% had auto radios.

Of interviewees who owned radio-equipped autos, 65.3% of the women said they had used their cars the previous day, as had 78.1% of men interviewed. Some 84% of men reporting by the diary system said they had used their cars the day before.

Of those who had used their cars, 52.6% of women interviewees, 60.8% of men interviewees and 59.7% of men reporting by diary said they had used their auto radios.

Dr. Whan's study found that the average family used two or more sets simultaneously 2.26 quarter-hours on weekdays and 2.41 quarter-hours on Saturday or Sunday.

Of 2,469 families interviewed who own both radio and TV sets, 32.5% said they used radio and TV simultaneously "sometimes." Of 233 radio-TV owning diary-families, 35.7% said they tuned in radio and TV sets simultaneously on an average day.

Of the diary families using both media on an average day, 16.4% used both during the daytime and 6.4% used both at nighttime, with the average TV family using both media 2.14 quarter-hours on an average day.

In diary homes the average woman reported spending 5.1 hours by radio on weekdays, 4.09 hours on Saturday and 3.83 hours on Sunday. The average weekday-Saturday-Sunday figures for men were 2.35, 2.81 and 2.51; for teen-agers, 3.06, 4.39 and 2.97; for children, 1.95, 1.85 and 2.86.

Time spent with the four media in TV homes on an average day by those interviewed included: Radio—women 85 minutes, men 66 minutes; TV—women 207 minutes, men 171 minutes; newspapers—women 36 minutes, men 36 minutes, and magazines—women 20 minutes, men 14 minutes.

Of those who "usually" listen to radio, 94.8% reported they listened in the daytime, 84.7% at night.

WFAP-WBAP (Dallas-Fort Worth on 820 kc) was the most listened-to station for the whole area, receiving a 27.9% daytime share of audience for the area from listeners reporting by diary, and 26.6% of interviewees reporting they listened to "most," and 66.5% reporting they heard it "regularly." The same figures, respectively, for WFAA-WBAP (820 kc) nighttime listening, were 30.8%, 26.3% and 56.0%.

WFAP-WBAP (820 kc) also led among stations preferred for newscasts, farm news and market news.

Best liked types of programs, based on weighted reports, were: News broadcasts, women 68.1%, men 80.3%; audience participation, women 48.3%, men 40.7%; featured comedians, women 41.4%, men 51.8% religious, women 45.6% men 36.5%; popular music, women 45.4%, men 39.1%; complete dramas, women 39.1%, men 32.7%; variety, women 32.9%, men 25.2%; serial dramas, women 31.9%, men 15.3%; old-time music, women 28.8%, men 33.5%; sports, women 20.4%, men 41.6%. Less popular with both sexes were classical music, talks and comment, homemaking, brass bands, and talks on farming and market reports.

'Lux Theatre' Polls First on Pacific

THE PACIFIC segment of Nielsen ratings for May radio popularity shows Lux Radio Theatre in first place, Jack Benny second, and People Are Funny, third. Our Gal, Sunday polled first in weekday favor. The listings:

PACIFIC NIELSEN-RATINGS
TOP RADIO PROGRAMS
MAY, 1953

<table>
<thead>
<tr>
<th>Program</th>
<th>Rank</th>
<th>Current</th>
<th>Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lux Radio Theatre (CBS)</td>
<td>1</td>
<td>486</td>
<td>887</td>
</tr>
<tr>
<td>2. Jack Benny (NBC)</td>
<td>2</td>
<td>429</td>
<td>506</td>
</tr>
<tr>
<td>3. People Are Funny (CBS)</td>
<td>3</td>
<td>398</td>
<td>400</td>
</tr>
<tr>
<td>4. Your Best Friend (NBC)</td>
<td>4</td>
<td>356</td>
<td>736</td>
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<tr>
<td>5. Big Story (NBC)</td>
<td>5</td>
<td>356</td>
<td>536</td>
</tr>
<tr>
<td>6. Martin &amp; Lewis (NBC)</td>
<td>6</td>
<td>310</td>
<td>510</td>
</tr>
<tr>
<td>7. My Little Margie (CBS)</td>
<td>7</td>
<td>310</td>
<td>510</td>
</tr>
<tr>
<td>8. Our Miss Brooks (NBC)</td>
<td>8</td>
<td>249</td>
<td>469</td>
</tr>
<tr>
<td>9. Dragnet (NBC)</td>
<td>9</td>
<td>249</td>
<td>469</td>
</tr>
<tr>
<td>10. Who's My Line (CBS)</td>
<td>10</td>
<td>249</td>
<td>469</td>
</tr>
</tbody>
</table>

(* Homes reached during all or any part of the program, except for homes listening only 1 to 3 minutes.
For Simulcast programs, Average Audience Basis is used.

Copyright 1953 by A. C. NIELSEN COMPANY

BROADCASTING • TELECASTING

Petty Adopts Nielsen Data on Client Stations

The agency devised the material to aid timebuyers evaluate markets. Study excludes promotion, stays 'completely factual.'

ADAPTATIONS of Nielsen Service material for a number of its client stations have been prepared by Edward Petry Co., station representation firm, for use by agencies.

The purpose: To achieve what Petry officials consider greater simplicity and succinctness, and, accordingly, greater facility in use by timebuyers. The format is based on queries directed to several agencies to learn what they consider essential and important in the Nielsen data and how they regard as less important, in line with their contemplated methods of using the Nielsen material.

Changes Listed

Among the changes in the Petry-prepared presentations: Coverage for a station is shown at three levels instead of four (50-100%, 25-50% and 10-25%); with Nielsen's 75-100% not shown separately; separate coverage maps are presented for daytime and nighttime, in addition to the combination day-nighttime; other maps are presented showing major cities in the coverage area; county listings are arranged in alphabetical order, for ease in locating; information is presented in a way to permit easy comparison with BMM 1949 figures, and socio-economic data are omitted.

The Petry adaptations are accurate representations and arrangements of the Nielsen data, officials said, and include no promotional claims — on the theory, expounded by timebuyers questioned, that inclusion of strictly promotional material that jeopardized the validity which timebuyers would accord strictly factual information.

Page 38 • August 3, 1953
WSYR-TV

Now 100kw on Channel 3

...The Only Low-Band VHF Station in Rich Central New York

WSYR-TV
channel 3

Write, Wire, Phone or Ask Headley-Reed

NBC Affiliate in Central New York.
WMAR-TV CHANNEL 2
BALTIMORE
NOW ON THE AIR WITH
SUPER POWER

The Station with
the Largest
Audience Now
Reaches even
MORE!

More audience than ever!
That's the big PLUS on WMAR
TV, Sunpapers Television in
Baltimore. New equipment de-
livers Television's Top Power on
Channel Two. Maryland's
first TV station to radiate maxi-
mum SUPER POWER under
FCC standards.

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV CHANNEL 2
SUNPAPERS TELEVISION ★ BALTIMORE 3, MARYLAND

MULBERRY 3-5670

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILATE OF THE COLUMBIA BROADCASTING SYSTEM
**FACTS & FIGURES**

**TELESTATUS**

Weekly TV Set Summary—Aug. 3, 1953—Telescasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Total sets in each city represent sets located 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>
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<td>vhf</td>
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<td>WLRQ-TV</td>
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<td>South Bend</td>
<td>WSBT-TV</td>
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<td><em>Iowa</em></td>
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<td><em>Kentucky</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WNAB-TV, WHAS-TV</td>
<td>286,665</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Louisiana</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>WABR-TV</td>
<td>198,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDSU-TV</td>
<td>192,467</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bangor</td>
<td>WABY-TV</td>
<td>22,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Measure Watchmanship*

Too

* Not horological; we mean the kind of attention accorded TV in a new market, the kind KVTY merits from its viewers in 32 Iowa, S. Dak. and Nebraska counties. For buymanship, see Katz.

\[\text{KVTY Channel 9}
\]

Sioux City, Iowa

CBS, NBC, ABC & DuMont

\[\text{FACTS & FIGURES}\]

\text{City} \quad \text{Outlets on Air} \quad \text{Sets in Station Area} \quad \text{vHF} \quad \text{uHF}

\begin{tabular}{lrrr}
Medford & KKEO-TV & 181.000 & 50.180 \\
Portland & KPTV & 161.000 & 60.450 \\
Albany & WITB-TV & 261.200 & 25.180 \\
Binghampton & WBYE-TV & 261.200 & 25.180 \\

\end{tabular}

\[\text{Pennsylvania}
\]

\text{City} \quad \text{Outlets on Air} \quad \text{Sets in Station Area} \quad \text{vHF} \quad \text{uHF}

\begin{tabular}{lrrr}
Albany & WITB-TV & 261.200 & 25.180 \\
Binghampton & WBYE-TV & 261.200 & 25.180 \\

\end{tabular}

\[\text{Facts & Figures}
\]

\text{City} \quad \text{Outlets on Air} \quad \text{Sets in Station Area} \quad \text{vHF} \quad \text{uHF}

\begin{tabular}{lrrr}
FL. Worth & WRAF-TV & 258.140 & 30.180 \\
Galveston & KLG-WTV & 235.000 & 20.120 \\
Houston & KPRC-TV, KUHT* & 261.500 & 20.120 \\
Longview & KTVN & 10.600 & 0.120 \\
Lubbock & KXOB-TV, KHOB-TV & 30.033 & 20.120 \\
San Angelo & KTXR-TV, KXAZ-TV & 20.120 & 20.120 \\
San Antonio & KKBG-WTV, KBBG-WTV & 149.442 & 20.120 \\
Wichita Falls & KFW-O, KWTW & 37.540 & 20.120 \\
Salt Lake & KYT-V, KWTW & 172.200 & 20.120 \\
City & KSL-T, KWTW & 121.559 & 20.120 \\

\end{tabular}

\[\text{Washington}
\]

\text{City} \quad \text{Outlets on Air} \quad \text{Sets in Station Area} \quad \text{vHF} \quad \text{uHF}

\begin{tabular}{lrrr}
Lynwood & WLYA-TV & 66.194 & 20.120 \\
Mount Vernon & WTVB-TV & 179.016 & 20.120 \\
Richmond & WTVR & 170.307 & 20.120 \\
Rooseck & WSL-TV & 87.000 & 20.120 \\
Bellingham & KTSO-WTV & 25.000 & 20.120 \\
Seattle & KING-TV & 271.000 & 20.120 \\
Spokane & KHKG-TV, KLYG-TV & 245.591 & 20.120 \\
Tumac & KINT-TV, KMD-TV & 277.000 & 20.120 \\
Yakima & KMIV & 2,500 & 20.120 \\

\end{tabular}

\[\text{Summer Theatre} Wins

\]

Top June 21-27 Position

TOP listing in Nielsen's June 21-27 radio rating goes to Lux Summer Theatre, with People Are Funny and Johnny Dollar taking second and third places, respectively. The complete listing:

\text{NATIONAL NIelsen-RATINGS

Top Radio Programs June 21-27, 1953

Nielsen-Rating*}

\text{Rank Program}

\text{No. of TV homes}(900)

1. I Love Lucy (CBS)
2. Godfrey's Friends (CBS)
3. Droop (NBC)
4. Tarent Scro (CBS)
5. Best of Grouch (NBC)
6. Jackie Gleason (CBS)
7. Toast of the Town (CBS)
8. What's My Line? (CBS)
9. Our Miss Brooks (CBS)
10. Goodnight Playhouse (NBC)

\text{City} \quad \text{Outlets on Air} \quad \text{Sets in Station Area} \quad \text{vHF} \quad \text{uHF}

\begin{tabular}{lrrr}
Fl. Worth & WRAF-TV & 258.140 & 30.180 \\
Galveston & KLG-WTV & 235.000 & 20.120 \\
Houston & KPRC-TV, KUHT* & 261.500 & 20.120 \\
Longview & KTVN & 10.600 & 0.120 \\
Lubbock & KXOB-TV, KHOB-TV & 30.033 & 20.120 \\
San Angelo & KTXR-TV, KXAZ-TV & 20.120 & 20.120 \\
San Antonio & KKBG-WTV, KBBG-WTV & 149.442 & 20.120 \\
Wichita Falls & KFW-O, KWTW & 37.540 & 20.120 \\
Salt Lake & KYT-V, KWTW & 172.200 & 20.120 \\
City & KSL-T, KWTW & 121.559 & 20.120 \\

\end{tabular}

\[\text{Lucy} Leads Videodex

\]

For June 26-July 2 Week

CBS-TV's I Love Lucy topped Videodex's network top 10 listings for the June 26-July 2 period in both percentage of TV homes and number of TV homes, it was announced last week. Complete Videodex breakdown follows:

\text{Videodex Network Top 10

June 26 thru July 2, 1953

No. of TV homes%

1. I Love Lucy (CBS)
2. Godfrey's Friends (CBS)
3. Droop (NBC)
4. Best of Grouch (NBC)
5. Tarent Scro (CBS)
6. Toast of the Town (CBS)
7. Jackie Gleason (CBS)
8. What's My Line? (CBS)
9. Our Miss Brooks (CBS)
10. Goodnight Playhouse (NBC)

\text{Rorbaugh Report Out}

FIFTH anniversary issue of the "Rorbaugh Report on Spot Television Advertising," for the second quarter of 1953, was released last week.

The 132-page report lists information on total advertisers by stations for the first two quarters this year, 25 top spot TV advertisers for the second quarter, a special study of spot TV costs for leading soap and detergent accounts, leading spot TV shows and network shows carried on a spot basis, an index of TV advertisers and a market section.
San Antonio's FIRST Maximum Power Station!

Take a look at WOAI-TV Coverage!

Now-100,000 Watts

San Antonio

21,600 Watts

WOAI-TV now serves over 1,000,000 people.

WOAI-TV now serves TWICE the area with SHARPER, CLEARER, STEADIER pictures.

An extensive Field survey of the San Antonio TV area has just been made. It is complete — concise — gives distance from antenna — altitude above sea level — reception — quality of reception. Ask Petry for copy.

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit

nbc AFFILIATE

WOAI-TV
CHANNEL 4
SAN ANTONIO
More than a thousand stations were represented at this year's BMI-BAB clinics, BMI Vice President Glenn Dolberg reports. "The free and brisk exchange of ideas and attitudes was wonderful to watch," he says.

A TOTAL of 2,845 persons from more than 1,000 stations in the U.S. and Canada attended the 48 regional BMI program clinics held during May, June and July, Glenn Dolberg, BMI vice president in charge of station relations, said last week in reviewing the third annual round of interstation discussions held under BMI auspices.

Unlike the past few years, when the clinic atmosphere was somewhat subdued as radio station executives pondered their best defense against the threat of TV, this year's clinics reflected the vigor of AM radio in the positive approach by broadcasters to the programming problems. "The free and brisk exchange of ideas and attitudes was wonderful to watch," Mr. Dolberg said. "More than ever before broadcasters seemed to realize the benefits and advantages derived from the pooling of ideas and information, at the same time lending stature and character to the industry at large."

The sessions showed broadcasters' keen awareness of the developing markets for play-by-play sports, local personality and new programs and concert music, Mr. Dolberg said. In sports, he reported stations highlighting local or "little league" games and events, in addition to sports events of national interest. The strong local appeal of local sports makes this type of broadcasting good programming and it also has the advantage of low pick-up costs, he said.

The same local emphasis was noted in news broadcasts, Mr. Dolberg said, with the feeling that "news hits hardest when it's close to home" highlighted in clinic discussions, which revealed that even some of the smallest stations are employing one or more full-time local newsmen, plus part-time reporters in outlying districts. Many stations are broadcasting short news programs as often as every half-hour, with constant rewriting and updating to keep the news fresh and exciting.

**Concert Music Stress**

Radio is broadcasting—and selling—more concert music than ever before, Mr. Dolberg reported.

The potentials and problems of broadcasting programs of non-dramatic literary material were outlined to clinic audiences by BMI representatives. They reported on BMI's plans for including a substantial catalog of both prose and poetry in its current licensing agreements with stations. Lists of both public domain and copyrighted non-dramatic material suitable for radio presentation and a script service will be sent to BMI subscribers as part of its "project literature," station executives were informed.

Stimulated by the back-to-back arrangement of BMI and BAB clinics, each one-day meeting forming part of a two-day program at the same place, the BMI sessions chatted up an overall attendance of 2,845 individuals from 1,002 stations. Station administrators made up the largest segment of clinic attendees, Mr. Dolberg reported, with a total of 867 station owners, presidents, vice presidents and managers present. Next largest group was made up of 601 program directors or programming department members, largely sales managers, totalling 345 and ranking third. Other clinic attendees included musical directors, librarians, disc jockeys, announcers, news and sports directors and other station personnel.

**BMI-Ricondi Pact Allows Complete Operas on Air**

COMPLETE performances of recorded operas may be broadcast by American radio stations for the first time under a contract between BMI and G. Ricondi of Milan, Carl Haverlin, BMI president, announced Tuesday. Past performances of operas copyrighted by the Italian publisher, presented on commercial radio stations without charge to air performances of operas copyrighted by the BMI president, announced Tuesday. More than 1,300 radio stations which a BMI survey found to be broadcasting an average of nearly six hours a week of concert music "are obviously broadcasting a lot of operatic material," he said.

**World Reports on 'You Win'**

SALES totaling more than $3 million have been reported by World Broadcasting System, radio affiliates selling World's telephone quiz show, 'You Win,' Robert W. Friedheim, World vice president, has announced.

The program, which was released to World stations without charge on May 15, is designed to feature a local personality as quiz master. According to Mr. Friedheim, many stations are selling the program to individual sponsors, while others are offering it on a participating basis, either for 30 minutes or an hour a day on a 52-week schedule.

**'Hour of Stars' in 70 Markets**

NEW Ziv radio show, The Hour of Stars, has been sold in more than 70 markets in the first few days it went on sale, according to Alvin W. Unger, radio vice president of Frederic W. Ziv Co. He revealed that several station executives have written the company praising the program as the "stimulant radio has been seeking."

**Oren W. Evans Dies**

FUNERAL services were held last Tuesday at Glendale, Calif., for Oren W. Evans, 53, West Coast director of the Broadcasting & Film Commission of National Council of Churches of Christ. He died July 25 after a heart attack. Survivors include his wife, Rita, and a daughter, Mrs. Dorothy Lytle.

---

**BAB CLINICS SHOW RADIO HALE-RYAN**

All radio stations are in their strongest competitive position in three years, says BAB President Bill Ryan after clinic series. He lists seven main topics discussed.

**RADIO stations throughout the country, big and small, are in a more competitive position today than they have been at any time in the past three years.**

This conclusion was reported last week by William B. Ryan, BAB president, after examination of the opinions of hundreds of radio sales executives who participated in the 43 BAB area clinics from May 26-July 11. The clinics which were held in conjunction with BMI (see story on this page), were attended by more than 2,900 broadcasters representing 1,070 stations, BAB said.

"In every section of the country," Mr. Ryan declared, "radio station owners and managers reported gains in the program of anywhere from 10% to 50% during the first six months of this year as opposed to 1952."

"Revenue increases have not been confined to any particular type of station or markets, but instead seem to reflect the fact that a large number of stations have started during the past year to sell more intelligently and aggressively."

**Selling Teams**

Mr. Ryan noted that two teams, each consisting of two BAB executives, traveled a total of 46,000 miles to meetings which were held simultaneously every other day in both the eastern and western sections of the nation.

The entire morning session of each clinic was devoted to a presentation by BAB executives of a seven-point plan designed to assist broadcasters in selling large retailers. The afternoon portion, he continued, featured a panel of area broadcasters discussing various phases of commercial radio.

As summarized by Mr. Ryan, broadcaster reaction to the most provocative topics were as follows:

**MERCHANDISING:** There still is a divided opinion as to the value of merchandising but enough station interest was displayed to prompt much radio advertising, according to Mr. Ryan. Detailed analysis of the concept and function of merchandising as its relates to radio advertising.

**JOINT COOPERATION OF STATIONS:** The trend toward formation of more state and city groups of broadcasters for the purpose of jointly selling radio as an advertising medium was underscored by the establishment of a special sales committee by the Oklahoma Assn. of Broadcasters to make presentations to all public utilities in the state. The action was taken during the Oklahoma City meeting. The formation of joint promotional groups in Phoenix and Tucson were announced during the Phoenix clinic, followed by similar action by Portland stations at the BAB session in that city.

**COOPERATIVE ADVERTISING:** Stations agreed their retail billings can be reduced substantially through encouraging local advertisers to utilize co-operative advertising funds when using radio time, but felt it was up to the stations, in many instances, to make the first, the retailer in ascertaining the amount of manufacturer money at his disposal.

**RADIO COPY:** There was wholehearted agree-
Pass the biscuits, Pappy...

or how Martha
White makes dough
in the milling business!

Since 1946, and using WSM and
WSM's Grand Ole Opry almost to the
exclusion of all other media, Martha
White Mills, Inc. has shown the most
phenomenal growth in Southern
Milling Circles.

Martha White's family flour business
has more than doubled. Martha
White Self Rising Cornmeal has
become a household word. And
Martha White Coffee, Martha White
Cake, Pancake and Waffle Mixes, and
Martha White Jams, Jellies and
Preserves have been successfully
launched in one of America's most
competitive food markets....

When you ask Cohen Williams, Jr.,
president of Martha White Mills, his
secret he grins and says, "Early to
bed, early to rise, work like hell, and
advertise over WSM..." The Martha
White Agency, Noble-Dury and
Associates, agrees.

Tom Harrison or any Petry Man can
fill in the Martha White details. It's
American radio's biggest single
success story!

WSM 650
Nashville
ment among the broadcasters that commercial copy could stand decided improvement and that it is the individual station's obligation to place at the disposal of local advertisers and agencies copywriters of a professional calibre who are fully acquainted with the account, product and the type of consumer a particular advertiser wants to reach with his message.

RATES: "Radio is continuing to underprice itself in practically every market in the country," was the feeling expressed over and over by broadcasters during the clinics. Many station operators contended that radio stations should not be ashamed to cite "increased cost of operating" as one of the motivating reasons for a rate increase. There was general agreement that the average radio station rate card sometimes hampers the retailer's use of the medium because of the rate-holder basis upon which discounts must be earned.

IMPORTANCE OF SELLING BROKERS, ETC.: Stations feel more effort should be exerted to sell brokers, distributors and wholesalers on the sales effectiveness of radio. It was indicated that companies influence a tremendous amount of retailer advertising, particularly when placed on a co-operative basis.

SALES EFFECTIVENESS SELLING TOOLS: The stations agreed almost unanimously the most effective basis upon which radio can be sold is by exploiting the medium's ability to produce sales results. Results of dollar-for-dollar competitive media tests, audience mail pull and sponsor testimonials were cited as strong sales points that should be utilized to a greater extent.

BAB executives who participated in the clinics, in addition to Mr. Ryan, were Vice President Kevin B. Sweeney; Director of Local Programming Jordan Bohn; President William E. Ryan; Director of National Promotion R. David Kimble and Midwestern Sales Director Gale Blocki Jr.

NARTB Creates Sports Committee

CREATION of NARTB's Sports Committee, a group authorized by the NARTB board of directors at its June meeting to improve relationships between radio-TV broadcasters and amateur and professional sports interests, was announced Thursday by NARTB President Harold E. Fellows.

Mr. Fellows appointed George J. Higgins, KMBC Kansas City, Mo., as chairman of the group, which will work out arrangements between broadcasters and sports leaders for broadcast rights to sporting events. No date or place has been set for the group's first meeting.

Other members: Ben Strouse, WWDC Washington; Ben Laird, WDUZ Green Bay, Wis.; Joel Fulton, WQXI Atlanta; William McGlath, WHDH Boston; William E. Ware, KSTL St. Louis; Harold Hough, WBAP-TV Fort Worth; M. C. Watters, WCPO-TV Cincinnati; D. L. Provost, WBAL-TV Baltimore; Robert Tincher, KVTV (TV) Sioux City, Iowa; and Robert B. Hana, WRGB (TV) Schenectady, N. Y.

Audio-Visual Workshop

THE 10th International Audio-Visual Workshop will be held by the National Council of the Churches in Christ at Green Lake, Wis., Aug. 31-Sept. 5, it was announced last week.

Expected to attend are voluntary members of audio-visual and radio committees of national, state, county and city agencies. Registration forms are being mailed by the council's audio-visual and radio education departments, Chicago.

Page 46 • August 3, 1953

B R O N Z E P L A Q U E is presented by BAB to M. E. Blatt Co., Atlantic City, a dominant department store in southern New Jersey, at the end of Blatt's second year of full-scale use of radio as its only day-to-day medium. At the presentation are (t o r ) David Freedman, general manager, WMID that city; William B. Ryan, BAB president, presenting plaque to M. E. Blatt, Blatt's president, and John G. Stuckell, general manager, WOND that city.

B A B I S S U E S A N N U A L F I N A N C E R E P O R T:

INCOME $615,694, SPENDING $595,822

The radio promotion organization shows substantial growth for the year ended March 31, and projects a 'minimum' budget of $642,000 for the next 12 months.

BAB's income for the fiscal year ended March 31 aggregated $615,694 and its expenditures totaled $595,822 for national and local promotion of radio as a sales medium, the annual report showed last week.

Reflecting the organization's growth, these figures for its second year of operation as an independent bureau compare with $313,000 received during 1951-52. With $18,075 carried over from 1951-52, plus the $19,872 excess in 1952-53, BAB closed last year with a reserve of $37,947. "Minimum" budget for the 1953-54 year, which started April 1, is $642,000.

During the year between April 1, 1952, and March 31, 1953, the report showed, membership rose 43%—from 544 stations and the four national radio networks to a total of 799 stations, the four networks, and nine radio station representation firms.

The report, signed by President William B. Ryan and Board Chairman Charles C. Caley of WMBD Peoria, listed the following BAB accomplishments of the past fiscal year:

- Preparation and delivery of 662 "sales tools," ranging from 51 major presentations such as "Sears Counts Its Customers" to multi-graphed continuing services like the weekly "BAB Radio Salesman," which goes to each BAB member. This is more than twice the number delivered in 1951-52.
- Handling members' requests for individual service, which totaled 3,228. Number of such requests for help on specific problems averaged 120 a week in March of this year as compared to 19 a week in April 1952.
- Increase in staff from 21 to 30, including addition of a director of national promotion (R. David Kimble), opening of a Chicago office (with Gale Blocki Jr. as Midwest sales director), and additions in national and local promotion departments, research departments, and library.
- Holding of 44 area sales clinics in 38 states, with total attendance of 2,123 representatives from 351 member stations.
- Marked increase in number of radio sales presentations to advertisers and agencies. Major presentations numbered 860, the rate rising to more than 100 a month in February and March.
- Issuance of 36 direct-mail pieces to BAB's list of 4,100 executives of national and regional advertisers and agencies, plus 75 news releases and 40 specially written articles for business publications.

- "The most comprehensive advertising campaign in the history of the radio medium," including ads carried by BAB in 12 trade publications and four general newspapers and by BAB members in papers throughout the country, plus on-the-air promotion for radio on more than 1,100 stations.
- Underwriting of media sales effectiveness studies for Kroger and Block & Kuhl stores, and of three pilot studies on "extra sets" and "listeners on wheels."

Expanded Program

- Addresses by BAB executives before 58 meetings of advertisers, part of an expanded program "which has resulted in more than a dozen trade associations radically revising their recommendations to members or retailers to include radio as a major part of annual or seasonal promotions."
- Realignment and expansion of BAB "sales tools" in conformity with findings of a survey of membership wishes and needs.

Highlights of the sales tools survey were reported as follows:

"Fifty per cent of the stations had used personal service, and for 48% of these the answers supplied by BAB had produced a sale."

"Seventy-five per cent thought the area sales clinics excellent."

"The most profitable continuing services (in respect to sales actually made with the material) were the 'co-op cards,' the 'radio gets results' success stories, and the 'sales opportunities calendar,' which produced business for..."
YOU MIGHT GET A 1600-LB. BULL MOOSE—

BUT...

YOU NEED THE FETZER STATIONS TO BAG AUDIENCES IN WESTERN MICHIGAN!

WKZO-WJEF

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan’s outstanding radio values. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with 41% of the morning audience, 41% of the afternoon, and 40% of the nighttime. The next-best two-station choice gets only 24%, 20%, and 29%, yet costs 13.9% more! And Kalamazoo and Grand Rapids are only part of the story. Latest Nielsen figures credit WKZO-WJEF with a 12-county audience of 151,050 daytime radio homes—130,530 nighttime radio homes!

WKZO-TV (80,000 WATTS VIDEO—40,000 AUDIO)

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture reaches more than 300,000 television homes in 27 Western Michigan and Northern Indiana counties. This is one of America’s really important television markets—far bigger than Rochester or New Orleans, Miami or Houston, Denver or Omaha. WKZO-TV blankets this market: April, 1953 Nielsen figures credit WKZO-TV with an average nighttime audience of 198,678 TV homes, or 47.9% more than Station “B”—an average daytime audience of 126,889 homes, or 41.3% more than Station “B”!

That’s the Fetzer story in a nutshell. Ask your Avery-Knodel man!

* F. D. Fetherston and D. G. MacDonald got one this size on the Magnessippi River, Quebec, in 1889.

ALL THREE Owned and Operated by FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
41%, 23%, and 18% of the stations, respectively. The most effective major presentations were ‘Sears Counts Its Customers,’ ‘Count Your Customers,’ ‘Listeners on Wheels,’ and ‘National Advertising Readership,’ which rang the cash register for 30%, 28%, 16%, and 15% of the stations, respectively.

A breakdown of BAB income for the past year showed that 81.3%, or $499,747, came from radio stations and that 15.4%, or $99,000, came from the four networks. The rest was derived from station representatives, transcription firms, associate members and the sale of extra BAB materials to members.

The report said two-thirds of station members pay less than $50 a month for BAB service. Seven stations pay $500 or more, and 49 pay $15 or less.

BAB's balance sheet as of March 31, 1953, is as follows:

**ASSETS**

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$46,983.55</td>
</tr>
<tr>
<td>Accounts receivable—Members</td>
<td>15,576.27</td>
</tr>
<tr>
<td>DEPOSITS, PREPAYMENTS AND ADVANCES</td>
<td>$62,353.82</td>
</tr>
<tr>
<td>FURNITURE, EQUIPMENT AND LEASE</td>
<td>1,763.87</td>
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<tr>
<td>HG: IIA IMPROVEMENTS</td>
<td>$17,571.62</td>
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<tr>
<td>Less: Depreciation and amortization</td>
<td>5,480.03</td>
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<tr>
<td>Date</td>
<td>12,121.59</td>
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<tr>
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<td>$76,279.28</td>
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**LIABILITIES**

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<tr>
<td>Notes payable—Due January 31, 1954</td>
<td>$2,786.56</td>
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<tr>
<td>Accounts payable</td>
<td>18,216.31</td>
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<tr>
<td>Accrued taxes payable</td>
<td>5,966.00</td>
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<td>$26,964.47</td>
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**DUES PAID IN ADVANCE**

<table>
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<tr>
<td>HOST IVORY—Due January 31, 1956</td>
<td>8,454.83</td>
</tr>
<tr>
<td>RESERVE</td>
<td>37,947.47</td>
</tr>
<tr>
<td></td>
<td>$46,402.28</td>
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</tbody>
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**STATEMENT OF INCOME AND EXPENSE**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Income</td>
<td>$615,694.46</td>
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<tr>
<td>National promotion</td>
<td>$31,908.00</td>
</tr>
<tr>
<td>Local promotion</td>
<td>25,914.21</td>
</tr>
<tr>
<td></td>
<td>59,952.21</td>
</tr>
<tr>
<td>EXCESS OF INCOME OVER EXPENSES</td>
<td>19,877.25</td>
</tr>
<tr>
<td>UNEXPENDED BALANCE—April 1, 1953</td>
<td>18,075.22</td>
</tr>
<tr>
<td>RESERVE—March 31, 1953</td>
<td>$7,947.47</td>
</tr>
</tbody>
</table>

**RTMA Changes Name to Add More Electronics Companies**

CONCURRENT with the change of name of the Radio-Television Manufacturers' Assn. to the Radio-Electronics-Television Manufacturers' Assn. (RTMA), Chairman Robert C. Sprague appointed temporary chairmen of two new board committees signifying the broadened base. New appointments are F. R. Lack, Western Electric vice president, for the Electronics Industry Committee, and Mr. Sprague, president of Sprague Electric Co., for the Radio-Television Industry Committee. Permanent chairmen of both committees will be elected at the RTMA board meeting in New York Sept. 17.

The change of name was authorized at a vote held in Washington July 27 when officers of the association and chairmen of divisions cast their proxies for the name change voted by the board last June. As part of the reorganization, RTMA also will have three new directors representing the Set Division, five representatives from the BAB division, and one representing the Tube Division. The board will also be increased up to 10 additional directors to represent the new member companies.

**GOVERNMENT**

**PRESIDENT NAMES STREIBERT TO HEAD INFORMATION AGENCY**

The industry will have its second big name in the overseas information program if the Senate confirms the nomination of the former WOR-AM-TV president. Leonard Erikson was sworn in as Voice of America chief last Monday.

PRESIDENT EISENHOWER last week reached into the top drawer of the radio industry to appoint Theodore C. Streibert, a veteran broadcaster, to head the new U. S. Information Agency.

The USIA replaces the International Information Administration under the President's reorganization of the Government's overseas information program.

This was the second appointment to the agency of a prominent figure in the broadcast media world. Leonard F. Erikson, vice president and director of the New York advertising agency, McCann-Erickson Inc., was sworn in as Voice of America director last Monday (see picture).

Mr. Erikson declared at the swearing-in ceremony that the Voice is the only means of reaching behind the Iron Curtain. VOA, he said, is the only medium through which millions of peoples are being presented with "unbiased news." He succeeds Alfred H. Morton, acting voice chief who becomes a chief consultant in the new information agency.

Mr. Streibert left the presidency of WOR-AM-TV New York and the vice presidency of General Teleradio Inc., owner of the WOR properties, last October, ending nearly 20 years association with the station [B*T, Oct. 13, 1952]. He was a director of MBS and served as 1949-1951 chairman of the board.

More recently Mr. Streibert served in Germany as consultant to U. S. Ambassador Conant as well as consultant in the High Commissioner's Office of Public Affairs, which operates the U. S. radio outlet, RIAS Berlin, and a German daily newspaper.

The President brought him back to the US to take over the information post. Only a short while ago, Mr. Streibert had returned from an overseas trip during which he took part in a survey of information facilities in Europe. It was this survey which supplied essential data for the reorganization of the program to which he has been appointed.

Mr. Streibert's nomination was sent to the Senate for confirmation last Thursday.

Immediate support of Mr. Streibert was voiced by an outspoken critic of the information program. Sen. Karl E. Mundt (R-S. D.) said he knew Mr. Streibert and his "rich background experience as a business executive in radio."

Sen. Mundt said that Mr. Streibert's reputation indicates that he be equipped to give the IIA the tight-fisted, tough-minded administration it needs.

President Eisenhower, in announcing the nomination, said: "Our overseas information service never carried a heavier responsibility than it does now. The Service must clearly and factually present to the world the policies and objectives of the U. S. It is not enough for us to have sound policies, dedicated to goals of universal peace, freedom and progress."

"These policies must be made known and understood by all peoples throughout the world. That is the responsibility of the new U. S. Information Agency."

The agency will comprise all information activities formerly carried on by the IIA (including Voice of America), as well as information services of the Mutual Security Agency and the Technical Cooperation Administration.

In meeting newsmen after the appointment was announced at the White House, Mr. Streibert said: "I have nothing to add to what the President has said. I know it's a big job. I recognize the great responsibility that has been entrusted to me and I will do the best I can. I know there is a lot of hard, tough work ahead."
quality television stations
demand quality representation

Harrington, Righter and Parsons, Inc.

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

Television station representation—our only interest.
Information Funds

THE SENATE last week restored $20 million of the $27.6 million cut made by the House in the International Information Administration appropriation. The IIA was scheduled to become the U. S. Information Agency, effective last Saturday. Voice of America is operated by the agency. A joint Senate-House conference was set for last Friday. The $20 million addition, if approved, would bring the total information fund to $70 million. The Administration had been disturbed by the House action [B*T, July 27].

the station in 1938. Seven years later he succeeded Mr. McCook in the presidency.

Mr. Streibert served as a member of the boards of NARTB and BMI and was a director of BAB.

Other information developments:

* Outgoing head of IIA, Dr. Robert L. Johnson, named a committee of religious leaders to help the program to stress the importance of spiritual values in the U. S.

* The Senate refused to give the USIA chief absolute hire-and-fire authority over all employees of the new agency.

Sen. Homer Ferguson (R-Mich.) and Bourke B. Hickenlooper (R-Iowa) argued its necessity in order to let the new director remove what they called "misfits" and "incompetents."

Thodore C. Streibert
Named to top information post

BRICKER NEW SENATE COMMERCE CHIEF

Ohioan takes over the Interstate & Foreign Commerce Committee chairmanship left by the late Sen. Tobey. He states the group will keep a close watch on educational TV.

SEN. JOHN W. BRICKER (R-Ohio) took over officially last Wednesday as the new chairman of the radio-influential Senate Interstate & Foreign Communications Committee. He succeeds Sen. Charles W. Tobey (R-N. H.) who died July 24 after suffering a coronary thrombosis [at DEADLINE, July 27].

According to Sen. Bricker, the committee will maintain a close watch on educational TV. Speaking of the educators, Sen. Bricker, who has long advocated that FCC provide ample channel reservations for them, told B*T:

"I want them to get what they deserve. I do not want channels reserved for them to get away."

The key Senate post went to Sen. Bricker by seniority. First in line was Sen. Homer E. Capehart (R-Ind.). Sen. Capehart declined it, preferring to retain his chairmanship of the Senate Banking & Currency Committee.

Sen. Bricker commented that the communications field is one in which he has long been interested, and recalled his service in regulatory matters. That experience dates back to his three years on the Ohio Public Utilities Commission. From there, Sen. Bricker, a Columbus, Ohio, lawyer, became the state's attorney general, serving two terms.

Political History

Sen. Bricker was governor of Ohio for three terms and the Republican candidate for Vice President in 1944 when New York Gov. Thomas E. Dewey unsuccessfully bid for Presidency.

The Ohioan was elected to the Senate in 1946 and has held the seat since. He is not up for re-election until November 1958.

The death of Sen. Tobey leaves a GOP vacancy on the committee (normal composition: eight Republicans, seven Democrats). Sen. Edwin C. Johnson (D-Colo.) is the ranking Democrat.

Speculation that the Senate might change from Republican to Democratic control because of Sen. Robert A. Taft's (R-Ohio) death last Friday was dispelled by an appeal to Sen. Wayne Morse (Ind.-E.).

Sen. Morse said he would vote with the GOP thereby not taking advantage of any parliamentary emergency to defeat the will of the people as expressed at the ballot-box last fall.

With an Ohio vacancy, Gov. Frank J. Lausche would be expected to name a Democrat to succeed Sen. Taft. This would give a lineup of 48 Democrats, 47 Republicans and Sen. Morse, an Independent. Should Sen. Morse vote with the GOP, it would leave it up to Vice President Nixon to break the resulting tie and retain Republican control.

But with such a precarious lineup, control still could shift in the interval between adjournment and convening of the second session in January, should there be a further toll of any GOP Senator from a state governed by a Democratic chief executive. Sen. Johnson would resume the chairmanship of the Commerce committee if Senate control turned Democratic.

Sen. Bricker had hardly time to get used to his new committee responsibility. As he took over the reins, Congress was in the annual legislative crush for adjournment.

HINSHAW ASKS PROBE OF SUBSCRIPTION TV

REP. CARL HINSHAW (R-Calif.) wants the House Interstate & Foreign Commerce Committee to explore the entire field of subscription television.

That is what he told B*T last week.

The Congressman also denied that there was any outside interest which prompted him to introduce a bill on subscription TV that has stirred considerable interest in the broadcast industry.

The Hinshaw bill (HR 6431) would make subscription TV and theatre TV common carriers. It would do so by amending the Communications Act [B*T, July 27].

The Congressman reiterated what he had said a fortnight ago: His purpose is to redefine broadcasting so as to eliminate any confusion that the public can be charged for receiving a broadcast program.

At the same time, it was learned that Rep. Oren Harris (D-Ark.) also expects to plug next year for an exploration of subscription TV. Both Congressmen are members of the House Interstate & Foreign Commerce Committee.

Rep. Hinshaw believes that if a fee is to be collected for receipt of a program transmitted over the airwaves then the amount of the charge must be set by FCC.

Asked whether it was his intention that subscription TV would be sent on broadcast or a common carrier frequency, Rep. Hinshaw said that was for the FCC or Congress to decide.

"The bill," he said, "is my own idea." Reason why it was introduced so late in the session? He just got around to offering it.
KTYL-TV is First...

...IN ANTENNA HEIGHT: KTYL-TV's towering mountain-top antenna is four times higher than any other Arizona station!

...IN COVERAGE AREA: KTYL-TV blankets a fat 63.2% of the state's population including all of Metropolitan Phoenix and Central Arizona!

...IN RECEPTION: KTYL-TV's clearer, brighter, sharper picture is received in areas where other stations don't even register a signal!

...IN PROGRAMMING: KTYL-TV programming is a blend of the best in network, live and film programs... and the fan mail is terrific!

...IN MERCHANDISING: KTYL-TV Merchandising Department suggests you contact your Avery-Knodel man for proof of its performance for national advertisers.

...IN FACILITIES: KTYL-TV Studios are considered the most advanced Television Center in the Southwest!

NBC and DuMont affiliate for
Phoenix and Central Arizona
SENATE SCRATCHES NARBA FOR 1953

Sen. Tobey's death stops Senate Foreign Relations Committee plans to bring North American Regional Broadcasting Agreement to swift vote.

THE NORTH American Regional Broadcasting Agreement officially was declared a casualty last week in the Congressional drive for adjudication.

The word came from the Senate Foreign Relations Committee, which had been holding executive sessions on the agreement. The international treaty, affecting principally television costs in North America, was put aside principally because of the death of Sen. Charles W. Tobey (R-N.H.) (see story this section). The late Senator had sparked the drive for ratification of NARBA. He was chairman of a Foreign Relations subcommittee that had held hearings on the treaty.

The course open now is multifold. Since this is the first session of the 83d Congress, legislation piling now carries over to the second session beginning in January. Thus, the committee chairman, Sen. Alexander Wiley (R-Wis.), could name a new subcommittee—possibly even hold additional hearings, or the committee could consider NARBA in executive session. But even these possible moves will be laid aside until 1954.

NARBA, which has been before the Senate since 1951, has been progressing at a turtle's pace. A subcommittee was named last in the second session of the Democratic 82d Congress. Another was named for the GOP-organized 83d.

Hearings were held in mid-July with radio industry leaders expressing their views—pro and con (B&T, July 13).

CAMPAIGN COSTS STUDY URGED

TELEVISION's cost to political campaigners was underscored by Sen. Hubert H. Humphrey (D-Minn.) who last week introduced a bill in the Senate to create a committee to study the problem of campaign expenditures.

The bill (S 2538) contains a section directing the commission to "consider the recent sharp increase in campaign costs due to radio and especially television costs, and consider the possibility of limiting such costs through limitations upon radio and television rates for political programs, or through requirements for the protection of a certain amount of free air time to political candidates as a public service, or through limitations upon campaign expenditures for this purpose."

The bill was referred to the Senate Rules Committee.

Sen. Humphrey said, "The mounting cost of television in recent political campaigns has brought about concern lest only the wealthy—or those who have the support of wealth—could afford to represent their fellow Americans in national office."

A situation of that kind "would endanger our democratic system of government," Sen. Humphrey said. The commission would be made up of representatives from public office and private life.

Similar concern was voiced three weeks ago by Sen. Wantling (Ind.-Ore.) in a Senate speech (B&T, July 20).

Halleck Lauds MBS Show

HOUSE Majority Leader Charles A. Halleck (R-Ind.) last Monday inserted in the Congressional Record a plaudit for MBS Reporters Roundup in marking the show's three years on the air a week from today (Aug. 10). Rep. Halleck said the radio program is one that "contributes to a greater understanding of public affairs by its search for facts in the American tradition of a free press." He also praised the program's moderator, Everett Holles.

HOUSE SETS PROBE OF FOUNDATIONS

A NEW investigation of tax-exempt foundations will be launched by the House.

That body voted last week to set up a five-member special committee to investigate tax-exempt educational or philanthropic foundations to determine if any are "using their resources for un-American and subversive activities, for political purposes, propaganda or attempts at corruption." (S 3699, July 26.)

Rep. B. Carroll Reece (D-Tenn.) sponsored the legislation. He was expected to head the committee which will report to Congress by Jan. 3, 1955.

A special House committee conducted a similar probe in the last Congress. It was backed by Rep. Eugene E. Cox (D-Ga.) who died before it was completed.

Rep. Reece, in pushing for the committee before the House last week, directed much of his fire against the Ford Foundation, which granted $15 million for a civil rights investigation including a look at current methods of combating the Communist menace. The foundation also has made grants to educational TV groups and supports the TV-Radio Workshop.

Also coming under attack by Rep. Reece was the American Society of Composers, which makes annual awards for outstanding radio and television programs. The Congressman pointed to the U. of Chicago Round Table radio program as being suspect as "a propaganda sounding board." The show, he said, has received funding from the Sloan foundation.

He also charged the 1951 grant of $50,000 by the Ford Foundation to the Advertising Council Inc. for "a reaffirmation of the principles of American society" culminated in an economic education program that smacked of socialism.

 Moviemen Urge President To Approve Tax Repealer

DELEGATION of motion picture executives (representing Council of Motion Picture Organizations) called on President Eisenhower last Thursday to urge him to sign the Congress-passed bill repealing 29% tax on movie theatre admissions (B&T, July 27). According to spokesman Robert W. Coyne, counsel for COMPO, movie people told the President that 5,000 theatres had closed in the last five years, and that with 17,000 per day are closing now. If tax relief is not granted, the motion told him, the President, 5,000 more would close in the next 12 months. Mr. Coyne told newsmen that 29% of the tickets in TV markets had failed, compared to only 2% in non-TV markets.

Overseas Radio-TV Study Approved by House Unit

THE HOUSE Foreign Affairs committee last Wednesday approved a Senate-passed joint resolution to set up a Committee on Communal Use of International Telecommunications (B&T, July 27).

The Commission, made up of government and private members, would study international telecommunications and recommend policies to stimulate the development and effective use of media in fostering cooperation among overseas nations. The exploration would be made in connection with the U.S. overseas information program.

Senate Votes Gallery, Facility Remodeling

THE SENATE Radio-Television Gallery last week got a Senate okay to begin a $33,000 face-lifting.

The Senate also gave more space to the Joint Recording Facility at an expense of $24,000. When the work on the gallery is completed it will provide a large TV studio to handle live telecasts. The studio also could be subdivided by acoustical doors to permit simultaneous productions in two filmings for television or other combinations. Three radio booths will be built.

The joint facility which cuts discs and produces film for TV for lawmakers in Washington to their home stations, will now have a radio and television room in the Senate for the use of members there. House members can continue to use the present facility located in the Old House Office Bldg.

In testifying before a Senate appropriations unit, Robert J. Coar, coordinator of the facility, revealed that 82% of Senate and 53% of House members are being served with radio and TV. He said a number of new committees, will use the film in their campaigns next year.

President To Sign $7.4 Million for FCC

PRESIDENT EISENHOWER last week was to sign an appropriations bill, passed by Congress, which gives FCC $7.4 million for fiscal 1954. Of this amount, $1,018,496 is directed to be applied to TV application processing, says Bureau of the Census got $1.5 million for its business, agriculture and manufacture censuses. The Federal Trade Commission received $4,053,800, while the National Bureau of Standards would get $2 million to continue research in radio propagation and standards.

McCarran Blocks FCC Bills

SEN. PAT MCCARRAN (D-Nev.) last week objected (for the third time) to three FCC-required bills when they appeared on the Senate calendar.

The bills had been passed by the House earlier in the year and subsequently approved without change by the Senate Interstate & Foreign Commerce Committee.

The bills are HR 4558, which would extend the time FCC has to act on a protest from 15 to 30 days; HR 4557, which would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559, which would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense.

Sen. McCarran did not give any reason for his objections.
ST. LOUIS HOUSEWIVES

"just love that TONY GLENN"

MID MORNING KSTL's IDOL

Every morning at 10, work stops in St. Louis homes, and housewives settle back to enjoy the charms of smooth-voiced Tony Glenn, KSTL's handsome disc jockey, on his platter-chatter program, "Messin' Around with Records."

Tony wows 'em and Tony sells 'em. His long-time experience in the radio field enables him to profitably pass along your sales message to the gals who count...the gals who do the buying. Spots or program segments now available...but hurry!

CONTACT YOUR NEAREST FORJOE MAN

KSTL 15 ST. LOUIS

AFFILIATED WITH KSTM-TV...on the air soon

William E. Ware, President

Broadcasting • Telecasting

August 3, 1953 • Page 53
FCC GRANTS NASHVILLE’S SECOND VHF IN WEEK’S TOTAL OF 9 TV PERMITS

Merger and option proposals make possible five of nine grants last week, including the only vhf channel at Greenville, S. C. Other permits are given for Anchorage, Alaska (two vhf channels); Cedar Rapids, Iowa; Brockton, Mass.; Portland, Me.; Wilmington, N. C., and Spartanburg, S. C.

SECOND vhf TV station for Nashville, Tenn., and the only vhf outlet possible at Greenville, S. C., were authorized by FCC last week after mergers of competitive applicants in both cases. Compromise led to a merger permit for Ch. 4 at Greenville upon withdrawal of the competitive applications of the Greenville News-Piedmont Co. (WFBC) and Textile Broadcasting Co. (WMRC). Both of the latter bidders were interested in a merger proposal and would have acquired part interests in Carolina Television Inc. The grantee is to be reorganized under the name of WMRC Inc. and one of the two AM stations is to be disposed of in a manner as yet undecided.

Ch. 4 is the only vhf assignment allocated to Greenville. Earlier, vhf Ch. 23 was granted for WGVL (TV), locally-owned outlet which was to commence operation this past weekend. Another vhf facility was rejected there, Ch. 29, is reserved for educational use.

WSIX Granted

At Nashville, Ch. 8 was granted to WSIX Broadcasting Co. (WSIX) after withdrawal of the mutually exclusive application of Volunteer State Broadcasting Co. (WMAK). Volunteer has received an option for purchase of 25% for 12 months and an option for vhf Ch. 1, to be exercised Dec. 1, 1955. The vhf TV firm would be organized and WSIX would continue separate under its present ownership.

Nashville has one pre-freeze operating station, WSM-TV, on vhf Ch. 4. Only other vhf assignment is for intermediate Ch. 2. At nearby Old Hickory, Tenn., vhf Ch. 5 has been assigned, having been removed from Nashville to correct an allocation error. Two Nashville stations, WAC and WKDA, are competitors for Old Hickory’s Ch. 5. No applications pend for uhf Chs. 30 and 36 at Nashville.

The Greenville and Nashville grants were among the total of nine new construction permits issued by the Commission Thursday, of which eight are possible by withdrawal of competitive applications.

The new grants:

Anchorage, Alaska—Kiggins & Rollins (also Ch. 2 grantee at Fairbanks) granted vhf Ch. 2 with effective radiated power of 13.9 kw visual and 8.3 kw aural; antenna height above average terrain 40 ft. Temporary mailing address: 841 Turquoise St., San Diego, Calif.

Anchorage, Alaska—Northern Television Inc. granted vhf Ch. 11; ERP 3.2 kw visual and 1.6 kw aural; antenna 130 ft. Address: Danali and E. 7th Ave., Anchorage.

Cedar Rapids, Iowa—Hawkeye Television Co. granted uhf Ch. 20; ERP 18.2 kw visual and 8.3 kw aural; antenna 500 ft. Address: Merchants National Bank Bldg.

Brockton, Mass.—Trans-American Enterprises Inc. granted vhf Ch. 62; ERP 190 kw visual and 105 kw aural; antenna 480 ft. Temporary mailing address: 225 Washington St., Boston.

Portland, Me.—Congress Square Hotel Co. (WCSH), granted ERP 190 kw visual and 90.1 kw aural; antenna 590 ft. Address: 157 High St.

Spartanburg, S. C.—WMFD-TV Inc. (WMFD) granted vhf Ch. 6; ERP 53.7 kw visual and 26.9 kw aural; antenna 350 ft. Address: Princess Radio Bldg.

Spartanburg, S. C.—Sterling Telecasting Co. granted uhf Ch. 17; ERP 106 kw visual and 50.1 kw aural; antenna 1,180 ft. Address: 300 N. Main St. Grant is without prejudice to any action which FCC may take with respect to any future application which is filed to effectuate the merger agreement with Greenville News-Piedmont Co. (WFBC) submitted as part of the merger plan also includes Textile Broadcasting Co. (WMRC).

Spartanburg, S. C.—Sterling Telecasting Co. granted uhf Ch. 17; ERP 106 kw visual and 57.5 kw aural; antenna 606 ft. Address: 124 H. Main St.

Nashville, Tenn.—WSIX Broadcasting Co. (WSIX) granted vhf Ch. 8; ERP 316 kw visual and 186 kw aural; antenna 879 ft. Address: Nashville Trust Bldg. Dismissed competitor, Volunteer State Broadcasting Co. (WMAK), has received option for vhf Ch. 12 at Nashville with 25% interest at $26,000 in TV venture only.

At Portland, Me., the Ch. 6 grant to WCSH was made possible by withdrawal of the competitive bid of Oliver Broadcasting Corp. (WPOR), whose principals are interested in the new Ch. 8 grant to Mt. Washington TV Inc. for a transmitter atop Mt. Washington, N. H. [B*T, July 20]. Because of signal overlap, they were required to give up the WPOR application.

Similarly, Granite State Broadcasting Co. (WSVT) gave up its uhf Ch. 37 application at Claremont, N. H., since its principals are interested in the Mt. Washington Ch. 8 grantee. There is no other bid pending for Ch. 37 there.

By Year’s End

William H. Rines, managing director of WCHS, reported he hopes the new Ch. 6 station will be on the air by the end of this year. RCA equipment will be used and Weed TV will be national representative. WCHS is an NBC outlet, and the future affiliation is not decided.

The Ch. 6 grant to WMFD-TV Inc. at Wilmington, N. C., was facilitated by dismissal of the competitive application of WGTI-TV Co. there. WMFD-TV has set next spring as target date, according to President Richard A. Dunlee, owner of WMFD-AM there. RCA equipment will be installed.

At Spartanburg, S. C., the Ch. 17 authorization to Sterling Telecasting was made possible by the withdrawal of Piedmont Radio Co.’s bid. Piedmont told FCC it recently studied advertiser acceptance of uhf and vhf facilities in cities comparable to Spartanburg and its stockholders concluded that “delay occasioned by a hearing would probably be fatal to the uhf application. The survey also casts some doubt as to the ability of the uhf to survive. . . . even if granted before the vhf.”

Earlier in the week, Sterling Telecasting asked FCC to drop its petition which sought dismissal of the Piedmont application “as sham or for want of good faith.” Piedmont denied the allegations. At one time it was reported FCC had written Piedmont for additional data on its application [B*T, June 22, 8].

Sterling Wright, president of Sterling Telecasting, said the Ch. 17 station hopes to be on the air in six months and RCA or DuMont equipment will be used.

Carolina Television has no target date estimated for the new Ch. 6 outlet, and it is as possible. Capitalization of the firm is to be enlarged to $1 million under the merger plan, with the name changed to WMRC-TV Inc. President Alerster G. Furman Jr. and his present Carolina Television associates will have 22% interest in WMRC-TV Inc., while the remaining 78% will be divided equally between the WPBC and WMRC stockholder groups.

New Subsidiary

The Greenville News-Piedmont Co. has formed a subsidiary firm, Blue Ridge Radio Co., which will own WPOR's WPBC properties separate from the newspaper interests in order to facilitate the merger.

WMRC is headed by Robert A. Jolley while Roger C. Peace and family control WPBC.

The two merger groups have decided that a committee of 10 will advise on organization of the new WMRC-TV Inc. as well as on disposition of either WMRC or WPBC.

Four members of the committee are to be chosen by the Jolley group, four by the Peace group and two by the Furman group.

Lous Draughon, president and general manager of WSIX Nashville, Ch. 8 grantee, reported a TV target date of Nov. 1 with George P. Hollingbery Co. as representative. GE equipment will be used. CBS-TV announced that WSIX-TV will become a primary basic affiliate.

William Zeckendorf, New York real estate and construction executive who is a principal in Hawkeye Television Co., said he was “shocked” to receive the Ch. 20 grant at Cedar Rapids, Iowa. “so soon. “Now we have to get busy,” he commented, not having specific information about starting date, equipment, representative or network affiliation.

The new Ch. 2 grantee at Anchorage, Kiggins & Rollins, is a co-partnership of Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor.

Northern TV Inc., Ch. 11 grantee at Anchorage, is headed by President A. G. Hiebert (27.6%), minority stockholder and director of KENI there and KABI Ketchikan, KFAR Fairbanks and KJNO Juneau. Jack M. Walden, KENI chief engineer, holds 6.7%. There are 22 local minority stockholders.

Meanwhile, FCC dismissed the application of WHPE High Point, N. C., for Ch. 6 since the channel is not assigned there. The Commission also dismissed an application for consolidated hearing with Ch. 6 applicants at Wilmington, N. C. and Beckley, W. Va.

Earl Stanley to Law Firm

EARL R. STANLEY, TV attorney at FCC, has resigned from the Commission effective July 17 and last Monday joined the Washburn & Albertson firm of Kansas City, whose practice includes radio-TV. Mr. Stanley was attorney with the Applications Branch, TV Facilities Division of FCC's Broadcast Bureau.

Three Year TV Licenses

FULL TEXT OF FCC's proposal to extend the TV license period from three years from the present two years [B*T, July 27] is published on page 98 of this issue. Lengthy dissent of Comr. Frieda B. Hennington, calling for national program conference and investigation of TV programming, also is published. Comments on the proposal are due at FCC by Sept. 1.
ALL THIS AND WCAN-TV, TOO!

1953 is an EYE-opening year for Milwaukee. It all began when Milwaukeeans got their first LOOK at the Braves. They couldn’t believe their EYES, nor could the rest of America.

WHY?
A new landmark is being added to the Milwaukee skyline. Soon the new WCAN-TV tower will be completed on top the famous Schroeder Hotel in downtown Milwaukee. The tower will rise 1,287 feet above sea level—577’ above terrain—and will be the transmitting point of new and clearer television entertainment for this great area.

With the completion of its new antenna, WCAN-TV will begin telecasting both local and network programs of sports, drama, comedy, music and education—all designed to give its viewers the ultimate in listening and viewing reception.

New programs, new ideas, A NEW MARKET for America’s smart time buyers.

Like everyone else in Milwaukee, LOOK to WCAN-TV .
For WCAN-TV is catching the in Milwaukee.
Six petitions for approval of the NTSC standards are before the Commission as it prepares to begin action. Notice of proposed rule making will be the first step—but no one can say when it will be taken.

WITH six petitions for approval of the National Television System Committee's standards for compatible color TV on file—GE and Motorola filed last week—the FCC met Friday to lay out the general design of the required proceedings.

First formal FCC meeting on color television was exploratory, it was learned, and concerned mainly with broad discussion of what still has done and what might do, as well as establishing the pattern of the contemplated hearings.

Although there was some hope that the official notice of proposed rule making might be decided upon at the meeting—so that it can be issued this week—there were some doubts that the Commission would move that quickly. Informal sources are more inclined to think that the request will be issued next week.

The notice of proposed rule making is the first step in any proceeding that the Commission institutes. It is expected to call for comments on the NTSC proposals [BT, July 27] and also to provide for counter-comments after the initial documents are received. Best estimates on time in which the Commission will ask for comments range from 30 to 45 days, and for counter comments, from 15 to 30 days.

Course of Hearing

Just what course the Commission's hearings will take after that is, at the moment, conjectural. It is believed that some sort of demonstrations will be required, and also that a short session of oral interrogation may be combined with the demonstration. Most of the proceeding, it is hoped in FCC circles, will be on paper.

Fact is, there have been no opposing petitions—that is to say, color TV manufacturers have maintained that the NTSC standards do not meet the criteria for color TV broadcast.

The NTSC standards have been warnings that the Commission might be slower than expected in the consideration of the color TV application by the National Television System Committee. It is possible that the NTSC standards might be adopted and the color TV signals might be received and transmitted by apparatus already available.

The NTSC standards have been acknowledged by the FCC as a basis for the proceeding, and no objections have been made that the NTSC standards are not applicable to the present state of color TV apparatus development. Indeed, the NTSC standards have been recognized by the FCC as criteria that color TV apparatus must meet in order to be transmitted.

Johnson Applauds CBS

CBS's announcement of support for the NTSC system of color TV—and of its plan to start experimental color network broadcasts in the Fall of 1955—brought a warm commendation last week from Sen. Edwin C Johnson (D. Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee and for the past three years an outspoken adherent of getting color TV going. Sen. Johnson said, in an extension of remarks in the July 28 Congressional Record, that CBS's letter to its affiliates was evidence of "patriotism and good sportsmanship." In offering to begin compatible color broadcasts, CBS "in the public interest ... offers no delaying tactics to the color telecast systems of others," the Senator said.

KSTM-TV CHALLENGES CLAIMS OF WTVI (TV)

KSTM-TV St. Louis, Ch. 36, permitted there, in complaints to the Federal Trade Commission and the FCC has charged WTVI (TV) Belle- ville, III., Ch. 5, that the FTC's investigative activities to prove the NTSC standards by calling itself a St. Louis station and saying it already is on the air, and with economic injury to KSTM-TV and possible violation of FCC rules by failing to make "full disclosure" (that it is a "St. Louis station") in its FCC application.

WTVI was charged in the letter Monday to the FTC with violating Section 5(a) of the FTC Act (prohibiting unfair methods of competition and unfair or deceptive acts or practices in commerce) by advertising it is a St. Louis station when it is in fact a Belleville station and that it "now is on the air" when such is not the case.

In a separate letter Tuesday to the FCC, KSTM-TV said WTVI's advertisements that it is a St. Louis station are inconsistent with its FCC application to serve the people of Belle- ville, Ill. If WTVI (TV) will cease advertising it is a St. Louis outlet, however, and will serve the public of Belleville, KSTM-TV will not have to file a protest under Section 309(a) of the Communications Act of 1934, the letter informed the FCC.

Belleville is located across the Mississippi River, several miles from St. Louis.

16 Set for Hearing

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FCC MEETS TO CHART COURSE FOR FUTURE ACTION ON COLOR TV

Page 56 * August 3, 1953

To Make FTC Survey

HARRY A. BABCOCK, officer in charge of the Federal Trade Commission's Washington, D. C., branch office, has been designated by FTC Chairman Edward F. Howrey as his special assistant and will make a survey of the FTC's investigative activities to help determine whether changes should be made in methods and procedures or in day-to-day operations.

The FTC's investigation of complaints against Radio-Television stations for violating Section 3(a) of the Communications Act (prohibiting unfair methods of competition and unfair or deceptive acts or practices in commerce) by advertising it is a St. Louis station when it is in fact a Belleville station and that it "now is on the air" when such is not the case.

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Grand Rapids, Mich.—UHF Ch. 23, Music Besty Co. (WGRD), W. S. Butterfield Theatres Inc. and Canton-Muskegon Theatres Inc., representing Marlin Besty Co. (WWMC), I. L. Kétzig, Ark.—UHF Ch. 11, Arkansas Besty Co. (KLRA), Arkansas TV Co. (KTHIS), Little Rock TV Corp. and Arkansas Telecasters Inc. J. C., Erie, Pa.—UHF Ch. 35, Great Lakes TV and Civic TV Inc.

Erie, Pa.—UHF Ch. 66, Erie TV Corp. and Commercially Perry Besty Service Inc.

Jackson, Miss.—UHF Ch. 2, Lamar Life Besty Co. (WXJX) and Delta Sales Corp.

Broadcasting * Telecasting

Johnson Applauds CBS

CBS's announcement of support for the NTSC system of color TV—and of its plan to start experimental color network broadcasts in the Fall of 1955—brought a warm commendation last week from Sen. Edwin C. Johnson (D. Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee and for the past three years an outspoken adherent of getting color TV going. Sen. Johnson said, in an extension of remarks in the July 28 Congressional Record, that CBS's letter to its affiliates was evidence of "patriotism and good sportsmanship." In offering to begin compatible color broadcasts, CBS "in the public interest ... offers no delaying tactics to the color telecast systems of others," the Senator said.

KSTM-TV CHALLENGES CLAIMS OF WTVI (TV)

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Broadcasting * Telecasting
Something new has been added...

MEET

Connie Cook!

THE NEW HOME SERVICE DIRECTOR OF OMAHA'S RADIO WOW AND WOW-TV...A FRESH NEW PERSONALITY WHO CAN SELL FOOD AND HOUSEHOLD PRODUCTS!

SHE CAN GET MORE SALES FOR YOU...

BECAUSE...she has fine professional training in home economics...and every other facet of modern living.

BECAUSE...her experience includes applying her skills to a family of her own...and teaching home management to thousands of women.

BECAUSE...she sells naturally and instinctively...[You've got to see and hear her to really appreciate this*]

[*Air-check or film available on request]

*Ask your John Blair or Blair-TV representative how Connie Cook can give your sales a lift in the great Midwest market served by Radio WOW and WOW-TV.

*CONNIE'S CUPBOARD
11:15 — 11:30 a.m.
Monday through Friday
Radio WOW

*CONNIE'S KITCHEN
3:00 — 3:30 p.m.
Monday through Friday
WOW-TV

NBC—590 KC
5000 watts

Radio WOW • WOW-TV

Meredith Stations
OMAHA

NBC—Dumont
100,000 watts
KOAWT New Orleans.

KOAW Denver, favored in an FCC hearing examiner's initial decision for a new TV station on vhf Ch. 4 there, has agreed to reimburse KMYR Denver the sum of $125,000 for expenses incurred in the preparation and prosecution of its competitive Ch. 4 application even though the examining examiner proposed to deny the KMYR bid. KMYR agreed not to file exceptions to the initial ruling.

The recommended decision was to have become final last Wednesday but it was stayed July 17 by the Commission pending further review [B* T, July 27].

KMYR offered not to file exceptions to the initial decision since continued litigation would further delay use of the channel and the additional local service. Details of the agreement were disclosed in a letter filed with the Commission by the two applicants.

The letter stated the $125,000 in expenses represented "many years of "exploratory studies and 10 months of hearings" as well as legal, engineering and architectural fees, options to purchase equipment, travel ("numerous" trips to Washington, D.C.), hospitalization and down payments. KMYR's President A. G. Meyer suffered a heart attack during the course of the hearing in Washington.

WTAR Protest Cites NBC 'Dominion' of WVEC-TV

WTAR Radio Corp. (WTAR-AM-FM-TV) Norfolk, Va., last week filed a letter with the FCC protesting "the dominating influence of NBC as expressed via WVEC-TV" and alleged advertising by WVEC-TV Hampton that it is a Norfolk station. When WTAR-TV switched affiliation from NBC-TV to CBS-TV last spring, WVEC-TV was signed as an NBC-TV primary interconected affiliate.

Since then, WVEC-TV and NBC jointly have conducted an advertising campaign to promote the new uhf Ch. 15 in the Tideewater area [B* T, July 27].

The protest alleges the advertising campaign "is costing almost half as much as the total construction of WVEC-TV and the bill for which is being paid largely by NBC and/or RCA is naturally dominated by NBC. . . . To many persons (the advertisement) might indicate that WVEC-TV is owned, or at least controlled, by NBC. . . ."

KSTL Granted Boost to 10 Kw; Boyalusa, Edmonds Actions

KSTL St. Louis, daytime independent on 690 kc, directional, last week was granted an increase in power from 1 kw to 10 kw by FCC. In another AM action, the Commission postponed the effectiveness of its June 17 grant to Boyalusa Broadcasting Co. for a new AM station on 920 kc with 1 kw daytime at Boyalusa, i.e., pending outcome of a hearing ordered on the Boyalusa application following protest by WTPS New Orleans.

FCC also granted a construction permit to King's Inc. for a new AM station on 630 kc, 1 kw daytime at Edmonds, Wash. President of company is B. Mike Martin, president of King's Inc. (Christian charitable organization). A. M. Ezell, general manager, is owner of Strom-Preeden Floor Co., Seattle. President of Athakst Limited, Minister of Gospel; and Treasurer (Dr.) C. Derr Demary, Minister of Gospel. King's Inc. is sole owner of applicant; each board member has one vote.

FCC Amends 3 Allocations, Proposes 2 Other Changes

Several television allocation changes were proposed by FCC last week upon the request of prospective applicants and several previously-proposed channel revisions were made final by the Commission.

To become effective 30 days after publication in the Federal Register, FCC made final these changes proposed in late June [B* T, June 29):

Add vhf Ch. 4 plus to Roseburg, Ore., upon the request of Roseburg Regional Ch. 4 from Medford which retains vhf Ch. 3.

Add uhf Ch. 37 minus to Melbourne, Fla.

Substitute reserved uhf Ch. 46 plus for reserved Ch. 28 at Springfield, Ill., so as to widen minimum spacing to be free.

FCC invited comments by Aug. 28 on the following proposals:

By Owensbore on the Air Inc. (WJWB), Owens- bore, Ky. Ch. 29 plus to Medford, Ind.

By Spartan, Resty, and Jackson Resty & TV Corp., both of Jackson, Mich., for assignment of vhf Ch. 26 minus to Omnadaga or Parma-Omandaga, Mich.

The Commission, at the request of the Holdrege. Neb., Chamber of Commerce, deleted its proposal to add vhf Ch. 4 plus there by de- letting the facility from North Platte, Neb.

Lamb Buys WTVO (TV)

For $5,000, in CP Transfer

PURCHASE by Edward Lamb, Ohio-Pennsylva- nia broadcaster-publisher, of uhf Ch. 47 per- mitted TVQ (TV) Pittsburgh for $5,000 was disclosed in a transfer application filed with the FCC last week.

The sale by Loren Berry and Ronald B. Woodyard of the station follows the recent death of a third partner, J. Frank Gallaher.

Mr. Lamb is president, treasurer and 70.8% stockholder of WICU (TV) Erie, Pa., and owner of 2.2% as trustee for his son; publisher and stockholder of the Erie Dispatch-Herald; Erie; president, treasurer and 48% stockholder of Unity Corporation Inc. (WODT WTRT- FM) Toledo, and owner of 29% as trustee for his son and daughter, and applicant for a new TV station on vhf Ch. 11 in Toledo; vice presi- dent, treasurer and 20% stockholder of Wood- ruff Inc., recommended grantee for uhf Ch. 30 at Port Washington, Ohio; president, treasurer and 61.6% stockholder of WHQO Inc. (WHO- AM-FM) Orlando, Fla., applicant for vhf Ch. 9 in Orlando, and president, treasurer and owner of 26.1% as trustee for his son in Midwest TV Co., permittee of WMAC-TV Massillon, Ohio. Edward Lamb Enterprises owns 73.9% of this stock.

Seek Wyoming Relay System

APPLICATIONS for television microwave relay- lay stations in Wyoming to serve a community TV system in the Casper area were filed with FCC last week by Mountain States Telephone and Telegraph Corp. The six relay, to extend from Laramie to Casper, 110 airline miles apart, would cost $166,000. To provide TV programs for Community Television Systems of Wyoming, the relay would enable community TV service to Casper and nearby Wheatland and Douglas, the applications stated.

WOR-AM-TV Staffs Shifted, Defined

New personnel changes are designed to bring the radio and television operations closer together. Mayo heads sales, with Sloan and Crawford as chief lieutenants.

IN MOVES designed to integrate further the WOR-AM-TV New York organizational struc- ture, James M. Gaines, General Teleradio vice president in charge of the stations, last week an- nounced several new appointments and at the same time spelled out the specific functions and duties of the station's departments and execu- tives.

In the WOR-AM-TV sales division, Robert C. Mayo, currently sales director of WOR-TV, has been appointed director of sales for WOR-AM-TV, and will be responsible for sales policy and operations of both sta- tions. He will report directly to Mr. Gaines.

Heading WOR- TV sales activity will be John F. Sloan, an account executive at the station since last Sep- tember, who has been designated station sales manager. William Crawford, WOR sales manager for the past three years, will continue in that post. Messrs. Sloan and Crawford will report to Mr. Mayo.

In defining the specific functions and duties of other departments and executives, Mr. Gaines made these points:

Lawrence Menkin, director of programs for the stations, will be responsible for all creative programming, with the exception of Broadway TV Theatre. Warren Wade, WOR-AM-TV executive producer, will be responsible for that program and other special assignments. Menkin and Wade will report to Mr. Gaines.

Julius F. Seebach Jr., vice president of General Teleradio in charge of operations for the stations, will assume responsibility for program- mers, directors, announcers and other operat- ing personnel, reporting to Mr. Gaines in mat-
CHECK THESE EXCLUSIVE FEATURES:

1. HIGHEST PICTURE FIDELITY—True repeater concept — unexcelled for single and multiple hops. Same circuitry as in TV network equipment.

2. WIDEST FREQUENCY RESPONSE—This and other design features assure transmission of all proposed color signals.

3. SYSTEM COMPATIBILITY—Designed to meet specifications for network interconnection.

4. HIGHEST EFFECTIVE RADIATED POWER—For greater dependability — 7.5 kw or more in the 6000-7000 mc band.

5. FIXED OR PORTABLE OPERATION—Recessed chassis units in portable weather-proof cabinets—can be mounted in standard cabinets or racks.

6. LOW MAINTENANCE COST—Conservatively rated components—Equipment designed for continuous unattended operation.

7. RELIABILITY—Utilizes highest quality tubes and components, power circuit breakers—built-in 50/60 cycle operation.

• • • These are only a few of the extra values in Philco Microwave Equipment. Be years ahead, and specify Philco TV Relay Equipment, designed and built by the world's leading manufacturer of microwave relay equipment.

For further information write to Department "8-T" today.
Bert Hawkins and Barney Boyle, cost analysts, have been transferred from the engineering department to work under Mr. Walen.

Milton Burgh will be responsible for all news and special events for both stations, in addition to his Mutual duties, and will report to Mr. Gaines in WOR-AM-TV matters.

In the engineering division, Earl M. Johnson, vice president of General Teleradio, will continue to head engineering for both stations, with Charles H. Singer as chief engineer and Leslie Learned in charge of engineering assignments.

Robert Schmid, vice president of General Teleradio and Mutual, will continue to head advertising, research and press information for WOR-AM-TV. Supervising similar functions at the stations will be the following Mutual department directors: James Tyler, advertising; Robert Hoffman, manager of WOR-AM-TV research, and Henry Wilson, manager of WOR-AM-TV press information.

On specific assignments are Robert Sullivan, manager of WOR promotion and advertising; Joe St. Georges, manager of WOR-TV promotion and advertising; Bob Hoffman, manager of WOR-AM-TV research, and Henry Wilson, manager of WOR-AM-TV press information.

LEE NAMED NO. 2 IN FETZER COMMAND

CARL E. LEE has been appointed managing director and a member of the board of Fetzer Broadcasting Co., it was announced last Friday by John E. Fetzer, president and general manager.

Mr. Lee assumed his new duties last Saturday, becoming second in command of all radio-TV operations of the Fetzer company. He is charged with the execution of company policy and assumes broadcast responsibilities on an assignment basis.

It was further announced by Mr. Fetzer that Arthur Covell, with the company since 1937, has been named chief engineer of WKZO Kalamazoo, Mich., and WKZO-TV Kalamazoo-Grand Rapids; Francis Morse, who joined the Fetzer organization in 1942, has taken over the post of assistant chief engineer at WKZO-AM-TV, and Bruce Glycadis, with WJEF Grand Rapids since 1945, has been appointed chief engineer of that station.

Mr. Lee joined Fetzer in 1939. In 1945, as Fetzer chief engineer, he built WJEF and in 1950 completed the installation of WKZO-TV. In 1951 Mr. Lee became administrative assistant to Mr. Fetzer.

In addition to being licensee of the aforementioned stations, Fetzer Broadcasting Co. is buying KOLN-AM-TV Lincoln, Neb., subject to FCC approval [B\*T, July 20].

Standard Renews Gridcasts

STANDARD OIL Co. of Indiana, for the seventh consecutive year, will sponsor the entire 10-game football schedule of the U. of Colorado on KOA Denver. Schedule opens Sept. 19 with the play-by-play descriptions handled by sportscaster Starr Yelland, assisted by Bill Day, KOA news and sports director.

PITTSBURGH’S SECOND TV SCHEDULED WITH 8 OTHER DEBUTS OVER WEEKEND

Pittsburgh’s second television station is the first uhf among the nation’s eight top markets. With eight other outlets set to start over the past weekend, U. S. stations now total 208.

WKJF-TV Pittsburgh’s second TV station was scheduled to go on the air over the last weekend, which saw a flurry of nine commercial outlets slated to commence operation.

WKJF-TV, on Ch. 53, is the first uhf station in that city. Since 1949 the only TV outlet there has been WDTV (TV), vhf Ch. 2.

WKJF-TV also is the first uhf station to go on the air in any of the nation’s eight top markets.

KLAS-TV Las Vegas, Nev., began programming July 22.

Late last week, the nine stations (all have been airing test patterns) were “hopeful” of making their Aug. 1 and 2 target dates.

Assuming they did, commercial TV outlets now total 208.

Here are the 10 new stations:

- KLAS-Las Vegas, Nev., vhf Ch. 8, July 22
- KBES-TV Medford, Ore., vhf Ch. 5, Aug. 1
- KMBC-TV Kansas City, Mo., vhf Ch. 9, Aug. 1
- KMV-TV Tacoma, Wash., vhf Ch. 13, Aug. 1
- KTYE (TV) Longview, Tex., uhf Ch. 22, Aug. 1
- WGYL (TV) Greenville, S. C., uhf Ch. 23, Aug. 1
- WHB-TV Kansas City, Mo., vhf Ch. 9, Aug. 1
- WKJF-TV Pittsburgh, Pa., uhf Ch. 52, Aug. 1
- WISE (TV) Ashevillle, N. C., uhf Ch. 62, Aug. 2
- WTVU (TV) Scranton, Pa., uhf Ch. 73, Aug. 2

Mr. Lee

George J. Higgins, managing director of KMBC-TV Kansas City, said to share time with WHB-TV there on vhf Ch. 9, said last Thursday all equipment is installed.

F. G. Raese, general manager of WKJF-TV, Pittsburgh, said last week the outlet definitely would begin Aug. 1, and will carry some NBC-TV programs.

Mr. Raese said the station has received “wonderful reports of reception from all sections of Pittsburgh and the surrounding area.”

He said AT&T promised interconnection with the coaxial cable by Aug. 1, allowing live network features to be carried the first day.

Extensive promotion is planned, Mr. Raese said. He said newspaper ads were to start last Friday and he has signed for 53 billboards in the area.

WKJF-TV will begin operating from 6 p.m. to 11:15 p.m. daily and gradually will expand its schedule.

Mr. Raese said the station plans higher-powered transmitting equipment when it is available (present effective radiated power is 19 kw visual), and color equipment.

Stanley H. Durwood, president of KEDD (TV) Wichita, Kans., said the station’s tower has been complete several weeks, the building is 90% complete and equipment 90% installed — but that the RCA antenna shipment was delayed. If it arrives soon a test pattern should be on the air by Aug. 15, he added.

Mr. Durwood said network orders are coming in and local sales, too, are moving steadily.

Tom Seensland, program director for KMMT (TV) Austin, Minn., expects to be programming by mid-August with ABC-TV, DuMont and CBS-TV affiliations.

Nick Reeyes, promotion director for WIRK-TV West Palm Beach, Fla., said the 12th floor of the Harvey Bldg. is being readied for studios and offices and engineers hope to begin telecasting in mid-August.

WETV (TV) Testing

WETV (TV) Macon, Ga., started test patterns July 25 and expects to begin programming Aug. 21, John Hicks, program director, reported. He said WETV has NBC-TV primary affiliation, plus ABC-TV affiliation. The uhf Ch. 47 station will have 15,000 sets in its area, according to NBC research, he said.

William E. Ware, president of KSTM-TV St. Louis, uhf Ch. 36, said that with the end of a steelworkers’ strike, construction on the station’s tower is underway. However, about six or eight weeks are needed, he said, so the Sept. 1 starting date “must go by the boards.” He reported that “requests for availabilities and time still pour in.”

Robert F. Wright, president and general manager of WTOK-AM-TV Meridian, Miss., said the vhf Ch. 11 outlet has set Sept. 15 for test pattern and Sept. 27 for commercial opera-

WTAC-TV Flint, Mich., television center will look like this architect’s drawing when it goes on the air this fall. The 120 x 100 ft. cement-glass brick-steel structure is expected to be complete in August. Estimated cost of the Flint TV outlet, says J. R. McKinley, general manager, will be more than $350,000. WTAC-TV will be on uhf Ch. 16.

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More PEOPLE
OVER
More AREA
TUNE
More OFTEN
TO

KV00 THAN TO

* Nielsen
* Nielsen
* Pulse

Any Other Station in the
KV00 Market Area

RADIO STATION KV00

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.
Galen Ad

CHANNEL 7
DENVER

HIGH in coverage of the lush market on Colorado's Rich Eastern Slope.

HIGH in facilities... operational know-how... trained personnel

HIGH in operational know-how... trained personnel

HIGH audience "Pull"... with CBS Television plus KLZ'S traditional local programming.

STATIONS

2380 FT. ANTENNA ABOVE DENVER

KLZ-TV
CHANNEL 7
DENVER

CBS TELEVISION

ALADDIN RADIO AND TELEVISION, INC.

STARTING NOVEMBER 1st

THE HIGH-RETURN TV BUY IN DENVER

Ad C
4½" x 10½"
Galen E. Brayles, Co., Inc.

Broadcasting • Telemarking
The Twin Cities take
A GIANT STEP FORWARD

Represented Nationally by
THE O. L. TAYLOR CO.

ABC

Authorized 316 kw
interim 70 kw until March '54

Established market ........................................... 386,400 TV sets
Class A hourly base rate .................................. $750
One minute spot base rate ................................. $150

WMIN-TV
Lucky Channel 11

MINNEAPOLIS--ST PAUL

ON THE AIR SEPTEMBER 1st

BROADCASTING • TELECASTING
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by Gill-Perna Inc., Aug. 16.
WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Aug. 15.
WUTF (TV) Youngstown, uhf Ch. 21, August.

OREGON
KRES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1 (granted STA).

PENNSYLVANIA
WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 15 (test pattern started June 26).
WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.
WKBP-TV Pittsburgh, uhf Ch. 58, represented by Weed TV, Aug. 1 (test pattern started July 14).
W2VU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 2 (now on test pattern).
WILK (TV) Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA
WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co.
WGLV (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1 (test pattern started July 15).

TENNESSEE
WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 15.
WHBU-TV Memphis, vhf Ch. 13, Sept. 15.

TEXAS
KERC-TX Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.
KTEV (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.
KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.
KTEX (TV) Tyler, Tex, uhf Ch. 19, August (granted STA).
KANG (TV) Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Aug. 15.

VIRGINIA
WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.
WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rameau Co., Sept. 19 (test pattern due Aug. 16).
WSVA-TV Roanoke, uhf Ch. 3 (NBC-TV), represented by Devney.

WASHINGTON
KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Aug. 1 (test pattern started last month).
KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA
WVNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN
WCMC-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

WNBW (TV) Adds to Tower
WNBW (TV) Washington has begun construction of a 184-ft. addition to its present antenna atop the Sheraton Park Hotel. New antenna height will be 557.5 ft. above ground. The vhf Ch. 4 outlet will increase its effective radiated power to 100 kw when the tower is completed. General Manager Carleton D. Smith has announced.
KOREAN TRUCE GETS FAST COVERAGE

Both radio and television were all set when the armistice was signed at Panmunjom, and wasted no time in getting both the facts and the features before their audiences. Next up: the prisoner release.

ON TOP of their fast-breaking coverage of the signing of the Korean armistice on July 26, radio and television networks and stations last week hastened preparations for coverage of the release of prisoners scheduled to begin Wednesday.

Minutes after official documents were signed in Panmunjom at 9 p.m., EDT, radio and TV networks and stations flashed the news. An hour after the signing ceremonies, networks carried a pooled program, which included addresses by President Eisenhower, Secretary of State John Foster Dulles, and UN dignitaries.

Pool Set Up

A description of the Panmunjom proceedings was provided to all radio and TV networks under a pool arrangement that utilized NBC facilities. Correspondents who furnished commentary at the scene were John Rich, NBC; George Herman, CBS; Walter Simmons, Mutual, and Ray Falk, ABC.

ABC radio presented a two-part documentary story titled The Korea Story Wednesday and Friday. The first part featured Dick Powell as narrator, the second starred Helen Hayes.

NBC radio was on the air a half-hour after news of the truce with a 30-minute narrative of the war titled This Was Korea, highlighting tape recordings made there. NBC-TV presented a half-hour review of the conflict called The Outbreak of Peace.

Mutual broadcast a special half-hour documented history of the war an hour and a half after the Panmunjom signing. The program consisted of recordings made in Korea by MBS and Dept. of Defense reporters.

A one-hour program of comment and reaction was presented over CBS-TV two hours after the truce was signed. It featured a talk by Gen. James A. Van Fleet, plus interviews with crowds in Times Square and with dignitaries in Washington. CBS Radio carried the pooled programming plus remarks and reactions from officials throughout the world. At midnight it presented a special address by Gen. Mark Clark as he signed the truce.

DuMont Television Network carried film programming of the war followed by comment of news editor Cameron Cornell and interviews with Korean veterans in New York and Washington.

Crosley Covers

Crosley Broadcasting Corp. presented a simulcast feature over WLW-WLWT (TV) Cincinnati which included interviews with the wife of a prisoner, a pilot back from Korea, and an Air Force chaplain. A documentary film of the war was shown on WLWT, WLWC (TV) Columbus, and WLWD (TV) Dayton.

The networks plan to announce names of released prisoners as soon as they are disclosed, in much the same manner as they handled the prisoner exchange last March.

MBS-WOR Elevate Hayes

APPOINTMENT of John B. Hayes as manager of the Mutual-WOR New York recording division of General Teleradio Inc. was announced last week by Earl M. Johnson, Mutual-WOR vice president in charge of the division.

Mr. Hayes, who has been assistant manager of the division, in his new assignment will be responsible for the operation which services not only WOR and Mutual, but also many advertising agencies, package program and slide film producers, fund-raising organizations and other radio stations. His appointment fills a vacancy that has existed since the death of Harry Lockwood last January.

Kerns, Bailey Get New Assignments

APPOINTMENT of J. R. Kerns, vice president of Storer Broadcasting Co. and managing director of WSAI Cincinnati, to the position of vice president and managing director of Birmingham Broadcasting Co., licensee of WBRC-AM-TV Birmingham, was announced last week by Stan-

Mr. Bailey Mr. Kerns

ton P. Kettler, southern district vice president for Storer. The Birmingham radio and TV properties recently were acquired by Storer.

At the same time Mr. Kettler announced that James E. Bailey, formerly vice president and managing director of Storer's WAGA-TV Atlanta, has been appointed to the newly-created post of station manager for WBRC-AM.

Mr. Kerns is a veteran of 14 years service with the Storer organization, having begun his career in 1939 as a salesman for WHIZ Zanesville, Ohio.

Mr. Bailey last year was forced into temporary retirement because of ill health.

Looking In—From Six Miles Away

SIX MILES is quite a distance to focus a TV camera, but the staff of WBRC-TV Birmingham, Ala., proved it was equal to the occasion.

According to the station, a $200,000 fire which broke out in the plant of the Southern Rubber Co. in Birmingham was quickly spotted by the WBRC-TV staff at the station location on Red Mountain, six miles away. A camera was immediately wheeled into the glass-enclosed front office for a birds-eye view of the flames. For close-ups, a pair of seven-power field glasses were held in front of the camera, giving an illusion that the camera was just across the street from the fire.

Information for the telecast was relayed by phone from the city to Red Mountain,
Completely versatile in every sense of the word, this G-E multiple-input switching combination offers unlimited opportunity for varied program techniques. Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at two different rates. Manual faders permit superposition of any of the non-composite channels!

Select the model you need for today’s broadcasting operation from General Electric’s complete line of switching combinations. You will get the most for your money plus built-in provision for expansion! This G-E “extra” also minimizes your maintenance worries...allows fast equipment changes in emergency. Mixer section can be by-passed! For complete information write today to: General Electric Company, Section 283-3, Electronics Park, Syracuse, New York.

Operating “extras” that spell standout performance with this G-E switching combination’s control panel:

- Clamping and sync-mixing save cost of a Stabilizing Amplifier
- Switch and manually lap dissolve, fade or superimpose nine non-composite inputs
- Rate selector switch automatically determines speed of fade or lap dissolve
- Channel inputs can be manually faded or lapped
- Selector switch monitors each input or output
- 2 Projector start and stop controls
- Instantly by-pass any input to the output during rehearsals

Switching combinations for any TV station operation!
Complete television equipment for VHF or UHF

GENERAL ELECTRIC
WSYR-TV Goes to Ch. 3, Boosts Power to 100 kw

WSYR - TV Syracuse, N. Y., over the weekend was to switch from Ch. 5 to Ch. 3, President - General Manager E. R. Vadeboncoeur announced last week. The station will begin broadcasting with maximum 100 kw at the time of the channel change.

WSYR-TV planned to complete dismantling of its old tower and finish wiring and testing for its new structure between 11 p.m. Friday and 7 p.m. Saturday. The new installation boasts a 513-ft. tower and 100-ft. antenna, and with the power increase is expected to double operational effectiveness.

The station's promotion for the channel switch was headlined by a "Big 3 Contest" in which participants were challenged to estimate the number of beans in a pinch-vase. First prize in the contest is a Mercury station wagon; second prize a flight to New York, weekend at the Hotel New Yorker, and another prize a flight to New York, weekend at the Hotel New Yorker.

RCA SALES VOLUME HITS RECORD HIGH

Brig. Gen. David Sarnoff, RCA board chairman, reports RCA and subsidiaries enjoyed a record $410,868,162 in sales for 1953's first half, 34% above record high for the same period last year.

SALES VOLUME of RCA and subsidiaries reached a record high of $410,868,162 during the first six months of 1953, exceeding by 34% the previous peak of $305,837,825 established in the first six months of 1952, Brig. Gen. David Sarnoff, RCA board chairman, announced last week.

Earnings before federal taxes totaled $38,809,228 for the first half of 1953, a gain of 66% over the total for the comparable period last year. Earnings after providing $20,624,000 for federal taxes were $18,185,228, for a gain of 168% over the comparable period last year. After payment of dividends on preferred stock, this represents earnings of $1.18 per share of common stock for the first half of 1953 as against 70 cents a share for the first half of 1952.

Products and services sold in the second quarter also set a new record, reaching $202,678,629, or 43% above 1952's second-quarter total of $141,966,494.

Following is the consolidated statement for the second quarter of 1953, and for the first half of 1953, with comparative figures for the corresponding periods in 1952:

RADIO CORPORATION OF AMERICA AND DOMESTIC SUBSIDIARIES CONSOLIDATED STATEMENT OF INCOME

<table>
<thead>
<tr>
<th>Quarter Ended</th>
<th>1953</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the Period</td>
<td>$202,678,629</td>
<td>$141,966,494</td>
</tr>
<tr>
<td>Products &amp; Services Sold</td>
<td>202,678,629</td>
<td>141,966,494</td>
</tr>
<tr>
<td>Cost of Products &amp; Services Sold</td>
<td>194,355,043</td>
<td>132,471,084</td>
</tr>
<tr>
<td>Operating Costs</td>
<td>194,355,043</td>
<td>132,471,084</td>
</tr>
<tr>
<td>Profit Before Federal Taxes on Income</td>
<td>18,323,586</td>
<td>8,495,410</td>
</tr>
<tr>
<td>Federal Income Taxes on Income</td>
<td>9,941,160</td>
<td>4,557,200</td>
</tr>
<tr>
<td>Net Profit for the Quarter</td>
<td>8,382,426</td>
<td>3,938,210</td>
</tr>
<tr>
<td>Preferred Dividend</td>
<td>789,238</td>
<td>789,238</td>
</tr>
<tr>
<td>Balance for Common Stock</td>
<td>7,593,188</td>
<td>3,148,972</td>
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<tr>
<td>Earnings per share on common (14,016,016 shares)</td>
<td>.57</td>
<td>.35</td>
</tr>
<tr>
<td>Earnings per share on common (13,681,016 shares)</td>
<td>.57</td>
<td>.35</td>
</tr>
</tbody>
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For the Six Months Ended | 30-June | 1953 | 1952 |
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Products &amp; Services Sold</td>
<td>$410,646,163</td>
<td>$305,837,825</td>
<td></td>
</tr>
<tr>
<td>Cost of Products &amp; Services Sold and Other Operating Costs</td>
<td>371,874,934</td>
<td>282,560,895</td>
<td></td>
</tr>
<tr>
<td>Operating Costs</td>
<td>371,874,934</td>
<td>282,560,895</td>
<td></td>
</tr>
<tr>
<td>Profit Before Federal Taxes on Income</td>
<td>38,771,229</td>
<td>23,256,930</td>
<td></td>
</tr>
<tr>
<td>Federal Income Taxes on Income</td>
<td>20,624,000</td>
<td>12,057,000</td>
<td></td>
</tr>
<tr>
<td>Net Profit for the Six Months</td>
<td>18,147,229</td>
<td>11,199,930</td>
<td></td>
</tr>
<tr>
<td>Preferred Dividend</td>
<td>1,074,426</td>
<td>1,074,426</td>
<td></td>
</tr>
<tr>
<td>Balance for Common Stock</td>
<td>17,072,803</td>
<td>10,125,503</td>
<td></td>
</tr>
<tr>
<td>Earnings per share on common (14,016,016 shares)</td>
<td>.70</td>
<td>.70</td>
<td></td>
</tr>
<tr>
<td>Earnings per share on common (13,681,016 shares)</td>
<td>.70</td>
<td>.70</td>
<td></td>
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</tbody>
</table>

Representative Shorts

KPLR-TV Oklahoma City, appoints The Boeing Co. as national representative, effective last month.

WFMD Frederick Md., appoints Robert Meeker Assoc. Inc., N. Y., as representative in New York, Chicago, Los Angeles and San Francisco.

WBEI Rockford, Ill., appoints Don Rich as representative.

WALE Fall River, Mass., appoints Bertha Bannon, Boston, as New England sales representative.

DuMont Labs Sales Up

RECORD-BREAKING sales of cathode-ray instruments and associated products in the first 26 weeks of 1953, amounting to a 26% increase over the same period last year, were reported last week by the instrument division of Allen B. DuMont Labs Inc.

Page 68 • August 3, 1953
By late summer, a rating point on WPTZ will mean more for advertisers than ever before on any Philadelphia station!

WPTZ's upcoming coverage increase will bring an area gain of 60%, and a population gain of more than 25%. Cities such as Allentown, Reading, Bethlehem, Trenton and Wilmington... already looking to WPTZ for the best TV... soon will be getting a signal as strong and clear as that received within a few miles of the WPTZ transmitter. WPTZ will continue to deliver the best signal to the largest number of people over the largest area.

Be sure to get this important plus in your Philadelphia market coverage! For availabilities, get in touch with WPTZ or NBC Spot Sales.

**WESTINGHOUSE RADIO STATIONS Inc**
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ

**TO BRING**

**ITS STRONG, CLEAR PICTURE TO**

**6½ million people**

**IN AN AREA OF**

**OVER 15,000 SQUARE MILES**
AT&T CAN DELIVER COLOR, LONG LINES DEPT. AVERS

Although AT&T's Long Lines Dept. will face about the same problems in intercity color transmission as broadcasters will face in putting it on the air, engineers are confident it can be done. Color hookups will cost stations another $450.

PROBLEMS confronting AT&T's Long Lines Dept. in transmitting color TV programs from city to city and station to station are much the same as those facing the TV broadcasters in putting color on the air, AT&T learned in a discussion of video transmission methods with Bell System engineers. The question rapidly is becoming of more than academic interest, with both NBC and CBS planning to start experimental networking of color programs under NTSC standards this fall.

It was stated in the discussion that color is much more critical than monochrome and requires more faithful transmission of the higher frequencies of the 4 mc TV band. New test equipment will be needed for color, in addition to that now in use for checking black-and-white signal quality during intercity transmission. More man-hours as well as more equipment will be called for at key points along the Bell System's nationwide radio relay and coaxial cable network of video transmission circuits.

There is no uncertainty in the minds of its engineers about AT&T's ability to deliver the same quality of service for color television it now is providing for black-and-white TV. The many successful demonstrations conducted in recent years in intercity color program transmission, say the engineers, support this view. The first problem to be met will be replacement of laboratory models of color test equipment used in these experimental demonstrations with stock apparatus that will function on the regular schedules which will prevail when colorcasting begins full-scale commercial operations. This problem is, in many respects, about the same as that faced by the TV broadcasting networks and stations in preparing for color. Bell engineers expressed the utmost confidence that as color networks grow, AT&T will meet the requirements of the industry.

Satisfactory Color Pictures

As an example, should the NTSC system be adopted it would involve a change from the present monochrome system, in which the higher frequencies of the video band are not too critical, to a system in which these frequencies are extremely important. The transmission of monochrome TV signals via coaxial cable circuits of 2.7 mc bandwidth produce pictures which only the most critical home-viewers distinguish from the 4 mc picture delivered by microwave relay circuits and the newer coaxial systems. In the RCA and NTSC color systems, the color is added at a frequency above 2.7 mc so naturally the color is wiped out when transmitted over coaxial systems of the older types. However, a way has been developed to drop the color signal to 2.4 mc for cable transmission, restoring it to 3.6 mc at the receiving terminal, so that AT&T can transmit satisfactory color pictures from city to city over coaxial cable of either type or over microwave systems.

The color carrier in the NTSC system is both amplitude and phase modulated—controlling color brightness and phase determining the hue, features not needed in monochrome signal transmission. These are some of the factors which would call for new types of test equipment to keep the color carrier in phase and to permit more precise adjustments in the neighborhood of 3.6 mc.

Rates for network lines to carry the color signals under the NTSC standards would be substantially the same initially as for present black-and-white TV, AT&T representatives said, except for additional station connection and switching charges.

The present monochrome tariff calls for a station connection charge of $500 per month for daily service of eight consecutive hours, with line charges under the same conditions amounting to $35 monthly per airline mile, FCC records show. The additional station connection charge for color would be $450 per month.

AT&T first filed a color tariff with FCC in December 1950, effective Jan. 25, 1951, covering 525 line monochrome and CBS 405 line field sequential color on an alternate use basis. This tariff subsequently was revised and remains in effect until Dec. 24 this year.

AT&T explained that while the tariff relates to CBS color, it will be applicable equally to NTSC transmissions on an interim basis.

Philex Produces Film For Uhf-Area Distributors

FILM showing how to build up enthusiasm for uhf television service is being distributed by Philco Corp. to dealers in areas where uhf stations are going on the air.

Titled "When Uhf Comes to Town," the film was produced by Philco's sales training department under Edward Bland and Frank Russell. It runs 15 minutes, and includes scenes from the company's engineering laboratories and from locations in six uhf markets. The production also describes Philco's all-channel uhf tuner, which the company says will enable a set owner to receive all uhf signals in his area.

New RCA Electron Tube

NEW RCA electron tube, engineered to offset the "shakes" of airborne and mobile electronic communications equipment, has been made available commercially by the Tube Dept. of RCA Victor Division. The new "premium" tube (RCA-6101) is designed specifically for use as class A amplifier and control tube in applications where dependable equipment performance hinges on the ability of electron tubes to take abnormal shock and vibration, according to L. S. Thees, general sales manager of the RCA Tube Dept.

Sylvania Income Up

SYLVANIA ELECTRIC PRODUCTS Inc. has reported its net sales for first half of 1953 totaled $149,092,932, all-time company record for six-months' operations.
OUTLOOK: SARNOFF TO STEER NBC FOR REMAINDER OF YEAR

White tells the organizing NBC radio affiliates he is stepping down from the presidency for reasons of health. His successor is unnamed—Gen. Sarnoff will hold the reins in the interim. The affiliates then hear NBC say it is seeking new option-time provisions and sales and pricing methods.

WITH Brig. Gen. David Sarnoff set to occupy the NBC presidency for the rest of this year, officials of the network and its affiliates moved ahead last week with plans to insure that radio, in the words of retiring President Frank White, "shall occupy a front seat at NBC side by side with television and that NBC shall be No. 1 among radio networks."

A subcommittee designated by the network radio affiliates in their meeting Monday in Chicago and headed by Robert D. Swezey of WDSU New Orleans conferred with Gen. Sarnoff on Thursday and arranged a Sept. 17 meeting in Chicago for all NBC radio outlets to hear Gen. Sarnoff outline NBC's plans for putting NBC radio "in the undisputed No. 1 position."

In a letter sent Friday to all NBC radio affiliates, Mr. Swezey also reported that Gen. Sarnoff assured the group who will meet with network authorities Sept. 17 to review NBC's plans that "he had his hands on the wheel," would not be "hurried" in designating a successor to Mr. White—who resigns effective with this Friday's NBC board meeting because of ill health [B&T, July 27]—and that such a designation probably would not occur until the first of the year (see text of Mr. Swezey's letter, page 74).

Earlier, without indicating how long the interval was apt to be, Gen. Sarnoff, board chairman of RCA and NBC and for some months actively in command at the network, had announced that "until a new president for NBC is selected, I will personally assume the presidency of NBC and will continue my present active direction of its affairs. When the new president is installed, I shall continue to serve NBC as chairman of the board."

The changes in NBC's top command were announced formally at the NBC Radio Affiliates' organizational meeting in Chicago Monday, with Mr. White reassuring stations of NBC's determination to occupy the No. 1 spot in radio and then personally disclosing his doctor-ordered decision to resign the presidency.

Both he and Gen. Sarnoff, whose message he read to the affiliates, expressed hope that Mr. White later would be able to return to RCA-NBC, although Mr. White said his doctor "suggested that I seek lighter work [than the NBC presidency] after I regain my health."

Other developments at and after the affiliates meeting included:

- Affiliates, setting up their own autonomous organization, elected officers, headed by Robert D. Swezey of WDSU New Orleans, who then designated four other affiliates to join the officers in an eight-man executive committee.

- Although the executive committee is slated to confer at length with Gen. Sarnoff in September, Mr. Swezey and some of his executive committee colleagues met with the general in a preliminary session in New York Thursday.

To 'Re-examine' Option Time

- The necessity of "re-examining" option-time provisions of affiliation contracts was cited by President White, in the need for "more flexible patterns to meet the sales and pricing patterns of today's competition" and the need for "facing up to the other competitive problems which we must jointly solve to move ahead in network radio."

- Aside from Mr. White's mention of option-time changes, other sources indicated unofficially that radio affiliates may be asked to accept adjustments in the compensation provisions of their network contracts, also for "competitive" reasons.

- NBC's divorce of its radio-TV operations in the program, sales, and advertising and promotion fields, slated to become effective today (Monday), took shape with appointment of heads of two of these departments in radio. In another development stemming from the separation, a new general manager was named for NBC's New York stations to succeed Ted Cott, new operating vice president for radio

---

Get quick SPONSOR SALES

Get huge fall sports program audiences

Get TOUCHDOWN TIPS

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Grab this powerful package of 15 sales-producing quarter-hour shows

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RCA recorded program services

RCA CORPORATION OF AMERICA

RCA Victor Division

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Chicago Hollywood

Atlanta Dallas

Broadcasting • Telecasting

August 3, 1953 • Page 71
under Vice President William H. Fineshriber Jr. (see story, page 78).

What result the "re-examination" of option-time provisions to affiliation contracts might have were not indicated, nor did Mr. White elaborate on the meaning of his preference to "more flexible patterns to meet the sales and pricing patterns of today's competition."

However, he made clear his feeling that there will be "drastic changes" in the "radio network picture" in the next few years, and asserted that "no one can be certain of the ultimate form a radio network will take."

But, he emphasized, "whatever the changes may be, the NBC radio network will be in business and so will its affiliates."

Termin NBC "the one network which is not in operation for the short-time gain," he expressed confidence that for the foreseeable future "there will continue to be enough radio audience and enough radio advertising to support a successful network operation"—and that NBC and its affiliates, working together, "can secure a proper share of whatever business is available for the radio network medium."

With respect to re-examination of "option-time agreements," development of "more flexible patterns," and "facing up to the other competitive problems," Mr. White told the affiliates that "I am confident you appreciate the fact that NBC has been operating under some serious competitive handicaps in radio." As NBC develops "specific proposals" to overcome such "handicaps," he said, "it will present these proposals to you in definite form and ask for your cooperation."

Although Mr. White did not allude to it, there was subsequent speculation that, as another competitive step, NBC may propose a change in its method of calculating compensation to affiliates for carrying network commercial programs. Such change, if proposed, reportedly would be designed to bring NBC's method more into line with CBS Radio's.

NBC's present system is based, although other calculations also are involved, on payment for a half-hour show at 60% of the hour rate and for a quarter-hour show at 40% of the hour rate, whereas CBS Radio, whose system also involves other considerations, figures payments for a half-hour show at 50% of the hour rate and for a quarter-hour show at 25% of the hour rate.

In the Chicago meeting Monday, officers named by the affiliates to serve with Chairman Swezey were E. R. Vadeboncouer of WSYR Syracuse, vice chairman; Milton Greenbaum of WSAM Saginaw, Mich., second vice chairman, and Harold Essex of WSJS Winston-Salem, secretary-treasurer.

Mr. Swezey subsequently named George Norton of WAVE Louisville, Paul Morency of WTIC Hartford and Clare McCollough of the Steinman stations and Robert Hanna of WGY Schenectady to serve with the officers on the subcommittee to meet with Gen. Sarnoff.

Confer With Sarnoff

Although shortness of time did not permit Messrs. Norton, Morency and McCollough to be on hand, Mr. Swezey and other subcommittee members conferred with Gen. Sarnoff Thursday morning, through lunch and until mid-afternoon, and set up the Sept. 17 Chicago sessions at which Gen. Sarnoff agreed to outline NBC plans for strengthening its radio operations. Gen. Sarnoff himself, in his message to Monday's meeting, had mentioned an "early September" meeting with the promise that "I will lay before you then our detailed plans. We are determined that the NBC radio network shall occupy first position in the field. With your cooperation this result can and will be achieved."

Mr. Hanna presided at the Chicago meeting in the absence of Mr. Swezey, who was chairman of the preliminary study group drafting the organizational plans but who had to miss the meeting because of an FCC hearing in Washington.

Some 75 to 80 broadcasters attended the session at the Drake Hotel. Mr. White and Harry Bannister, NBC vice president in charge of station relations—who said he was gratified that the radio committee was being formed—were their luncheon guests.

Mr. Hanna, on behalf of the affiliates, expressed regret at Mr. White's resignation.

In their consideration of network operations, the affiliates centered attention on programming and sales, a number of them reportedly voicing dissatisfaction with the network's activity in these fields.

Many affiliates strongly favored NBC's plan to divorce its radio and television operations in sales, programming and promotion, it was understood. They agreed to ask Mr. Swezey to appoint smaller committees to work with the network on sales and programming, indicating their feeling that speed was of essence.

Question reportedly arose over the network's plan to retain research under a combined radio-TV roof. Some non-TV affiliates were understood to be concerned with statistics, which, they felt, chronically tend to place television in a better competitive light alongside radio. They felt separation would be a good thing here, too, but took no action.

Mr. White read Gen. Sarnoff's statement to the affiliates inasmuch as the latter was unable to be present at the White House appointment. In announcing Mr. White's resignation, Gen. Sarnoff stated:

"For the past several months, Mr. White has had to lighten his duties and reduce his activities at NBC for reasons of health. We had hoped that his recent trip to Europe would refresh him and restore his vigor sufficiently to permit him to resume his duties as president of the company. Since his return, however, it has become evident that he is in need of a long and complete rest and that he must give up the heavy duties and responsibilities of the presi-dence. He has agreed to release him from his contract and to relieve him from his duties as president . . ."

Effective Friday

Gen. Sarnoff said the resignation would become effective at the next NBC board meeting Aug. 7, praised Mr. White for serving "conscientiously and faithfully" and expressed hope he would return in "an appropriate executive position in the RCA organization" when he regains his health.

Mr. White said he will follow "the progress of NBC and its stations with the pride and personal interest of one who has been and hopes to be again a member of the RCA-NBC family." He expressed confidence "the time is not too far distant when I shall see you again with my health fully restored."

Discussing radio and television, Gen. Sarnoff noted the network's reorganization and emphasized that the "radio network is no less important to NBC and to RCA than the television network," and recalled Gen. Sarnoff's statement that "he expects NBC to occupy first position in radio as well as maintain its first position in television." Mr. White continued: "We know that the task in radio is more complex and more difficult than in television—and will take more time to accomplish. Television has its own momentum and will continue to expand into new markets, new time periods and new fields, such as color. In radio, we will have to create the momentum. And we will have to do it against strong competition."

Noting NBC's avowed plan to strengthen its radio position and partial separation of radio-television, Mr. White added:

"The integration of radio and television, completed last year, looked to us as the same thing before NBC took the step."

But, he found from experience, however, that with many advertisers and agencies and performers talking and thinking exclusively of television, an integrated organization could not achieve maximum results for radio alone. Hence, our latest move is in fulfillment of our purpose that radio stations occupy a separate seat at NBC—side by side with television."

Mr. White said separate organizations are being set up "in the areas where radio and..."
Public support of federal power drops to new low, national survey shows

Fewer and fewer Americans think that the federal government should be in the electric power business. Only 9% now support federal ownership of electric companies compared to 18% in 1943. Most men and women are for electric companies owned and operated by business concerns. 55% favor business management. 28% are for local or state ownership. And 8% have no opinion.

These facts show up clearly in the sixth national public opinion poll on electric power topics conducted by Opinion Research Corporation, Princeton, N. J.* The study confirms that...

More people today than at any time in the ten-year survey period favor business ownership of their local electric light and power company.

The majority feels that federal ownership is a bad thing. “It means higher taxes.” “Hurts business.” “Leads to socialism,” they say.

Furthermore, most people are convinced that the business-managed companies give better service than government operations.

These important highlights of the Opinion Research survey are presented here by America's Electric Light and Power Companies.**

**Names on request from this magazine

*For a free 16-page summary of this poll, write
Electric Companies, 30 Rockefeller Plaza, New York 20, N. Y.
According to George J. M. Riseman of the Lasker-Riseman agency, response to “Community Auditions,” the talent-hunt program sponsored by Community Opticians of Boston, has shown steady and terrific gains over a 3½ year span.

One program in April 1951 produced 15,358 pieces of mail. One program in October 1951 produced 20,946 replies. In January 1952 one program drew 67,852 pieces of mail. This spring one program produced 71,759 replies!

As surveys prove, and as so many advertisers have learned, the one New England TV station that gets results like this is WBZ-TV. Get details from NBC Spot Sales.

SWEZEY’S REPORT

TEXT of letter sent Friday to all NBC radio affiliates by Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Committee, and Harold Essex, WJSJ Winston-Salem, N. C., secretary-treasurer of the committee (see story page 71): To the NBC radio affiliates:

Pursuant to the instructions of the NBC radio affiliates meeting in Chicago on July 27 I appointed Messrs. George Norton, Paul Morency, Clair McCollough and Robert Hanna to supplement the officers of the committee for the purpose of talking with Gen. Sarnoff. As I understood that it was the desire of the group to have this meeting held promptly I scheduled it with the General on Thursday, July 30th. Due to the shortage of notice and other complications three members of the augmented committee were not able to attend the meeting.

Our group of five met with the General in his office at 11 o’clock on Thursday morning. Our discussion continued through luncheon and until mid-afternoon. During the latter part of the conference we were joined by Messrs. Frank White, Harry Bannister, Bill Fineshriber and Ted Cott.

We advised the General of the developments in the Chicago meeting and spoke with him candidly concerning the tone of that meeting. The General was equally frank with us. He gave us his complete assurance that it was his firm intention to place the radio stock of NBC in the undisputed number one position. He told us that he had his hands on the wheel; he would not be hurried in his appointment of a replacement for Frank White and that such a designation would probably not occur until the first of the year. The General spoke at some length about the future of the radio broadcasting industry and the serious problems which are facing both radio and TV "most effectively and economically," he added.

Under Sarnoff’s Direction

“ Acting under Gen. Sarnoff’s directive, the radio network will program, sell and promote radio, against all competition—including television,” Mr. White stated. “And he has made it clear that the money required for this increased development will be available as plans are completed to use it effectively.”

The NBC Radio Affiliates Committee is primed along the lines of the NBC-TV Affiliates Committee set up in 1951 and somewhat similar to the NBC SPAC group in recent years. Purpose of the radio committee, which will meet at the call of the chairman, is to work with NBC on problems of mutual interest.

Serving with Mr. Swezey on the study group named at the NARTB convention were the following broadcasters, some of whom met in Chicago in advance of the organizational meeting: Mr. Vadeboncouer and Mr. Hanna; Walter J. Damm, WTMJ Milwaukee; Dave Gentling, KROC Rochester, Minn.; George W. Norton Jr., WAVE Louisville; Gene Kelly, KCRA Sacramento; G. Richard Shafto, WIS Columbia, S. C.; Clair McCollough, Steinman Stations; Wayne Coy, KOB Albuquerque, N. M.; William Fay, WHAM Rochester, N. Y.; Paul Morency, WTC Hartford; Harold Essex, WJSJ Winston-Salem; P. A. Sugg, WKY Oklahoma City; Joseph E. Baudino, KDKA Pittsburgh; John H. Dewitt Jr., WSM Nashville, and H Quentin Cox, KGW Portland, Ore.
network and affiliates at this time. He told us that he welcomed constructive suggestions from the affiliates. The General has already assigned various members of his staff to a detailed analysis of these problems and the framing of plans and proposals to be presented to the next full meeting of our affiliates group. This task is not a simple one and will require several weeks' work on the part of the NBC staff. It has been suggested that your committee meet with the NBC group early in September for the purpose of reviewing with them in a preliminary fashion the results of their efforts.

The earliest feasible time for another full meeting of our group appears to be Wednesday, September 16. The General has agreed that, since the sense of the last meeting in Chicago was to hold a subsequent one there, he will meet with us in Chicago. It is the opinion of your committee that this meeting will consider matters of utmost importance to the future of our business.

The General made it clear that leadership in radio broadcasting requires the joint efforts of the network and affiliates. He stressed the point that for the long run, neither can hope to succeed without the other. General Sarnoff will be prepared to outline the specific steps which in his opinion must be taken by both in order to achieve the desired goals.

Your committee recommends and urges that wherever possible ownership as well as management be represented at the meeting in Chicago. You will be advised shortly of the exact time and place of the meeting.

[Editor's Note: Original date for the fall meeting was Sept. 16, but difficulty in completing hotel accommodations for that date forced the change to Sept. 17. A subsequent letter will be sent to affiliates explaining the change.]

General Tire Reports Fiscal Standing Up

GENERAL TIRE & Rubber Co., Akron, Ohio, which owns General Teleradio Inc. (Yankee and Don Lee Networks, WOR-AM-FM-TV New York and the largest stockholder in MBS), reported net sales of $95,925,457 for the six months ending May 31. Report, which covers all subsidiaries but does not include the radio-TV properties, showed that net profit after taxes for the company's first half of its fiscal year was $3,482,750, compared to 1952's first six months' $2,946,246. This was equal to $2.73 per common share (with 1,195,169 outstanding) versus $2.30 per common share on 1,205,953 outstanding same period last year.

MBS Ups Alma Graef, Names Johnson to Succeed

ALMA GRAEF, manager of Mutual's sales service department, has been named manager of commercial operations for the network, and Katherine Johnson, assistant manager of sales service, has been appointed to succeed her, Roy Danish, director of the department, announced last week.

E. J. Saulpaugh Dies

EDWIN J. SAULPAUGH, 54, supervisor of continuity acceptance for the DuMont TV Network, died of a heart ailment last Wednesday. He was a staff director for ABC in 1941. From 1944 to 1947, while associated with Hutchins Adv. Co., he was a producer-director of Philco's Hall of Fame. He joined DuMont in 1950. His wife, Dassah Saulpaugh, survives.
MUTUAL MOVES DEADLINE TO AUG. 21 FOR AFFILIATE ACCEPTANCE OF PLAN

MBS Vice President Pete Johnson says three-week extension will give affiliates time to study Mutual’s hours-instead-of-money plan and expresses confidence ‘enough’ of them will accept. Some 100 ‘pay’ affiliates already have accepted, he says.

DEADLINE by which MBS affiliates must notify the network of their acceptance of its new plan of option time and station compensation (B&T, July 27, 20) for it to become effective Oct. 1, has been extended from Aug. 1 to Aug. 21, E. M. (Pete) Johnson, MBS vice president in charge of station relations, revealed Thursday.

Admitting the original date had been “unrealistic,” Mr. Johnson said Aug. 1 had been chosen because of commitments to talent already optioned by Mutual for the expanded network programming called for by the proposed plan, the talent asking for 60 days in which to seek other employment for fall in case the plan should not be carried out. Most of these commitments have been adjusted to give the network an additional three weeks in which to secure the station endorsements needed to put the plan into effect, he said.

Reporting that “about 100” of the networks’ “pay” affiliates already have accepted the proposed changes in their affiliation contracts with Mutual, Mr. Johnson said many others have indicated they will sign the revised agreements as soon as station officials now on vacation return to their offices or as soon as board meetings can be arranged in cases where board approval of such changes is a necessary preliminary to signing the new network contracts.

In addition to those delays in signing caused by the summer vacation season, Mr. Johnson said a number of affiliates have written to ask how certain phases of the proposed method of network operation will affect their particular stations and markets.

Too Early Yet

Noting the affiliates first learned of the new Mutual plan in a conference call on July 17 and did not receive their copies of proposed amendments to the affiliation contract until July 21, and that they needed time to study the document before writing him, he said the exchange of correspondence also was time-consuming and that it is too early yet to expect their final answers.

Mr. Johnson said he confidently expects approval of enough stations by Aug. 21 to guarantee the proposed plan will go into effect Oct. 1. He defined “enough” as adding up to a substantial majority of the Mutual rate card, with the actual number of signed contracts needed depending on the rate of the stations signing them. The MBS affiliates in the top 100 markets would almost make up the quota by themselves, he noted. The signed contracts already received, he said, are from a typical cross-section of MBS affiliates, representing all types of markets and a normal distribution of rates.

In essence, the Mutual proposal is that optioned time from affiliates be cut from nine to an average of five hours a day, with affiliates agreeing to broadcast all programs received from the network during the optioned periods, sustaining as well as commercial, and, in lieu of money payments for the network commercials in optioned hours, the affiliates are to receive 14 hours a week of “highest caliber” free programs for sale to local or national spot advertisers.

The Option Outline

The optioned hours outlined in the new agreement are: Monday through Friday—8:45-9 a.m., 11 a.m.-12:30 p.m., 2-3 p.m., 5-6 p.m., 7:30-8:30 p.m., 9-9:15 p.m., Saturday—11:30 a.m.-12:30 p.m., 2-3 p.m., 5-6 p.m., 7:30-8:30 p.m., Sunday—9:30 a.m., 1:30-2 p.m., 3:30 p.m., 4-5 p.m., 5:30-7 p.m. All times are New York City times except the 5-6 p.m. hours on weekdays and the 11:30 a.m.-12:30 p.m. and 5-6 p.m. periods on Saturday which are specified as local time.

Correspondence and conversations with affiliates indicate no major objections to the networks’ proposed revision of its affiliation contracts, Mr. Johnson reported. The first, he said, is a fear that Mutual plans to compete with the stations themselves for spot business; the second that the network will set its rates below those of the stations themselves.

These fears are groundless, he stated, since Mutual could not do either of these acts with-
out putting itself into bankruptcy. "To put our proposed plan into operation," he said, "we are committing ourselves for heavy expenditures for programming. The only revenue we can get under the plan is that received from the sale of the five hours of network time we will have under the option. If we were to sell on a spot basis, that is, to permit an advertiser to buy only a selected handful of our affiliates, we'd be cheating ourselves. We just plain can't afford to cut prices under the proposed plan. There's no way to pass those cuts along to the affiliate stations; Mutual would have to absorb them itself."

Cites Multi-Message Plan

Mr. Johnson pointed out that the same fears of network competition with its affiliates for spot business had been expressed when Mutual first introduced its multi-message plan, permitting advertisers to share sponsorship of a number of network programs instead of sponsoring a single program exclusively. "It didn't work out that way," he stated, pointing out that the advertisers attracted to Mutual by this plan were either clients of the other networks or had not used radio at all in recent years.

He noted further that networks always have had, through their discount structures, the means of underselling their affiliates, but under the affiliation agreement proposed by Mutual there is less risk of price cutting than before, since the network would be reducing its own revenue without affecting that of its affiliates, a "suicidal" practice.

"If, to sell a final time period, we let it go at a cut rate," he declared, "we'd soon be forced to reduce the price of all the rest of our network time to that level. Your cheapest rate is always your rate card in the long run."

'Maybe They Haven't Tried'

Some station executives, Mr. Johnson said, have objected that in their markets they are unable to sell programs and therefore would not benefit from the 14 hours of programs a week the network plans to give them for individual sale. "Perhaps," he noted, "they can't sell programs because they haven't tried to sell programs, and if they prefer to concentrate on selling spots it's easy enough for them to sell our programs on a participating basis."

Commenting on reports of protests against the Mutual proposal by some of its affiliates, Mr. Johnson reiterated his belief that these are based largely on a misunderstanding of the plan and how it will operate. He reaffirmed his expectation that, come Aug. 21, a substantial majority of MBS stations will have accepted the new system of network-station relationship embodied in the plan.

A strong affirmative vote for the MBS proposal was registered last week with B*T by A. Frank Katzentine, owner of WKAT Miami Beach, who wired this message: "Understand some of the station operators have objected to Mutual's new plan of affiliation. Have studied the plan as carefully as we can and can't see anything wrong with it. It is a daring and fresh approach, but fresh ideas and daring never hurt radio. I for one, along with my beloved WKAT, am going along and will do everything in our power to make the plan succeed. I thought you might be interested to know where some of the oldtimers stand."

Tam O'Shanter Finals

ABC-TV will televise finals of the Tam O'Shanter world championship golf tournament in Chicago Aug. 9, 6:30-7:30 p.m. CDT as a co-op feature. Program will be sponsored in Chicago, Detroit and New York by Florsheim Shoe Co. Agency: Gordon Best Co., Chicago.
FOUR MORE NAMED IN NBC SEPARATION

Shea, Horton, Cleary and Mueller get radio posts in latest phase of NBC's radio-TV divorcement.

NBC last week prepared to set its radio-TV divvorce plan into operation today (Monday) with appointment of three key figures in the new radio-only organization, at the same time naming Hamilton Shea as general manager of its New York stations in succession to Ted Cott, elevated to operating vice president for the radio network [B+T, July 20].

Mr. Cott announced the appointment of Fred Horton, NBC sales veteran, as director of radio network sales; John P. Cleary, radio network program manager, as director of radio programming; Vice President and Sales Director George Frey will head TV sales, and Advertising and Promotion Director Jacob A. Evans will head TV advertising and promotion.

William H. Finishesruber, Jr., who has been vice president and general manager of the radio-TV networks, is vice president in charge of the radio network while John K. Herbert, who has been vice president in charge of both networks, is vice president in charge of the television network. NBC's "service" departments are not being separated and will continue to serve both radio and TV.

ABC Plans Area Network Of Nine Video Stations

A NINE-CITY regional TV network is being organized by ABC-TV in the western states and plans are to have it in operation by Oct. 1.

Robert E. Kintner, ABC president, has placed Donn B. Tatums, ABC-TV Western Division director of TV, in charge of the project. Besides owned and operated KECA-TV Hollywood and KGO-TV San Francisco, the regional network will include affiliate KFMB-TV San Diego and stations in Fresno, Bakersfield, Seattle, Portland, Salt Lake City and Denver.

Many factors, including rate structure, are yet to be worked out before the network starts, Mr. Tatums said. Expansion of coverage to include TV stations in other western cities is planned.

ABC-TV will establish Hollywood and San Francisco sales offices for syndication of film properties.

KMMT (TV), KOIN-TV Join CBS-TV Affiliates List

ADDITION of KMMT (TV) Austin, Minn., and KOIN-TV Portland as affiliates of CBS-TV was announced Thursday by Herbert V. Alkerberg, CBS-TV vice president in charge of station relations.

KMMT (TV), which operates on Ch. 6, joined the network as a primary, non-interconnected affiliate on July 15. The station is owned and operated by the Minnesota-Iowa Television Co., with L. L. McCurrie as general manager.

KOIN-TV (Ch. 6) will join CBS-TV as a basic interconnected affiliate, effective Oct. 15. Owned and operated by the Mount Hood Radio & Television Broadcasting Corp., the station is directed by General Manager Howard Lane.

CBS Signs Red Skelton To Radio-TV Contract

AFTER several months of negotiations, CBS last week signed Red Skelton to a long-term exclusive contract covering both radio and television.

Although the money involved and terms of the agreement were not revealed, it was understood the contract favors live over film TV. The comedian had been a holdout because he wanted to do his TV shows on film.

Contract negotiations were handled by Howard S. Meighan, CBS Inc. vice president; J. L. Van Volkenburg, CBS-TV president; Harry Ackerman, CBS-TV West Coast vice president in charge of network programs; Bo Roon, Mr. Skelton's business manager, and Freeman Keyes, Chicago agency executive and package head of the Red Skelton Show.

PERSONNEL RELATIONS

AFTRA APPROVES 'ACTION' IN FIGHT

Petrillo's ban on dual AFM-AFTRA membership brings AFTRA approval of 'affirmative action' at its national convention in Hollywood, but nature of the 'action' is not explained.

AMERICAN Federation of Television & Radio Artists ended its national convention in Hollywood July 25 after "affirmative action" by locals if AFTRA's jurisdictional fight with American Federation of Musicians is not settled peaceably. The nature of such "affirmative action" was not further defined.

AFTRA National Executive Secretary George Heller, at a news conference after the four-day convention, declined to elaborate on just what was meant by "affirmative action" in the dispute which followed AFTRA President James C. Petrillo's order to AFTRA members holding AFTRA cards to resign and stop paying dues to the talent union [B+T, July 13, 6]. He did hint, however, that some joint AFTRA-AFM members are ready to challenge Mr. Petrillo's edict.

Mr. Heller said AFTRA is seeking "amicable resolution of the conflict" with AFM.

Asked if he would try settlement by personal negotiation with the AFM president, Mr. Heller replied he was always ready to talk to Mr. Petrillo, but was not actively seeking such a meeting.

On another phase of inter-union relations, the convention delegates told AFTRA's national board to continue its cooperation policy with the International Brotherhood of Electrical Workers concerning dual-capacity workers (i.e., announcer-engineers, etc.).

Committees were set up to study problems concerning transcription, including a new recording code. The Los Angeles local proposed a new recording fee schedule which would raise featured solos to $30 a side and pay additional fees for subsequent 200,000-side sales units after the first 200,000.

At the news conference, Mr. Heller said earlier reports of possible merger between AFTRA and Screen Actors Guild were misinterpretations of his words. He said that while AFTRA, by cooperative agreement, represents SAG members in various cities, "We've got enough to do taking care of our present membership." He left the door open, however, by saying "if any other group" wants affiliation and comes to AFTRA with plans worked out, "we'll certainly listen."

After a marathon seven-hour session, in which three Los Angeles local members, suspended for one year for failure to answer questions of a House Un-American Activities subcommittee [B+T, July 13, June 22], pleaded their case from the convention floor, the delegation overwhelmingly (151 to 16) voted to uphold the local's action. Mr. Heller said if the three, Libby Burke, Shimen Ruskin and Murry Wagner, were to answer the questions before the end of the year, their cases might be reconsidered.

Unanimously re-elected president of AFTRA was Alan Bunce, New York. Frank Nelson, Los Angeles, was elected first vice president. Don Hirsch, John Gannon, Vinton Hayworth, Donald Baumhover, Ernie Winstanley, and Bob Bruce also were elected vice presidents; Bruce Grant, recording secretary, and Conrad Nagel, treasurer.

Broadcasting • Telecasting
All stops are out when you hit the Memphis Market via the WREC route. Memphis No. 1 Station has the power and prestige to cover every town and hamlet in this rich 76-county market. High quality programming appeals to the "Better Half" audience in metropolitan and rural areas. One schedule gets BOTH when you select the station where all your best customers meet. (WREC has the highest Standard Audit & Measurement Report and Hooper Rating of any Memphis Radio Station). The cost? 10% LESS, per thousand listeners, than in 1946.
FIVE 50-KW TRANSMITTERS FOR ABC POWER BOOST

General Electric to Supply Amplifiers and Antennas for ABC's Power Boost to Maximum Allowed by FCC

The American Broadcasting Company will boost effective powers of its five television stations to the maximum allowed by the Federal Communications Commission, using equipment the General Electric Company will supply under a contract in excess of $1,000,000 announced recently.

WABC-TV, ABC's New York key station, and KECA-TV, ABC's Los Angeles station, will increase their Effective Radiated Power to the maximum allowed by the FCC. The ABC stations in Chicago, Detroit and San Francisco will be authorized 516 kilowatts. The entire ABC power increase program will culminate early in 1955.

First step in the long-range campaign to extend the service of ABC's stations (already accomplished at WABC-TV and KECA-TV) will be the installation of G-E 20-kilowatt amplifiers in all five stations replacing their present 5-kilowatt units. Second step will be installation of new G-E antennas in four of the ABC stations. The WABC-TV antenna will not be exchanged, but will be modified.

The final step in the ABC "superpower" program will be installation of G-E's first 50-kilowatt amplifiers in all five stations. These units will produce the most powerful VHF transmitter built. They will be more than capable of providing maximum powers to be authorized by the FCC.

N. Y. District Manager rates a "Magna Cum Laude" on ABC sale

Key General Electric figure in the ABC super power program is Charles J. Simon, New York City's district sales manager on broadcast equipment since 1951.

Simon graduated Magna Cum Laude B.E.E. from Syracuse University nearly eleven years ago and, since then, has pursued a business career with equal distinction. Sales credit for equipping Studios 2 and 3 at ABC's New York Television Center plus complete studio and master audio control systems in New York, Chicago and Los Angeles ABC outlets also belongs to Mr. Simon.

In 1948, as Supervisor of Commercial Equipment Field Engineering, Simon was responsible for the installation and service of every General Electric FM, AM or TV station installed! His background of essential military government work, radar, and extensive electronic field engineering ranks Charles J. Simon near the top of "best qualified men" to handle the multiple problems of TV station installations.

Mr. Simon maintains headquarters at Room 3103, General Electric Company, 570 Lexington Avenue, New York City.
Television public service:

**HOW TV KEEPS OHIOANS POSTED ON STATE AFFAIRS**

AFTER 29 consecutive weekly telecasts, *Report From the State Capitol*, public service feature of WSPD-TV Toledo, has proven that television can be a potent educational force for state government, as well as national politics.

The Saturday telecasts, 12:30-12:45 p.m., have taken Toledo area viewers behind the scenes of their state government in action through unrehearsed and often controversial discussions with state legislators, high state government officials and department heads.

Until now, the workings of the Ohio General Assembly and the duties of state officers have been something of a mystery to the average citizens. Through television, a greater interest in state government and understanding of the problems, has been achieved, according to comments from viewers.

**Republicans and Democrats**

*Report From the State Capitol* was launched last Jan. 3, three days before the 100th Ohio General Assembly convened in Columbus. The broad panel includes five state representatives and two state senators from Lucas County, (five Republicans, two Democrats) two of whom appear weekly to explain legislation and to predict what will happen to bills of importance.

In addition, guests have included the state attorney general, secretary of state, lieutenant governor, state auditor, speaker of the House of Representatives, members of the Ohio Turnpike Commission, a member of the Ohio Un-American Activities Commission, two of Ohio's women legislators, the chairman of the Ohio Sesquicentennial Commission, the state highway department division engineer and many others.

The program originates in Toledo, which means the guests must make personal trips to Toledo on a Saturday morning. None have hesitated, even though most are pressed for time.

The success of the telecast is due to the fact that ambiguous questions are avoided. Instead, a direct and often pointed approach is utilized constantly, with no punches pulled. As a result, the viewers get a much clearer understanding of the subject. When legislators of different political parties are on the same program, they are "needled" into arguments. No holds are barred, except that of good taste, and technicians often are forced to hold up signs, "Don't pound the table!" when the debate rages hot and heavy.

**Old Formula, New Application**

There is nothing new about the formula. *Meet the Press* has used it for years. But it is an approach to discussing local and state problems, for which there appears to be a great nation-wide need in television scheduling. For example, with a state budget in Ohio of nearly a billion dollars, a frank and outright discussion of just where the money is coming from, where it's going, and how it is being wasted, if it is, can do more in one 15-minute segment than columns of itemized figures. *Report From the State Capitol* did that recently with two legislators agreeing that millions of dollars are being wasted in Ohio through "pork-barrelling" in which they admit participating because of lack of public opinion and information.

Before being invited on *Report From the State Capitol*, guests are being warned that the questions will seek out factual information and not provide a spring-board for personal propaganda. Of course it works, although to many participants it is a novel—and refreshing approach.

- Box-office television – where it stands, where it's going: A special B•T situation report. Page 82.
- Why you can't project ratings and circulation figures in the Nielsen Coverage Survey. Page 86.

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*August 3, 1953 • Page 81*
By Earl B. Abrams

**WILL A BOX-OFFICE**

"HELLO, I would like to see 'Moulin Rouge' this evening. Thank you."

The speaker then hangs up the telephone and settles back before his giant 27-inch TV screen (or maybe just his old 10-inch peephole). After being switched on, the screen is covered with a maze of squiggly lines. But, sure enough, in a moment, the lines clear and the world of Toulouse-Lautrec appears in the living room of Mr. and Mrs. America...

Thus, according to the promises of the promoters of subscription television, would TV set owners see productions and events that are too expensive for advertising sponsorship over "free TV"—first-run movies, Broadway revues, high class drama, sports, opera, education...

According to every survey that has been made by subscription-TV enthusiasts, at least seven (or eight, or nine) out of 10 people say they will gladly pay $1 (or more) to see in their homes on their TV receivers the Rose Bowl, the World Series, the Metropolitan Opera, a championship fight, Toscanini. . . .

Whether these surveys would pan out if subscription-TV were authorized, no one can say. Before a subscription service can be adopted, a lot of other questions need answering.

Chances are that some answers will be projected soon. The whole problem of box-office television is due for airing, either before the FCC or the Congress, perhaps both.

Zenith Radio Corp., the Chicago radio-TV manufacturer whose name is almost synonymous with subscription-TV, last year asked the Federal Communications Commission to establish pay-TV on a commercial basis. Two weeks ago, Rep. Carl Hinshaw (R-Calif.) introduced a bill in Congress which would specify by law that subscription-TV (as well as theatre-TV) is a common carrier type of operation. This means that the FCC would be empowered to set rates, establish returns on invested capital, and in general deal with the pay-as-you-see principle in the same manner it treats the AT&T, Western Union and the overseas communication systems. In both instances, some sort of hearing will be held, and the answers to a lot of questions should be known.

The idea of paying for what comes over the air is not new. Most foreign broad-

casting systems work on that principle—the listener or viewer pays a tax each year on his receiver. In the U.S., however, broadcasting grew as a free system; the only money the audience has to pay out is the cost of a radio receiver or a television set.

But, even here the idea of a home box-office has intrigued many. Before World War II, the idea of "pig squeal" radio had the backing of some on the fringes of broadcasting—notably William Benton and his Muzak Corp. Muzak supplies uninterrupted music sans commercials to public places (such as restaurants) over leased wires. The premise was that a substantial number of people would pay to receive this service in their homes. And, of course, that there were definite "high type" programs which many people would pay for—but which were not for regular broadcasting because they lacked the mass audience which attracts advertisers who pay the bills.

Technically, the idea was to introduce a harsh note into the broadcast so that only those equipped with a device to remove the "pig squeal" could enjoy the unmarrred program. Subscribers would pay a monthly sum for this benefit. Non-subscribers would tune to the station and get only the cacaphony.

But the war came along, and new radio ideas were frozen. Meanwhile, the ex-advertising mogul became a U.S. Senator, found other interests (Encyclopedia Britannica) and pay-as-you-listen radio seemed to be stillborn.

After World War II, television rushed upon the American scene and became the bright new world of broadcasting. Its growth was phenomenal, particularly in receiver sales. Today, in what is actually only five full production years, there are more than 25 million video receivers in the hands of the American public.

Yet, even with the steady climb of TV sales the proposal for a home box-office—this time applied to TV—has been renewed. The claim is made that TV can never attain commercial success unless the sponsored programs can be supplemented by subscription fees from TV set owners. More recently subscription-TV has been presented as the saving medium for sports, motion picture attendance, educational TV, and many other types of entertainment and education which—it has been claimed—are suffering from TV competition.

One of the first such voices was that of Comdr. Eugene F. McDonald. The irrepressible Comdr. McDonald, president of Zenith Radio Corp., began to boom subscription-TV in 1947. It got to the point where Zenith formally offered licenses to other manufacturers to put devices into their sets so they would be ready for subscription television as soon as it was authorized. Zenith said manufacturers wouldn't have to pay any royalties until its Phonovision system was authorized. But none of the major manufacturers bought the deal. Zenith even went further. It set up a station licensing and booking company to license transmitting equipment, arrange for fees, and to supply programs for its as yet unauthorized Phonovision system—and sold stock, initially only to Zenith officials. Television Entertainment Co. (TECO), the company named for this purpose, went on the over-the-counter market in April 1950 at $10 per share, and according to the latest

**Broadcasting • Telecasting**
BE ADDED TO TV?

reports is selling for $16-$18.

Phonevision, as it was first publicized, worked along these lines: A regular television station would send out a scrambled signal which would show up on all TV sets in its area as a mess of wriggly, out-of-focus lines. Subscribers would have a wire running between their telephones and their TV receivers and, should they desire the program, they would call up a special Phonevision operator and "order" it. A "decoding" signal would then be transmitted through the telephone line to the TV receiver and, presto, the picture would be clear.

The use of the telephone was considered the best means of transmitting the decoding signal and also for billing purposes. It was also emphasized that the use of the telephone for this purpose would have no effect on its ordinary use for communications.

No sooner had Zenith begun grinding the promotional gears than two other competing forms of subscription-TV have come into view. One was Subscriber-Vision, a product of Skiatron Electronics & Television Corp. The other was Telemeter, a product of the International Telemeter Corp., half-owned by Paramount Pictures.

Both used the same scrambled picture principle but had different ideas on how the subscriber was to pay. Skiatron, an offshoot of the British-American combine (now dissolved under a consent decree) formed to promote a TV system using no cathode ray tubes, proposes that subscribers order fee programs by using an IBM-type coded card to be sent through the mails or bought at the corner drug store or supermarket. Telemeter, tied in with movie interests, plugs that it is the only system where cash is paid in advance; it proposes a coin-box device attached to TV receivers—similar to the old-fashioned gas meter attachments.

Early in 1951 under the aegis of Zenith Radio Corp., which laid out $600,000 for the equipment, a 90-day test of 300 Chicago families was made. The Chicago guinea pigs were given a choice of 90 first run movies (but none made later than September 1948) at a charge of $1 per order. Some interesting results were developed, and although the definitive study made by the National Opinion Research Council of the U. of Chicago still has not been released, Zenith has made some results public.

It appears that the "average" family in the test saw 1.73 movies a week. This compares, said Zenith, with the national average of 0.47 movies per week.

One of the Zenith families chose 74 out of the 90 movies in the three months that the test ran. Zenith revealed. Another family ordered only twice during the 90 days.

Many of the Chicago test families had never seen some of the 90 pictures which Zenith showed—even though they were all at least three years old. According to Zenith, 20% of the families, chosen so they would be properly proportioned economically, educationally, etc. had not seen all before. This work, incidentally, Zenith surmised, being a large market which is not reached by the downtown first runs, uptown first runs, second runs, neighborhoods and drive-ins.

What this home-box office might add up to was calculated by Zenith, using its results on the Bing Crosby-Barry Fitzgerald "Welcome Stranger" picture. "Welcome Stranger" grossed $6.1 million in the several years of exhibition in theaters. Based on the percentage on the Phonevision test families who ordered it (660 out of the 300) "Welcome Stranger" could have grossed almost $3 million from the same proportion of the then 13 other TV set owners had it been shown nationally via pay-and-look video, Zenith said. This was based on the proposed economics that the producer of the program would get 50 cents, the station and Zenith splitting the other 50 cents.

In February 1952, the Chicago Tribune mentioned the
WOODland! AM

WOOD again proved your best buy* in the greater Grand Rapids area

*As borne out by 1962 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshelled figures . . . read 'em and reap.

**DAY**

WOOD ........................................ 72,014 Families
Network Station No. 2 ................... 47,954 Families
Network Station No. 3 ................... 34,712 Families
Independent Station No. 1 .............. 26,773 Families
Independent Station No. 2 .............. 19,240 Families

**NIGHT**

WOOD ....................................... 56,862 Families
Network Station No. 2 ................... 35,824 Families
Network Station No. 3 ................... 29,628 Families
Independent Station No. 1 .............. Daytime Only
Independent Station No. 2 .............. Daytime Only

Not only is WOOD top dog in circulation; the cost per thousand story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFMB-AM and WFMB-TV — Indianapolis, Ind., WFTF — Flint, Mich.
WROA — Evansville, Ind.
National Representatives: Katz Agency

FCC to authorize Phonevision as a commercial broadcast service. Its document indicated that Zenith had given up the idea of using only telephone lines; it said that Phonevision could be used in conjunction with other means of decoding and billing.

Since then the petition has lain dormant at the FCC. When it might become live is conjectural. At the present, the Commission's entire efforts are being concentrated on TV application processing and the issue of color TV. However, for the first time in its 19-year history, the FCC has received a monstrosity from Congress—$7.4 million for fiscal 1954, with $1 million earmarked for TV application processing. Some people consider the Zenith petition an application, and thus—with an increased staff—the Commission might very soon open up on the request for fee broadcasting.

The Commission's attitude toward subscription television has been indicated once. That was when Zenith originally asked for permission to hold the Chicago tests, and the FCC refused to give its permission without a hearing. In setting the demonstration application for hearing, the Commission asked Zenith to answer these questions: (1) Whether Phonevision should be classified as a common carrier or a broadcast service. (2) What Zenith's relationship to TECO is and what both their relationships would be to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.

But beyond that there have been other questions raised. One of the foremost is whether subscription-TV will be a monopoly of one station in each city, or whether all TV stations may switch to a kind of closed circuit broadcast service at will.

Common Carrier

If Phonevision—or the other subscription-TV services—is classed as a common carrier service (and that seems to be the import of Rep. Hinshaw's bill) it would give the FCC regulatory powers over fees and rates. It also implies that pay-TV would have to use common carrier frequencies, although this point has not been clarified by Mr. Hinshaw.

This is hardly what subscription-TV proponents are seeking. Basic to their thinking is that the scrambled signals will be broadcast by an existing TV station (or stations) in the broadcast band receivable by all the 25 million receivers now in use—but in "jittered" form. By paying, through one of the various means offered, the viewer would then get his picture cleared up. Therefore the potential "box-office" for which Zenith and the others are spending so much promotional effort is the vast number of individual TV receiving sets. If, through legislation or otherwise, subscription-TV becomes a common carrier operation, each one of these sets would be an utter cipher in that scheme of things—unless converted. More obviously, a second set, tuned to the common carrier frequencies, would have to be purchased by viewers who wait the promised "better" programs and are willing to pay for them.

It has been Zenith's consistent contention that pay-as-you-see television would be a supplementary service to commercial tele-
casting. Some proponents have suggested that a TV station would possibly broadcast to the general public in the morning and early afternoon, switch to subscription-TV for a matinee, return to general broadcasting for the remainder of the afternoon and early evening and for the prime evening time, go back into fee-TV.

In fact this prospect has been touted more and more recently as the savior of uhf television. Since there is some thinking in advertising circles that TV may be economically possible in no more than the top 150 to 200 markets, subscription-TV proponents have begun holding out pay-TV as a means by which stations in the smaller markets (and they are mostly uhf) might keep their books in black ink.

Generally speaking, broadcasters have been lukewarm to the idea. But they also have been Milquetoasts in their opposition. Perhaps the strongest dissent to pay-TV came from Brig. Gen. David Sarnoff, RCA NBC chairman. Speaking at the 1953 NARTB convention in Los Angeles last April, Gen. Sarnoff flatly declared that pay-as-you-see television will never become a national service. He said it was the "negation" of the fundamental principle of American broadcasting—freedom to listen and freedom to see. He warned subscription-TV would invite more government regulation. He said it was conceivable that some local communities might have subscription-TV, but, he declared, "I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home."

Early this year, a vigorous objection to subscription-TV was entered by H. W. Slavick, general manager of the Scripps-Howard WMCT (TV) Memphis, and a member of the NARTB's committee on subscription-TV.

$7 Billion a Year

Mr. Slavick said it would be "disastrous" to the public to have subscription-TV. Supporters of subscription-TV "have propagandized to the effect that the television industry as it now is can't foot the bill, which is absurd. The scheme they propose would . . . cost the public about $7 billion a year." He also declared that the fee-TV idea is contrary to the concept that broadcast channels are a natural resource belonging to the people and to be used in the best interests of the public.

NARTB's committee also includes Paul Raibourn, KTLA (TV) Los Angeles, which is owned by Paramount Pictures, and Clair McCollough, of the Steinman stations in Pennsylvania. Mr. Raibourn, whose Paramount Pictures also has a half interest in International Telemeter Corp., is chairman. The committee has submitted one preliminary report to the TV Board of NARTB, but that was only a description of the various types of subscription-TV.

ABC President Robert E. Kintner made a less-than-optimistic estimate of subscription-TV when he was testifying during the FCC hearings on the ABC-United Paramount Theatres merger. On the assumption, he said then, that TV will become better and better he saw no need for pay-as-you-see TV. He also hazarded the guess that when people were willing to spend money to see Nighttime radio schedules on WOOD are now a smarter investment than ever because:

1. You buy nighttime at same price as daytime, and what a cost-per-thousand picture that will give you! Just check your SRDS and your SAMS report . . . you'll see what we mean by a "real sleeper buy" in the rich Grand Rapids market.

2. You get a "bonus", too! The Katz sponsored Pulse Study of 18 TV cities reveals number of radio sets in use at home is about the same at night as in daytime; but—get this—at night there are more people listening to each set. Daytime radio has a peak at 10:00-11:00 AM when 365 people per 1,000 radio homes are listening; at night, the peak is 8:00-9:00 PM with 517 listeners per 1,000 radio homes; the figure never goes below 431 from 6:00-10:00 PM. It's poppa home from work who makes the difference.

*Literally, an exception — Class B is from 11:30 PM to 7:00 AM.
entertainment, they would not remain at home.

Privately, broadcasters have not been backward in their objections to the pay principle. Most agree with Gen. Sarnoff's premise that American broadcasting is based on the "free" principle. Others, thinking in operational terms, shudder at the problem of switching from "free" to pay TV during the course of a broadcast day. "How are you going to publicize your audience when that question is asked," one broadcaster said. "I'd sure hate to try to sell adjacencies for that kind of an operation."

That the subject of pay-TV is good for plenty of discussion has been amply demonstrated. Millard C. (Tex) Faught, New York economic consultant, for months has stormed the luncheon circuit in behalf of subscription TV. One of Mr. Faught's principal clients is Zenith. (For Mr. Faught's latest speech, see box, page 82.)

Zenith has an attractive 12-page booklet describing Phonevision, and also offers a 15-minute 16mm film on the subject for community or service groups, lunchrooms, lodges, lodges, or churches—gratis.

The other subscription television companies have not been idle in the promotion sweepstakes. Skatron, after almost two years of testing its coded-card system in conjunction with WOR-TV New York, ran a series of public and paid circuit demonstrations in New York during one week in June.

In an announcement following the close of the demonstrations, Skatron President Arthur Levey said that 93.6% of the audience indicated they were willing to pay a "nominal" fee for "outstanding TV programs not now otherwise available."

Skatron Will File

Skatron has said that it, too, will petition the FCC to authorize subscription TV.

Telemeter, the brainchild of two young men with famous Hollywood surnames—David Loew and Carl Leserman—has not yet gotten around to its public test of the coin-box method of pay-as-you-look video. It has an experimental authorization from the FCC to run such a test in Palm Springs, Calif., where it has established a community television service to feed the TV-starved desert with all of Los Angeles' seven signals whose transmitters are atop Mt. Wilson, 90 miles from the resort town.

But Telemeter has not let the promotional guns remain silent, either. In two-color brochures it has plugged the benefits of subscription TV for movies, sports and the other activities.

Paul Raibourn, who is Mr. TV as far as Paramount Pictures is concerned, said more than two years ago that in his opinion "there will be some form of subscription TV in five years."

There are still three years before Mr. Raibourn's prediction runs out. Whether he will be proved right or wrong, the probability is that the destiny of subscription television will have been definitely settled before then. It will be known sooner than that whether box-office TV promises to become the panacea that its supporters claim it to be—or whether it is largely a dream produced by what is acknowledged to be a masterful campaign of promotion.

Shortly after the distribution of the Nielsen Coverage Service and Standard Audit & Measurement Service station audience reports, based on nationwide surveys made in the spring of 1952, station sales representatives found timebuyers projecting program ratings against these audience figures, rather than against all sets in the measured area. Result was a definite shortchanging of radio audience figures, making the medium harder to sell. Station Representatives Assn., protesting against this unfair situation, asked the researchers to explain to their subscribers exactly how their audience figures should and should not be used [B&T April 20]. The following statement on the propriety of projections is taken from the NCS Subscriber Manual which went into the mails last week.

By ARTHUR C. NIELSEN
President, A. C. Nielsen Co.

The User of local or spot broadcasting (radio or TV) usually faces a difficult problem in determining, for any given program or time period, the total number of homes reached in the entire area served by the station.

This basic problem exists primarily because, with a few exceptions, local broadcast research confined to "inner area" (generally the city in which the station is located, or that city plus its suburbs), despite the fact that this "inner area" may contain only a part of the total homes reached by each program. The audience located in the "outer area"—often a substantial portion of the total—is ignored in the research procedure.

Failure to measure the "outer area" arises primarily from economic considerations. Personal or telephone calls would usually involve prohibitive cost if such areas were included. The television area alone typically contains 8,000 to 12,000 square miles, and the more powerful radio stations are very much larger—often totalling 50,000 to 100,000 square miles!

Hence the research user normally is obliged to work with a program rating which says, for example, that Program "X" was heard by 10 per cent of the homes within the city limits, i.e., in the "outer area". Comparisons between stations, and between programs, are seldom meaningful unless the audience measurement includes

* The exceptions are New York, Chicago, Pittsburgh, Cincinnati and Los Angeles—where Nielsen Audimeters measure listening, program by program, in the entire area served by each station.

either the entire "outer area" or that portion in which the sponsor distributes his goods—for one station may have little or no "outer area" audience while another may have a very large audience of this type.

And even when two programs on the same station are compared, the relative "inner area" audiences may not be significant because, due to differences in program appeal, time of day, competing programs or other factors, one program may reach a much larger "outer area" audience (relative to the "inner area" audience) than the other program.

In the absence of facts about the "outer area" audience, a great variety of guesswork has been used. One of the most common methods is to assume that the program reaches, in the "outer area", the same percentage of homes that it reaches in the "inner area". For example, if the "inner area" rating is 10 per cent, and there are 100,000 homes in the "inner area" and 150,000 homes in the "outer area", it is assumed that the program's total audience is:

**Inner area:**

100,000 homes x 10% = 10,000

**Outer area:**

150,000 homes x 10% = 15,000

**Total:**

250,000 homes x 10% = 25,000

In general, the use of this procedure is utterly indefensible, for it is obvious that as we move away from the station's home city and toward other cities, the stations in these other cities may acquire increasing shares of the listening; or if other cities are quite distant, and our station is the most powerful in its own city, its outer area rating (in per cent) may increase as we move far enough away from the home city to eliminate the less powerful competing stations.

Furthermore, the effect of television may undergo substantial changes as we move outward from the station's own city. Another variable is introduced by the fact that the "outer area" families usually have socio-economic characteristics and occupa-
NO OTHER RADIO STATION REACHES AS MUCH OKLAHOMA BUYING POWER AS WKY!

THE 58 OKLAHOMA COUNTIES IN WKY'S DAYTIME NCS COVERAGE AREA CONTAIN . . .

73% OF OKLAHOMA'S RETAIL SALES
71% OF OKLAHOMA'S FOOD STORE SALES
74% OF OKLAHOMA'S DRUG STORE SALES
74% OF OKLAHOMA'S AUTOMOTIVE SALES
88% OF OKLAHOMA'S GROSS FARM INCOME

Based on 1952 NCS Report and 1953 Sales Management Survey of Buying Power.

NO OTHER RADIO STATION REACHES AS MANY OKLAHOMA HOMES AS . . .

WKY

Radio Oklahoma City, Okla.

930 KC 5000 W NBC

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY
tional habits quite different from those in the "inner area", and this often creates differences in program choices.

All competent research organizations understand these principles, and they ordinarily warn their customers that ratings should not be projected beyond the measured area (i.e., the "inner area", generally the city and, perhaps, its suburbs).

To date, with the exception of the cities mentioned in the footnote on page 86, no satisfactory solution has been developed to this fundamental and very serious problem of determining the total audience reached, by each local program, in the entire area served by the station. In view of the great importance of this problem, it would be logical to ask whether Nielsen Coverage Service might properly be used as a means of projecting "inner area" program ratings to the total area served by the station.

For example, if a program has an "inner area" rating of 10% of 100,000 homes (i.e., 10,000 homes) and if the station has a total NCS daily audience of 90,000 homes (in its entire area) and an NCS daily audience of 30,000 homes in its "inner area," would it be proper to assume that its total audience is

\[ 90,000 \times 10,000 = 30,000 \text{ homes?} \]

A sound answer to this important question could be obtained only by a vast amount of meticulous and costly research based on the use of Audimeters. Pending completion of such research*, the only safe assumption—in our opinion—is that any procedure of the type set forth in the foregoing illustration would run afoot of serious problems somewhat analogous to those which have thwarted all other efforts to project city ratings to substantially larger areas. If a sound procedure should eventually be developed, we are rather confident that it will involve formulae far more complex than the one employed in the above illustration.

We cannot conscientiously recommend—at this time—that NCS be used, in any way, as a tool for the projection of local programs.

* The practicability of such a research program is by no means certain and, in any event, it seems likely to take a long time.

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**PROGRAMS & PROMOTION**

**'WONDERFUL CITY' PROMOTION**

MUTUAL has released an attractive chartreuse and blue promotion piece for its program, Wonderful City, which opens out accordion-wise into eight panels. First two panels show Mutual's "Mr. Plus" conducting a sightseeing tour of New York. Other panels give information about the program: Its publicity; its "mayor," Harry Wintern; its staff of two singers and 18-man orchestra, and the "honoree" who tell why they came to New York and who provide a climax for the program when they are given the "key" to the city in the form of the fulfillment of their purposes in coming to the city. The program is aired 10:35-11 a.m. Monday through Friday.

**'TODAY'S' TOURNAMENT**

NBC-TV's early-morning Today program today (Monday) is conducting "the First Annual Today Hole-in-One Tournament" at the Tam O'Shanter course in Chicago, with $25,000 offered to the golfer scoring a hole-in-one on the par three 16th hole, and $5,000 to be distributed among those coming closest to the pin. Plans called for the event to be teletcast in six segments of the Today show.

**'WHAM MARKET ANALYSIS'**

AFTER several months of research, WHAM Rochester has published the "WHAM Market Analysis." The analysis covers western, southern, and central New York state counties which comprise WHAM's primary area and gives a comprehensive report on the facts and potential of its market. The theme is "WHAM-LAND, A Billion Dollar Market Where People Have Money to Buy Anything You Sell."

**'WISE' ADVERTISING**

A NEW brochure entitled "We Would Like to Introduce Ourselves" has just been released by Wise Advertising Inc. The six-page booklet gives information about its personnel's background, experience and qualifications. The key of the book is . . . "if it produces results—its WISE Advertising."

**PERSONALITY POSTCARDS**

FOR eleven weeks WNAX Yankton, S. D. saluted a different person or group each week, telling listeners they could receive a free picture postcard of the "Personality of the Week" on request. The result, according to the station, was 31,462 requests, averaging 400 a day for 77 days from all parts of the WNAX area.

**SYMPHONY PROMOTION**

A CONTEST was launched July 22 by Washington, D. C., radio stations when 21 outlets began a large scale campaign to promote the Symphony Mystery Voice contest. Contestants will be asked to complete a statement which begins: "I like music because . . ." and mail it to the National Symphony Orchestra's sustaining fund. The contest will be run for eight weeks, during which time a mystery lady will give clues over the radio. Prizes include a grand piano, a mink stole, a Coldspot freezer and many others. Top award is aillacue sedan.

**CONTEST FOR GROCERS**

"GROCER of the Week" contest is being held by KSL-AM-TV Salt Lake City, to further merchandise grocery items now being advertised on the stations. The contest is open only to grocers, and winners will be picked on how many of the various KSL advertised items are stocked and how effectively these items are displayed and otherwise promoted. A "Grocer of the Week" sale will be held by winning grocers, with KSL stocking local brokers, and the KSL merchandising co-ordinator to spotlight advertised items in his store. The sales will be highlighted by personal appearances of KSL talent.

**WJR GUEST SHOW**

A NEW variety show is being staged by WJR Detroit in a bid for further evening audience leadership. The new show, called Guest House, is heard Monday through Friday, with Bud Guest heading the production as m.c. He will be supported by the WJR orchestra, conducted by Max Leib, tenor Fred Kendall and others. The program will feature guest appearances of famous personalities from the entertainment world and interviews with people from all walks of life.

**KOWL SURVEY**

KOWL Santa Monica has compiled a comprehensive survey of the Negro market in the greater Los Angeles area. Available to advertisers and their agencies, the survey credits eight reputable sources for the information contained. It includes a breakdown of the economy and character of the Los Angeles area Negro population and also gives a plug for KOWL's disc m.c. Joe Adams.

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**the NBC station serving greater YOUNGSTOWN, O.**

30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

Page 88 • August 3, 1953
More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.
Advertisers

Bradley P. Williams, sales promotion manager of Masonite Corp., Chicago, appointed general merchandise manager, with responsibility for company's advertising, sales promotion and publicity programs.

Donald W. McDonald, formerly supervisor of copy and research, Pan American World Airways, appointed assistant manager of public relations and advertising, Air France, N. Y.

Teri Segur, assistant sales promotion manager of Masonite Corp., appointed assistant to president of H. M. Gross Co., Chicago.

Peter M. Souther, account executive at Footo, Cone & Beldon, to General Foods' Associated Products Div. as product manager for Certo and Sure-Jell.

Harold T. Leiskan, assistant advertising manager of B. F. Goodrich Rubber Co. of Canada Ltd., appointed acting advertising manager.

Harold V. Glen, sales promotion manager of Marshall Field & Co., Chicago, named chairman of advertising and publishing section for Commerce Div. of 1953 Community Fund Campaign in Chicago.

James A. Reilly, 49, executive vice president and a director of Colgate-Palmolive-Peet Co., died July 24 following heart attack.

Agencies

Robert L. Foreman, vice president of BBDO, N. Y., appointed chairman of agency's TV-radio plans board, in addition to retaining responsibilities over BBDO's television department.

Champ C. Humphrey, vice president of Gardner Adv, N. Y. and St. Louis, elected to agency's board of directors. Oscar D. Nurling, account executive on Nebraska Consolidated Mills account, elected vice president.

John A. Southwell, vice president in charge of radio and television for Hirsch & Rutledge, St. Louis, to Smith, Hagel & Snyder, N. Y., as vice president.

Frank Yahnner, Young & Rubicam, N. Y., to Biow Co., effective immediately.

Jacqueline M. Dodge, account executive, WDTV (TV) Pittsburgh, appointed account executive at Advertising Syndicate of America, Pittsburgh.


Elmer M. Boruck, formerly with NBC, to Robert Knox Adv., N. Y.

Hugh Leland, radio-TV supervisor and account executive at Armour & Co., Chicago, to merchandising department of Lennen & Newell, N. Y.

Ray Baur and Reginald Spurr, media department, Young & Rubicam Inc., N. Y., transfer to Los Angeles office, as outdoor space buyer and media buyer, respectively. Marion Clapp, secretary to Jack Smock, L. A. office vice president and general manager, adds duties as administrative assistant.


Norman Retchin, story editor, Screen Televideo Productions, Beverly Hills, to Dan B. Miner Co., L. A., as member of creative staff.

Stations

Nelson S. Rousley, manager of WEEX-FM Easton, Pa., appointed business manager of WEEX-AM-FM and WGLV (TV) Easton. Charles R. Thon, chief engineer at WEEX, to WGLV in same capacity. Mr. Thon also named manager of operations for WEEX-AM-FM and WGLV. William H. Blackton, retail advertising dept. of Eastern Express, named regional sales and promotion manager for WGLV and Alice O'Hare, assistant to chief program coordinator of DuMont Network, to WGLV as program coordinator.


Don Balsamo, formerly with Wright-Campbell Agency and WIND Chicago, joins sales department of WBKB (TV) Chicago as account executive.

Lynn C. Thomas named general manager of KWRO Coquille, Ore., succeeding George W. Stratton, who has entered hospital at Salem for indefinite stay.

Byron Nelson, salesman for KYA San Francisco, to sales staff, KCBS same city.

Le Roy Stahl, sales representative for KBFF-TV Great Falls, Mont., named director of

 broadband • Telecasting
TV. W. C. Blanchette, assistant manager of KFBB, named director of radio.

Ward Crowley, KGHL Billings, Mont., to KVTU (TV) Sioux City, Iowa, as salesman.

Jack Pollie, promotion manager of CKWS Kingston, named manager of CKGB Timmins, succeeding Harvey Freeman, new station supervisor of Northern Broadcasting Co. Ltd., Toronto.

Wm. C. Hankinson, program co-coordinator of CBC International Service, Montreal, named manager of CFPR Prince Rupert. C. H. Insulander, former manager of CFPR, becomes chief engineer.

Wally Getze, engineering supervisor, KLAC -TV Hollywood, named night operations manager.

Norman A. Giffeson, manager of TV operations, WJAR-TV Providence, R. I., presented citation by Bryant College Business Administration & Accounting Society in recognition of outstanding services performed as advisor to the society.

Fred L. Bernstein, general manager, WTTM Trenton, presented with special American Heritage Foundation Award by Gov. Alfred E. Driscoll for outstanding performance in 1952 national Register and Vote campaign.

Robert H. Freeman, program manager, KTTV (TV) Hollywood, to KECA (TV) same city as program director.

Gene Dillon, sports editor of WCMW Canton, Ohio, adds duties as program director, succeeding Fred Cookout. Denny Dever becomes full-time staff announcer.

Ted Hardy, station continuity editor, KBTV (TV) Denver, appointed publicity and promotion manager. Beverly Smith, women's editor, KGNC Amarillo, Tex., to KBTV replacing Mr. Hardy.

Hugh O. Kerwin, advertising and sales promotion manager for Crosley Distributing Div., St. Louis, appointed advertising and sales promotion manager of WTVL (TV) St. Louis, Mo.

J. R. Troxel, formerly producer and production director of WTVJ (TV) Miami, to WITV (TV) that city, as operations manager.

Frank Ross to WBAY-AM-TV Green Bay, Wis., as radio-TV farm director.

George Harshberger, formerly co-owner of L. A. advertising agency, to KFWB Hollywood, as publicity director.

Don Norling and Frank Richter assigned to newtdel staff of WBBM-TV Chicago.

Harry Campbell, formerly farm director at WBBM Chicago, to WLS there as announcer and farm program staff member.

Bob Reynolds, formerly with KWLC Decorah, Iowa, to KYXK Byrthe, Calif., as staff announcer.

Philip Landwehr, Monroe Greenthal Co., N. Y.,

His Own Sports Story

A HOLE IN ONE is every golfer's dream — especially if he has a professional interest in sports. Wayne Osborne of WOPA Oak Park, Ill., performed the feat July 12 on the seventh hole at Westward Ho on the outskirts of Chicago, driving the ball 140 yards. Mr. Osborne was doubly pleased— he's sports director at WOPA.

Now

"Double-Branded"

Here's good news for users of the RCA-7C24 and 5762. Now you can order one tube type, the double-branded 5762/7C24, for replacement use no matter what kind of transmitter service you operate... AM, FM, or TV.

The RCA-5762/7C24 supersedes and is directly interchangeable with the RCA-5762 and the RCA-7C24. All structural improvements that have been made in the two older types, are incorporated in the new double-branded tube.

Whether you are presently using the RCA-5762 or the 7C24, just call your local RCA Tube Distributor and ask for the RCA-5762/7C24. You can depend on him for fast, efficient service on your broadcast tube requirements.
advertising agency, to merchandising department of WWRL Woodside, L. I.

Fred Garst, graduate of Columbia Institute, Phila., to WAYB Waynesboro, Va. Other graduates and stations with which they are affiliated are: Mike Peck and Tony Orlando, WTOA Trenton, N. J.; Alfred D'Angelus, WDEL-TV Wilmington, Del.; Al Carpenter, WFIL-TV Philadelphia.

Reed E. Upton to announcing staff, WNOX Knoxville.

Joy Fritts appointed writer on KCBS San Francisco's "Jack Todd Show" replacing Nancy Reinkke, who resigned to enter Hollywood radio field.

William States, TV director, Benton & Bowles, N. Y., to KTLA (TV) Hollywood as staff director.

Warren Dana to WDTV (TV) Pittsburgh, as director.

Jean Williams to continuity staff, KTBC-TV Austin.

Dr. E. W. Ziebarth, news analyst for WCCO Minneapolis-St. Paul, named dean of summer session of U. of Minnesota.

Francis Urry returns to staff of KDFY Salt Lake City.

Dick Wyman to KCBS San Francisco, announcing staff.

Al Endicott, disc jockey, to KGST Fresno.

Don Bernard, WIZE Springfield, Ohio, to WGAT Utica, N. Y., as disc jockey.

Bill Sea to apprentice staff at KCBS San Francisco.

Paul Bolton, news editor, KTBC-TV Austin, elected vice president of Travis County Citizens Safety Council.

Dick Haynes, disc m.c., KLAC Hollywood, asigned role in M-G-M feature film, "Tennessee Champ."

Bob Fairbanks, promotion writer, KCBS San Francisco, elected president of Junior Dept. of city's Advertising Club.

Howard Worner, director of publicity, KTLA (TV) Hollywood, named public relations chairman, that city, for Los Angeles area Community Chest funds appeal.

Pete Peterson, farm editor, WNAV Yankton, S. D., appointed State Chairman of the Agri-

cultural Committee of South Dakota Junior Chamber of Commerce.

Lo Rene Washburn, traffic staff, KVOO Tulsa, has won title of "Miss Tulsa" and "Miss Oklahoma."

Jack Kerrigan, program director, WHO Des Moines, elected president of Advertising Club of Des Moines.

Mrs. Harry R. Christopher, state president of Maryland Federation of Women's Clubs, to WAAM Baltimore on program advisory council.

Fina Bell, announcer, KGER Long Beach, and Caroline McCaughlin, secretary to Jea W. Barkhurst, ABC Radio Western Div. director of promotion-publicity, were married July 18.

Art Holbrook, station manager of WIBW-TV Topeka, Kan., and Genevieve Hargis were married July 18.

Myron M. Zabier, announcer and disc jockey, WJNC Jacksonville, N. C., and Barbara C. Jackson were married July 28.

Dick Bingham, WBBM-AM-TV Chicago staff announcer, father of boy, Richard Van.

George Sanders, announcer, KPOL Los Angeles, father of girl, Susan Tracy, July 20.

Reed Browning, m.c. on KECA Los Angeles "Hits and Encores," father of girl, Elizabeth, July 22.

Arthur Masthay, staff engineer, WMMW Meriden, Conn., father of girl, Joyce Elaine, July 22.

Networks

MacLean Chandler, manager of CBS-TV Spot Sales, Chicago, transferred to San Francisco in similar capacity.

James S. Troy, production supervisor, appointed network program supervisor at NBC Central Div.

William Perry Keats of New York law firm of Reed & Priest and one-time salesman for KSRO Santa Rosa, Calif., and Raphael G. Scobey of New York law firm of Davis & Gilbert, to ABC's legal staff. Felix Kent resigns as staff attorney for ABC-TV to join Lawler & Rockwood, New York law firm.

Henry R. Flynn, appointed general sales manager for CBS Radio Spot Sales, effective immediately [B&T, July 27].

Frank Blair, NBC radio-TV commentator in Washington, named on-the-air news editor of NBC-TV's "Today" series. He succeeds Merrill Muller, who is moving to new radio assignment in network's News & Special Reports Dept.

Mr. Flynn

Albert McCleery, NBC producer and director, appointed NBC-TV executive producer.

Mori Weinbach elevated to post of director of labor relations for ABC after serving as acting director since last November.


Bill Davenport and Don Nelson signed as writers on ABC-TV Adventures of Ozzie & Harriet, resuming Sept. 18. John I. Greene and Jay Somers signed for radio version. Signed writers on both AM and TV versions are Ben Gerschmann, Dick Bensfield and Perry Grant.

Richard Conte, radio-film actor, signed to star as roving freelance newspaperman in NBC's "Jeff Pilgrim" starting in fall.


Tom Swafford, CBS Radio Spot Sales executive, S. F. and Mildred Swafford, former traffic manager for KQW-KEX Portland, parents of girl, Stephanie, July 5.

Paul Frees, actor featured on CBS Radio's...
Manufacturing

Robert P. Lamons appointed sales manager of Andrew Corp., Chicago. Robert C. Bickel succeeds Mr. Lamons as regional sales engineer, headquartering in Ridgewood, N. J. J. F. Moyrinhann named manager of Andrew California Corp., succeeding Mr. Bickel.

Mr. Lamons

George A. Hinckley, chief engineer for WLAB Boston, to Raytheon Mfg. Co., Waltham, Mass, as sales engineer.


Carl Reinschild, senior account executive for Columbia Transcriptions Div. of Columbia Records Inc., named radio and television consultant to General Council of the Presbyterian Church in the U. S. A.

Personnel Relations

Erna Lazarus, Hollywood TV film writer, appointed to Screen Writers Guild board of directors.

Lou Smith appointed public relations director, Screen Directors Guild, Hollywood.

Robert Stark appointed to Screen Actors Guild board of directors replacing Richard Carlson, who has resigned. Terry Moore and Hillary Brooke named to serve on board as alternates for Robert Keith and Glenn Ford, respectively.

Mr. Meehan  Mr. Tatarian

Edward J. Meehan Jr., who has rejoined the Broadcast Marketing Div. of RCA Victor as home office sales coordinator of AM and FM radio transmitters and broadcast audio equipment, and Roger Tatarian, newly-named general European news manager for United Press, were incorrectly pictured in B&T July 27, due to a transposition of the engravings.

GM DIESEL Standby GENERATOR SETS

WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.

WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristics of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

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- Excellent frequency and voltage regulation for the most exacting requirements.
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- Instant push-button power starting on safe Diesel fuel—or fully automatic starting, immediate power, no "warm-up" period.
- Dependable starting—no sparking—ignition system to fail because of dampness or corrosion—always ready to start.
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- Distributors and Dealers throughout the country.

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SINGLE ENGINES ... 16 to 275 H.P.  MULTIPLE UNITS ... Up to 840 H.P.

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August 3, 1953 • Page 93
OUT MID-AUGUST
THE 1953-54

TELECASTING Yearbook
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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.

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—EDUCATION—

TV EDUCATIONAL PROGRAMS ANALYZED

Office of Education surveys more than 250 series presented on commercial TV outlets during the 1952-53 school year.

Of the more than 250 program series presented by educational institutions on commercial TV stations during the 1952-53 school year, nearly 43% constituted "public relations" ventures to "interpret" the school to the community.

This use of commercial TV facilities—offered free of charge by stations—is among the data contained in a survey of educational TV programs compiled by Gertrude G. Broderick, radio-TV education specialist for the Office of Education, U. S. Dept. of Health, Education and Welfare. Of 256 program series reported, 15 were "telescours," some of which offer full college credit and others offering certification through extension divisions.

The report shows that in 32 states and the District of Columbia, programs are being offered in 76 cities over 90 stations and three networks. The series are being presented by two state departments of education, seven county school systems, 84 colleges and universities and 49 public and private school systems. Of the 256 program series, 64 are presented throughout the school year.

Public schools reported 37 direct teaching programs designed for in-school viewing while 30 such programs were reported by colleges and universities. A total 113 of the series are comprised of half-hour programs while 73 comprise quarter-hour shows, the report states.

The Office of Education study is based upon a survey of the 109 operating TV stations in the fall of 1952. The study concluded that "while no qualitative analysis of this cooperative effort is possible with the limited data available in this first survey, there is ample evidence, quantitatively, of a growing acceptance by educators of their responsibility to broaden the boundaries of knowledge for the greatest number through the use of this newest medium."

Educ. TV Meets Set In Illinois, Iowa

PLANS for two educational TV meetings—one a production workshop at the U. of Illinois in Urbana, the other a station management seminar at Iowa State College in Ames—were announced by the National Assn. of Educational Broadcasters last week.

The sessions, announced by Dr. Harry Skornia, NAEB executive director, will be held under grants offered by the Ford Foundation's Fund for Adult Education.

Production workshop is scheduled for Urbana Aug. 28-Sept. 18, with the university offering TV-motion picture facilities and staff. Attendance is limited to 30 persons from present or planned educational television outlets.

Richard B. Hull, manager of WOI-AM-TV Ames, will be in charge of the management seminar, Aug. 30-Sept. 5. WOI-TV staff members will assist, with the same requirements governing attendance. Applications for both conferences are being accepted by Dr. Skornia at the U. of Illinois, with a deadline of Aug. 10.

Page 94 • August 3, 1953
European Farm Radio Directors Meet in London

FORTY-TWO representatives from 11 European countries met in London July 20-22 for the continent's first conference on farm radio.

The conference, held in BBC's "Broadcasting House," was arranged by the Food Europe and Agriculture Organization of the United Nations. Delegates to the meeting were from Italy, France, Germany, Belgium, the Netherlands, Sweden, Denmark, Norway, Switzerland, Ireland and the United Kingdom.

Two U.S. representatives took part. They were Wallace Kadderly, former farm director of KGW Portland, Ore., and Laye Beaty, former farm editor of WBAP-AM-TV Fort Worth. Both are past presidents of the National Assn. of Radio Farm Directors in the U.S., and now are with Paris headquarters of the Mutual Security Agency.

Mr. Beaty has been named corresponding secretary for the group. No formal organization plans have been made, but a second meeting is planned for next year.

FOR THE RECORD

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.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSDK-TV (17), 12/15/52—Unknown.
Decorah, WMAS-TV (23), 12/26/52-10/15/53.

ARIZONA

Phoenix, KOOL-TV (10), 5/27/52-10/1/53 (share time with KOOL-TV).
Phoenix, KONY-TV (10), 5/27/52-10/1/53 (share time with KOOL-TV).
Tucson, KCONA-TV (9), 12/18/52—Fall '53, Hollingbery.
Yuma, KYRA-TV (11), 10/15/52—Fall '53.

ARKANSAS

Little Rock, KEES-TV (28), 10/30/53—Unknown.
Fine Bluff, KATV (TV) (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Chico, KNSL-TV (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Los Angeles, KFTR-TV (22), 12/10/52-Late '53.
Los Angeles, KETN-TV (78), 6/28/52-July '53.
Monterey, KMBY-TV (8), 2/19/53—Unknown (share time with KSBY-TV Sollins).
Sacramento, KBUC-TV (46), 6/26/53-Fall '53.
Sacramento, KCBX-TV (48), 7/14/53—Unknown.
Selma, KSBW-TV (8), 2/19/53—Unknown (share time with KMBY-TV Sollins).
Sollins, KICU-TV (28), 1/15/53-9/1/53.
San Bernardino, KFCTV (18), 11/4/52-August, Hollingbery.
San Francisco, Bay Area Educ. TV Assn. (97), 7/24/53-10/1/53.
San Francisco, KCSN-TV (32), 4/29/53—Unknown, Mc-
Gillivra.
Shafter, KTWU-TV (50), 1/14/53—Fall '53, Hollingbery.
Yuba City, KABG-TV (52), 3/11/53—Unknown.

COLORADO

Denver, KDEN-TV (52), 7/11/52—Unknown.
Denver, KERV-TV (20), 9/10/52—Unknown.
Denver, KOAV-TV (49), initial diffusion 6/18/53—stayed 7/24/52.
Denver, City & County School Districts (103), 7/1/53-1954.

CONNECTICUT

Bridgeport, WSIB (TV) (49), 8/14/52—Unknown.
Bridgeport, WCTB (TV) (77), 1/29/53—Unknown.
Hartford, WCHS (TV) (53), 1/9/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H.R.
Television.
Newport, WCTN (TV) (53), 1/29/53—Unknown.
Stamford, Stamford-Norwalk TV Corp. (27), 7/24/53—Unknown.

DELAWARE

Dover, WHRN (TV) (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, WITV (TV) (17) 7/21/52-9/20/53.
Fort Myers, WVEC (TV) (11), 3/7/53-10/3/53—Weed TV.
Jacksonville, WJHP-TV (56), 6/6/55—Fall '55, Perry Assoc.
Inland, WDPY (TV) (16), 12/31/52—Unknown.
Pensacola, WPFFA (TV) (15), 11/13/52-1/13/53—Young.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Tampa, WFLA-TV (B), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, WINK-TV (21), 12/18/52-8/15/53.

GEORGIA
Columbus, WOA-KTV (28), 3/11/53-10/31/53—ABC, NBC, Meeker.
Macon, WTVT (7), 2/28/53-7/31/53—ABC, NBC, DuM.

IDAHO
Boise-Meridian, KTOO-TV (9), 5/14/53—Unknown.
Boise, KTIV (TV) (5), 1/1/53—Fall ’53, ABC, Hollingbery.
Idaho Falls, KID-TV (3), 12/18/52—Unknown.
Idaho Falls, KTVK (TV) (8), 3/19/53—Unknown.
Meridian-Boise, KTOO-TV (9), 5/14/53—Unknown.
Pocatello, KID (TV) (6), 2/20/53—Nov. ’53, CBS.

ILLINOIS
Belleville, WTVI (TV) (54), 11/20/53-Aug. ’53, DuM.
Bloomington, WBLN-TV (15), 3/4/53-10/1/53, ABC.
Champaign, WCIA-1OE (TV) (3), 3/26/53-10/1/53, Hollingbery.
Champaign, Champaign-Urbana TV (21), 7/22/53—Unknown.
Chicago, WHIC-TV (26), 1/8/53—Unknown.
Chicago, WBBM-TV (25), 1/10/53—Unknown.
Davenport, WAU-TV (24), 3/10/53—Unknown.
Joliet, JTLL (TV) (4), 7/10/53—Unknown.
Lake Charles, KTAG (TV) (25), 12/18/52-8/15/53, Adam Young.
Minneapolis, KFAC-TV (43), 12/10/52-8/15/53—Headley-Reed.
Monroe, KNOE-TV (8), 12/4/52-Aug. ’53, CBS, ABC, DuM.
New Orleans, WCNO-TV (32), 4/2/53—Unknown.
New Orleans, WJMD-TV (61), 2/18/53-10/31/53—DuM, Bell.
New Orleans, CKG Co. (20), 4/2/53—Late Winter ’53, Gill-Perna.

INDIANA
Elkhart, WIBC-TV (52), 6/3/53—Unknown.

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MISSOURI
Cape Girardeau, KGMQ-TV (18), 4/16/53—Unknown.
Clayton, KFQD-TV (30), 2/25/53—Unknown.
Columbia, KOMU-TV (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, KACY (TV) (14), 12/21/52—Summer ’53.
Kenton, KCMC-TV (10), 3/19/53—Early ’54, CBS & NBC.
Norfolk, KFRV (TV) (36), 11/23/53—Free & NBC.
St. Joseph, KFGR (TV) (2), 10/16/53-9/30/53, CBS, DuM.
St. Louis, KETC (TV) (7), 5/7/53—Unknown.
St. Louis, WFLS-TV (42), 12/13/53—Late ’53.
Sedalia, KDKO-TV (8), 2/3/53-1/17/54.

MONTANA
Billings, KBOI-TV (2), 2/5/53—Unknown.
Billings, KMVT (TV) (3), 7/11/53—Late Summer, Early Fall ’53.
Butte, KOBP (TV) (4), 8/15/53—ABC, Hollingbery.
Fall River, KFBK (TV) (8), 1/15/53—Unknown, CBS, DuM, Television.
Fall River, KMON-TV (3), 9/26/53—Unknown, Hollingbery.

NEBRASKA
Kearney, Bi-State Co. (13), 7/22/53—Unknown.

NEVADA
Las Vegas, KLAS-TV (8), 3/11/53-7/22/53—ABC, CBS, DuM.
Reno, KTVT (TV) (18), 12/3/53—Unknown.

NEW HAMPSHIRE
Keene, WENK (TV) (35), 7/15/53—Summer ’53.

NEW JERSEY
Asbury Park, WVRT (TV) (58), 10/2/53—Late ’53.
Atlantic City, WCCV (TV) (99), 1/8/53—Unknown.
Somerville, WTVX (TV) (30), 4/2/53—Unknown.
Trenton, WITM (TV) (41), 7/16/53—Unknown.

NEW MEXICO
Albuquerque, KGNO (13), 11/15/52-11/11/53—CBS, DuM.
Albuquerque, KOAT-TV (9), 8/3/53—Unknown.
Santa Fe, KTRV (TV) (2), 1/23/53—Unknown.

NEW YORK
Albany, WHTV (TV) (14), 7/24/53—Unknown.
Albany, WPFI (TV) (23), 6/10/53—Unknown.
Albany, WYMN-TV (9), 12/3/53—Unknown.
Buffalo, WKBW (TV) (49), 8/14/52—Unknown.
Buffalo, WKBW-TV (50), 12/3/52—9/7/53.
Buffalo, WKBW-TV (51), 12/3/52—9/7/53—DuM, Headley-Reed.

New Mexico, KTVX (TV) (23), 7/24/53—Unknown.

BROADCASTING • TELECASTING
Columbia, WNOK
Providence, WNET (TV) (16),
Wilkes-
Scranton, WTUV
Pittsburgh,
Pittsburgh,
Lewistown,
Lancaster,
Chambersburg, WCHA
Allentown,

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

TENNESSEE
Chattanooga, WOUC (TV) (49), 8/1/52—Unknown, Pearl-

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Marion, WMVE-TV (50), 4/2/53—Unknown, Donald Cooks.
Newport News, WACH (TV) (32), 2/5/33—Summer, ABC, Tarpe,
Neffs, WLNS-TV (27), 7/6/53—Unknown, ABC, Tarpe,
NORTH CAROLINA
Asheville, WISE-TV (62), 10/30/52-2/5/53—NC, Bolling.
Charlotte, WACO-TV (TV) (49), 3/2/53—Boiling.
Durham, WCNC-TV (46), 5/26/53-11/15/53—DuM, NBC.
Greensboro, WGLV (TV) (46), 5/15/53-11/15/53—CBS.
Greenville, WNCT (TV) (9), 3/1/51-9/15/53—CBS, Pear-

WASHINGTON
Seattle, KOMO-TV (4), 6/10/52/11/15/53, NBC, Hel-

TENNESSEE
Chattanooga, WOUC (TV) (49), 8/1/52—Unknown, Pearl-

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ashtabula, WICA
Bismarck,
Greenville,
Greensboro,
Durham, WCIG
Asheville,
Rochester, WVAN -TV (10), with
Rschenz, WTVI (TV) (43), 6/15/52—Unknown.
Syracuse, WSYE (TV) (44), 6/15/52—Unknown.
Ultco, Richard H. Reich (19), 7/1/53—Unknown.
Wilmington, WNTT-TV (46), 1/25/52/11/15/53—Wea

TENNESSEE
Chattanooga, WOUC (TV) (49), 8/1/52—Unknown, Pearl-

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Marion, WMVE-TV (50), 4/2/53—Unknown, Donald Cooks.
Newport News, WACH (TV) (32), 2/5/33—Summer, ABC, Tarpe,
Neffs, WLNS-TV (27), 7/6/53—Unknown, ABC, Tarpe,
NORTH CAROLINA
Asheville, WISE-TV (62), 10/30/52-2/5/53—NC, Bolling.
Charlotte, WACO-TV (TV) (49), 3/2/53—Boiling.
Durham, WCNC-TV (46), 5/26/53-11/15/53—DuM, NBC.
Greensboro, WGLV (TV) (46), 5/15/53-11/15/53—CBS.
Greenville, WNCT (TV) (9), 3/1/51-9/15/53—CBS, Pear-

WASHINGTON
Seattle, KOMO-TV (4), 6/10/52/11/15/53, NBC, Hel-

TENNESSEE
Chattanooga, WOUC (TV) (49), 8/1/52—Unknown, Pearl-

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Marion, WMVE-TV (50), 4/2/53—Unknown, Donald Cooks.
Newport News, WACH (TV) (32), 2/5/33—Summer, ABC, Tarpe,
Neffs, WLNS-TV (27), 7/6/53—Unknown, ABC, Tarpe,
NORTH CAROLINA
Asheville, WISE-TV (62), 10/30/52-2/5/53—NC, Bolling.
Charlotte, WACO-TV (TV) (49), 3/2/53—Boiling.
Durham, WCNC-TV (46), 5/26/53-11/15/53—DuM, NBC.
Greensboro, WGLV (TV) (46), 5/15/53-11/15/53—CBS.
Greenville, WNCT (TV) (9), 3/1/51-9/15/53—CBS, Pear-

WASHINGTON
Seattle, KOMO-TV (4), 6/10/52/11/15/53, NBC, Hel-

TENNESSEE
Chattanooga, WOUC (TV) (49), 8/1/52—Unknown, Pearl-

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Marion, WMVE-TV (50), 4/2/53—Unknown, Donald Cooks.
Newport News, WACH (TV) (32), 2/5/33—Summer, ABC, Tarpe,
Neffs, WLNS-TV (27), 7/6/53—Unknown, ABC, Tarpe,
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FOR THE RECORD

Three-Year TV License Proposal
Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C.

In the Matter of:
Amendment of Section 303 of the Communications Act of 1934, 47 U.S.C. 303, to change the broadcasting periods for which licenses are granted.

NOTICE OF PROPOSED RULE MAKING
1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. Section 151 of the Communications Act of 1934, 47 U.S.C. 151, provides that the Commission may, from time to time, prescribe rules or regulations for the fair, orderly, and efficient administration of the communications laws of the United States.

3. The one-year license period for television broadcasting stations was appropriate during the early formative period of the television broadcast service. At the present time, however, almost 500 television stations have been authorized, with more than 200 in operation. Given the view of the development of a nationwide television system it will be facilitated by the extension of television licenses for a three-year period, the license period presently provided for both standard and FM broadcast stations.

4. The proposed rule making would enable stations to extend their licenses for a period of three years to expire in accordance with the schedule contained in the proposed rule set out in the attached Appendix.

5. All interested persons are invited to comment on the proposal set out in the attached Appendix. In the past, the Commission has made similar modifications in the license period for television broadcast stations.

6. Authority for adoption of the proposed amendment is contained in Section 151 of the Communications Act of 1934, as amended.

7. Any interested party who is of the view that the proposed amendment should not be adopted, or should not be adopted in the form set forth herein, may file a complaint with the Commission on or before September 1, 1953. A written statement of the reasons therefor shall be filed with the Commission.

8. In accordance with the provisions of Section 1.1746 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs, or comments shall be furnished the Commission.

FCC
T. J. Slowie
Secretary

Adopted: July 23, 1953
Released: July 24, 1953

1. Renewals of licenses will be granted for the period specified in the rule: Provided, however, that at the result of the transition from the present schedule to the proposed schedule for which a license is renewed for 6 months or less, the license may be within the period of 60 days to 30 days after the expiration date of such renewal license. In lieu of renewal application (FCC Form 308), a written statement by each licensee of oath for the next renewal of license which shall consist of: (1) a statement that its license be renewed; (2) a statement that no substantial changes have been made in its operation or plans for its operation since its last renewal application; or if changes have been made or proposed, a statement specifying such changes; and (3) a statement that the applicant makes no claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

2. Upon review of such comments, the Commission may grant a renewal of license for the full period provided for in the rule, or if the Commission requires additional information, it may require the filing of renewal application (FCC Form 308).

APPENDIX
It is proposed to amend Section 3.630 to read as follows:

(a) All television broadcast station licenses will be issued for a normal license period of 3 years; license renewals will be issued to expire at the hour of 3 a.m., Eastern Standard Time, with the following schedule and at three-year intervals thereafter:

- Stations located in Delaware and Pennsylvania, August 1, 1954.
- Stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1954.
- Stations located in North Carolina, South Carolina, December 1, 1954.
- Stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1955.
- Stations located in Louisiana and Georgia, April 1, 1955.
- Stations located in Arkansas, Louisiana and Mississippi, June 1, 1955.
- Stations located in Tennessee, Kentucky and Indiana, August 1, 1955.
- Stations located in Ohio and Michigan, October 1, 1955.
- Stations located in Illinois and Wisconsin, December 1, 1955.
- Stations located in Iowa and Missouri, February 1, 1956.
- Stations located in Minnesota, North Dakota, South Dakota, Mississippi, Montana and Colorado, April 1, 1956.
- Stations located in Kansas, Oklahoma, Nebraska, June 1, 1956.
- Stations located in Texas, August 1, 1956.
- Stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.
- Stations located in California, December 1, 1956.
- Stations located in Oregon, Washington, California, January 1, 1957.
- Stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont, April 1, 1954.
- Stations located in New Jersey and New York, June 1, 1954.

Dissenting Opinion of Commissioner Hennock
I am compelled to register my dissent to the institution of the proposed new regulation regarding the extension of the license period for television broadcasters from one year to three.

The Commission should as soon as possible engage in a factually study of television programming. I wish to have a conference with the industry, to be followed by open public hearings. It seems to me that a matter of such importance should not be finally acted upon by the Commission except upon the basis of a complete factually record compiled at a public hearing.

I believe in the early formative period the public, not the Commission, that is mainly affected by this proceeding. It seems to me that the Commission should have the opportunity to understand the consequences that will flow from the proposed rule, and it seems to me that the Commission should be given the fullest opportunity to understand the significance and value of the proposed rule. It is important for the public to understand it as well as I am here setting forth my views in some detail.

The Notice of Proposed Rule Making states that the one-year license period for television broadcast stations "was appropriate during the early formative period of the television broadcast service." The majority of the Commission states that the present time, however, we have authorized 500 television stations and more than 200 are in operation. This, I presume, is meant to imply that we are no longer in the "early formative period of the television broadcast service." However, in the very next sentence the Commission's Notice states "We are of the view that the development of a nationwide television system will be advanced by the extension of television licenses for a three-year period" (emphasis mine).

I can only take this to mean that the Commission recognizes that the nationwide television service is not yet ready for coordination and that the allocation table is still in process of development. And while there have been over 400 stations since the freeze and the entrance into operation of the last television station, we do not mean that television broadcasting, as it now exists, will be in the near future. But, if that is the case, I cannot understand the Commission's rea...
nion in suggesting that a one-year license period which is appropriate for the early formative period of television broadcasting has somehow become inappropriate during this period when growing pains are most likely to be felt. In my opinion the explanation lies in the fact that the proposed change in the rule is due to a change in circumstances, that it is the Commission's position, which is undergoing change. And I think the reason for allowing the license period set forth in the remainder of paragraph 3 of the Commission's Notice of Proposed Change in License Period, the Commission states, "will reduce substantially the number of licensees and the Commission." I agree the extension, the Commission states, "will, in addition, ease the burden on those television licensees who are still in the experimental stages of the development of broadcast stations since the licensees of all such stations in their geographical area would expire at the same date." I agree with this also, although I was not aware that this burden weighed so heavily on the licensees in the light of the benefits conferred by the extension of renewal of their licenses. But I am in fundamental disagreement with the Commission on two issues from which facts, that an increase in the license period for television broadcast stations will, therefore, serve the public interest and will be conducive to the orderly dispatch of the Commission's business.

My disagreement stems from the majority's identification of the 'public interest' with the convenience of broadcast licensees, rather than with higher public interest considerations. I would, of course, agree that there is no magic in a one-year license period which is appropriate for the early formative period of television broadcasting. I would agree that the Commission has not in the last few years continued a one-year license period presently in force, to examine in detail the operation of broadcast stations to determine whether they are or are not serving the public interest. But I would think that the solution for this difficulty is for the Commission to reexamine and revitalize its renewal procedures, rather than to take the proposal to relieve existing deficiencies of any necessity for accounting annually for their station's operation in these precious channels of mass communication.

Up to 1941, the licenses of standard broadcast stations were held for a period of one year. This was four years after the beginning of systematic radio regulation. There were almost 900 standard broadcast stations then on the air. And the Commission at that time concluded that "the broadcast industry has reached a point of normal development, and in order to increase the license period of standard broadcast stations from one year to three years would appear advisable at that time." But, even with this extension, the supervised group of standard broadcast stations was larger than the present group of broadcast stations. As the Commission then indicated, there clearly was a large number of licensees engaged in broadcasting who, under the one-year license period, could not have obtained the use of these channels of mass communication.

When it comes to television broadcasting, it is now apparently being suggested that the industry has reached a stage of maturity that justifies regarding its present situation as being relatively stable. Such evidence as exists, it seems to me, indicates that the industry is far from the stage of maturity that could be regulated in this manner. While about 100 channels have been assigned for television, only a very small number of these channels have been assigned for commercial television, and only about 50 have been assigned for commercial television, and only about 50 have been actually engaged in broadcasting as of July 31, 1950. And the number of those post-freeze stations that have been on the air for as much as one year is small. In addition to these 203 stations, about 300 have received construction permits and had not yet commenced operation. And 1300 of the 1800 available commercial channels, or over 73%, have not been occupied in any way. Moreover, circumstances have so operated that the Commission's energy on television matters has been channeled, to a very large degree, into the effort to grant construction permits and to get television on the air. The past year has seen changes in our procedures designed to facilitate the inauguration of television broadcasting throughout the country without delay. While we have not always agreed with the desirability of these changes, I think we have all been agreed as to their object. But their net effect has been that our scrutiny of the applicant themselves has often been hurried, and that our inspection of television programming has been negligible.

Such investigations as we have made in recent years have only confirmed that the programming of television broadcast stations leaves much to be desired in meeting public interest standards. The present proposal is not based on any current examination of the commission for which I am aware. The inquir- ies of 1941 and 1942 lend it no support.

In January 1951 the Commission, in consider- ing renewal of the licenses of some 94 television broadcast stations, was sufficiently disturbed by their program performances to announce publicly that: '... a public conference will be scheduled, at a date to be announced later, for the discussing of television programming problems from the viewpoint of the broadcast stations, the Commission, and industry. A detailed agenda for that conference will be sent to the Radio Broadcasters of America, its renewal procedures, rather than to take the proposed relief for existing deficiencies of any necessity for accounting annually for their station's operation in these precious channels of mass communication.

A brief inquiry into the immediate effects of a one-year license period, as opposed to a six-year period, will show graphically the importance of retaining the shorter period for television broadcast- ing stations. The one-year period if retained to broadcasting stations their programming and compliance with technical standards. "Because of the present economic situation, the cost of doing business for a lack of adequate personnel, we have not in the past made the reassessment that we should have made.

We have here a situation where the Commission has devoted relatively little attention to the programs offered by television broadcasting. Such time as the Commission has spent in evaluating program performance has indicated that the performance of many stations has been substantially short of the level expected.
general partners F. Wayne Brewster (40%), 50% owner The Brewer Company; C. E. Freas Jr. (25%), farm owner; L. H. Anderson (10%), family; and C. W. Anderson, family.}

**APPLICATIONS DISMISSED**

BUFFALO, N. Y.—Niagara Frontier Amblem Corp., vhf Ch. 2 (54-90 mhz), ERP 50 kw visual, 50 kw audio, antenna height above average terrain 787 ft., above ground 898 ft. Estimated construction cost $1,500,000. Post Office Department approved. July 6.

BUFFALO, N. Y.—Niagara Frontier Amblem Corp., uhf Ch. 36 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 1017 ft., above ground 1105 ft. USD approved. July 6.

BUFFALO, N. Y.—Niagara Frontier Amblem Corp., vhf Ch. 7 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 897 ft., above ground 1008 ft. Estimated construction cost $1,500,000. Post Office Department approved. July 6.


BUFFALO, N. Y.—Niagara Frontier Amblem Corp., uhf Ch. 31 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 936 ft., above ground 1053 ft. Estimated construction cost $1,750,000. Post Office Department approved. July 6.

BUFFALO, N. Y.—Niagara Frontier Amblem Corp., uhf Ch. 46 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 787 ft., above ground 898 ft. Estimated construction cost $1,500,000. Post Office Department approved. July 6.

BUFFALO, N. Y.—Niagara Frontier Amblem Corp., uhf Ch. 29 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 787 ft., above ground 898 ft. Estimated construction cost $1,500,000. Post Office Department approved. July 6.

BUFFALO, N. Y.—Niagara Frontier Amblem Corp., uhf Ch. 25 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 787 ft., above ground 898 ft. Estimated construction cost $1,500,000. Post Office Department approved. July 6.

BUFFALO, N. Y.—Niagara Frontier Amblem Corp., uhf Ch. 17 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 787 ft., above ground 898 ft. Estimated construction cost $1,500,000. Post Office Department approved. July 6.

BUFFALO, N. Y.—Niagara Frontier Amblem Corp., uhf Ch. 21 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 787 ft., above ground 898 ft. Estimated construction cost $1,500,000. Post Office Department approved. July 6.


BUFFALO, N. Y.—Niagara Frontier Amblem Corp., uhf Ch. 11 (54-90 mhz), ERP 50 kw visual, antenna height above average terrain 787 ft., above ground 898 ft. Estimated construction cost $1,500,000. Post Office Department approved. July 6.
IT TAKES PERSONALITY PLUS APPEAL TO SELL!

There's plenty of what-it-takes on Johnstown's personality station

WESTERN PENNSYLVANIA'S 2nd LARGEST MARKET

WEBR - CBS RADIO NETWORK
WEED & CO., Representative

For the Record

height above average terrain 217.5 ft. Filed July 20.

WORKY-TV Milwaukee, Wis.—Barrell Broadcasters Inc. seeks modification of CP for AM-FM. Plans to change ERP from 7.4 kw visual, 9.5 kw aerial to 11.2 kw visual and 15.8 kw aerial. transmitter location to 716 N. 11th St., Tower Hotel Bldg., and change studio location to 714 W. Wisco-

consin Ave., Milwaukee. Filed July 16.

KGO-TV Milpoma, Monte.—Mosby's Inc. seeks modification of CP for AM-FM. Plans to change ERP from 11 kw visual, 5.9 kw aerial to 27.2 kw visual and 15.2 kw aerial; change transmitter location to 4 miles E of Evaro, Mont.; antenna height above average terrain 2101 ft. Filed July 20.

WCAU-TV Philadelphia, Pa.—WCAU Inc. seeks modification of CP for vhf Ch. 10 to change ERP from 25 kw visual, 14 kw aerial to 218 kw visual and 138 kw aerial; antenna height above average terrain 312 ft. Filed July 20.

KDRO-TV Sedalia, Mo.—Millon J. Hinlein seeks modification of CP for vhf Ch. 20 to change ERP from 3.3 kw visual, 3.5 kw aerial to 33 kw visual and 35 kw aerial; antenna height above average terrain 326 ft. Filed July 20.

WICS (TV) Springfield, Ill.—Plain TV Corp. seeks modification of CP for uhf Ch. 20 to change studio location to 75 W. Capitol Ave.; transmitter location to 3000 W. 4th St., Springfield; change ERP from 18.5 kw visual, 10.2 kw aerial to 17.4 kw visual and 9.3 kw aerial; antenna height above average terrain 450 ft. Filed July 20.

New AM Stations . . .

APPLIANCES

Church Hill, Tenn.—Twin Cities Busot, Co., 120 kw at 1500 yd. Estimated construction cost $18,812.20, year operating cost $41,500, revenue $52,738. Principals in partnership are Harry J. Morgan (50%), employee of WCAY Sar-
sota, Fla., and Thales R. Wallace (50%), co-owner. William J. Shepherd, Church Hill. Filed July 8.

Covington, Tenn.—Charles C. Sparks and R. William Hofmann, 1,000 kw. 1,000 kw. Filed July 11.

Franklin, Ky.—L. L. Valentine and H. H. Olgesby, 4,800 kw. 4,800 kw. Filed July 20. Transmitter is for purpose of constructing FM station. Principals in partnership are Elroy J. Valentine (60%), editor and 50% partner in the Franklin Favorite, and Howard H. Olgesby (33 1/3%), advertising manager and 25% partner in the Franklin Favorite. Filed July 12.

Lanett, Ala.—Greene Land & Cattle Co., 910 kw. 910 kw. Filed July 2. Estimated construction cost $15,944.85, first year operating cost $55,250, revenue $85,850. Principals include Resident Boyt M. Greene (50%), owner and minori ty stockholder in WPXN Phenix, Ala.; Vice President, Lewis O. Lewis, Jr. (30%), officer and minority stockholder in WPXN; Secretary and Treasurer Virgil H. Greene (15%), and Elyam M. Greene Eason (5%). Filed post-office Box 232, Phenix City, Ala.Filed July 9.

Wetumpka, Ala.—Elmore Service Corp., 1,570 kw. 1,570 kw. Filed July 20. Estimated construction cost $8,500.30, first year operating cost $23,150, year ERP $30,000. Principals include President James L. Caleby (35%), President, WRFPS-AM-FM, Alexander City, Ala., and vice-president WRLD-AM-FM West Point—Ga.; Julia C. Duncan (30%), vice president WRFPS and WRLD; Vice President Charles H. Whatley (15%), retail radio and TV dealer; Treasurer James W. Whatley (15%), general manager WRFPS, and Secretary Ben Wk-
danks (20%), attorney in Alexander City. Filed July 12.

APPLICATION AMENDED

Bayshore, N. Y.—Key Bestg. System Inc. amends CP for new AM station on 1300 kc, 520 kw in daytime to change power to 33 kw, specify transmitter location as 500 ft. North of Sunrise Hwy., Bayshore, and studio location as 3rd Ave. . . . Bayshore. Filed July 15.

Existing AM Stations . . .

KRDO Colorado Springs, Colo.—Pikes Peak Bestg. Co. granted CP to change transmitter and studio location from 118 N. Cascade Ave. to 390 S. 8th St., Colorado Springs. Granted July 31, announced July 28.

ACTION BY FCC

APPLICATIONS

WINA Charlottesville, Va.—Charlottesville Bestg. Corp. seeks CP to change from 1280 kc to 1500 kc to 150 kw in daytime and 250 kw unlimited. Filed July 14.

KXOC Chico, Calif.—KXOC Inc. seeks modification of CP to increase nighttime power from 5 kw to 10 kw. Filed July 7.

KELP El Paso, Tex.—Trinity Bestg. Corp. seeks CP change from 1450 kc to 1460 kc to 100 kw to 250 kw unlimited. Filed July 15.

Raymore, Tex.—Kelly Bell and J. C. Stalling s 2/6 as Willacy Bestg. Co., amendment of the present CP to change transmitter to Kelly Bell, and to increase ERP to 100 kw, unlimited. Filed July 14.

WINW Whiting, Ind.—Everett L. Dillard t/a Commercial Radio Equipment Co. seeks modification of CP to change from 1540 kc to 1560 kc. Filed July 14.

New FM Stations . . .

APPLICATIONS

Louisville, Ky.—Board of Trustees, Louisville Free Public Library seek CP for new FM station on Ch. 290 (91.9 mc) with ERP 10 kw, Filed July 10.

Bay Shore, N. Y.—Great Bay Bestg. Co. requests CP for new FM station on Ch. 290 (105.9 mc) with ERP 50 kw. Filed July 23.

Existing FM Stations . . .

APPLICATIONS

LEE-KFM Nashvile, Tenn.—Nashville Bestg. Corp. seeks CP for transfer of ownership of CP for new AM station on Ch. 290 (105.9 mc) with ERP 31 kw. Filed July 24; announced July 28.

WNSY-AM Quincy, Ill.—Lee Brothers Broadcasting Co., Inc. seeks modification of CP to change ERP to 27 kw; antenna height above average terrain 770 ft. Filed July 24; announced July 28.

FM STATION DELETED


Ownership Changes . . .

APPLICATIONS


KRTV (TV) Little Rock, Ark.—Little Rock Broadcasting Co. seeks transfer of negative control to Kenyon Brown to E. D. John and E. D. John and Mrs. E. D. John, and to change studio from Little Rock to褊n Grange for purpose of constructing a corporation. Mr. Lankford will own 100% of the stock. Filed July 17.

APPLICATIONS


KWFY-AM South Dakota—Radio Sioux City Inc. seeks assignment of CP to 100% of ownership. Filed July 17.

KRKE-AM Abilene, Tex.—Radio Sioux City Inc. seeks involuntary acquisition of CP. Filed July 17.

KWTF-TV Wichita Falls, Tex.—Wichita Falls Elec. Inc. seeks assignment of license to Patrick Beacham for $2,616.38. Filed July 17.

KWTO-TV New Martinsville, W. Va.—president
and 40% partner in J. Patrick Beacom & Assoc., applicant for uhf Ch. 23 in Clarksville, Va. Filed July 8.

WTVQ (TV), Pittsburgh, Pa.—Golden Triangle TV Corp. requests voluntary transfer of control from Loren Berry and Ronald B. Woodyard to Edward Lamb through, transfer of stock for $5,000. Mr. Berry, trustee, and 10.8% stockholder and owns 2.4% as trustee for his son of WICTU (TV) Erie, Pa.; president, trustee, 48% stockholder and owns 58% as trustee for his son and daughter of Unity Corp. (WITQ, WTRF, WMYO) Toledo and applicant for new TV station on uhf Ch. 11. In Toledo, vice president, treasurer, and 30% stockholder of Woodruff Inc., by initial decision of the FCC, disqualifies this application. Mr. Lamb is president, treasurer, and 61.8% stockholder of WHOG Inc. (WITQ, WTRF, WMYO). Applicant for Ch. 9 in Orlando; president, treasurer and owner of 96% as trustee for him in Midwest TV Co. permittee of WMAC-TV McComb, Ohio. Edward Lamb Enterprises owns 76.9% of this stock. Filed July 24.

WIFS Rooke, Va.—C. N. Bahakei seeks voluntary assignment of license to Roanoke Independent Broadcasters in return for $16,700 of common stock. Mr. Bahakei will own 100% of the stock. Filed July 8.

KRON Omaha, Neb.—Inland Broadcasting Co. requests voluntary transfer of control from John K. and Nelia Marie Morrison through retirement in Jan. 1956 of 60 shares of stock owned by Arthur Baldwin for $2,900. 60 shares of Nelia Marie Morrison and 200 shares of John K. Baldwin for $2,900. 60 shares of Nelia Marie Morrison and 200 shares of John K. Morrison for $16,600. Mr. Morrison sells 50 shares to Paul K. Fry for $5,500. Filed July 10.

Hearing Cases . . .

FINAL DECISION

Harrisburg, Pa.—New TV, uhf Ch. 21. FCC announced decision granting application of Ross-McCoy Broadcasting Co. for new TV station on uhf Ch. 27 and denied the competitive application of Kendrick Broadcasting Co. (WHGB). Final decision July 24.

INITIAL DECISION

Allentown, Pa.—New TV, uhf Ch. 39. Examiner Benito Gagnon issued initial decision looking towards joint application of Quality TV Co. for a new TV station on uhf Ch. 30 with ERP 107 kw visual and antenna height above average terrain 350 ft. Initial decision July 23.

OTHER ACTIONS

TV Allocation—By report and order FCC finalized the rule-making proceedings issued April 23 in application of Commonwealth Television Inc. (KSTS, WPAI) to operate in Roanoke, Va. Filed May 12.

Denver, Colo.—New TV, uhf Ch. 4. FCC ordered the interest in and transfer of granting new TV station on uhf Ch. 4 to Metropolitan Tel. Co. (KOMY) pending the competitive application of KMYR Broadcasting Co. (KMYR) be stayed pending review by the Commission, Action July 24; announced July 24.

Los Angeles, Calif.—New TV, uhf Ch. 34. FCC by memorandum and order and order denied petition of Lawrence A. Harrington dismissing competitive application of Spanish International TV Co. for new TV station on uhf Ch. 34. Action July 23; announced July 23.

Mobile, Ala.—New TV, uhf Ch. 5. By memorandum and order, FCC (1) denied motion of The Mobile TV Corp. for amendment of the hearing designation order to delete the findings that WKRQ-TV Inc. is legally qualified and for enlargement of the issues to make inquity into possible violation of the Commission's rules and policies of multiple ownership; (2) denied request of Broadcast Bureau Chief for enlargement of the issues to permit inquiry into the details concerning elimination of common ownership between WKRQ-TV Inc. and the Mobile Press Register, and (3) granted motion of Mobile TV Corp. that the hearing order be amended to find it legally qualified and to delete Issue No. 2 concerning its authority to construct, own and operate a TV station in Mobile, and granted its petition to dismiss its May 8 motion to amend and enlarge the hearing issues or for declaratory ruling. Mobile TV Corp. and WKRQ-TV Inc. are in competition for new TV station on uhf Ch. 5 in Mobile. Action July 24.

Rochester, N. Y.—New TV, uhf Ch. 18. By memorandum and order and order license granted petition of April 24 by WIBCO Inc. and Veterans Board Co. (WVST) for reconsideration of Commission action of April 1 in postponing the effective date of grants to them for new TV station to share time on uhf Ch. 10 in Rochester and designating them for hearing; (2) terminated the postponement of the grants and made them effective immediately; (3) denied motion by Federal Board System (WVAR) for consolidated hearing; and (4) dismissed the proceedings. Comr. Henricks dissented. Action July 23.

Sharon, Pa.—New TV, uhf Ch. 39. FCC dismissed at most petition of Feb. 5 of Leonard J. Schmitt seeking immediate consideration of his application for new TV station on uhf Ch. 39 for elimination of competitive time to construct TV station to operate on Ch. 36 (BPCT-1382) cannot be granted on basis of present information.

WRK-TV Williamsport, Pa.—WBRK Inc. is being advised that application (BPCT-1390) for extension of time to construct TV station to operate on Ch. 36 (BPCT-1382) cannot be granted on basis of present information.

KTTR (TV) Galveston, Texas—KTRM Television Co. is being advised that application (BPCT-1381) for extension of time to construct TV station to operate on Ch. 41 (BPCT-1382) cannot be granted on basis of present information.

Denied Petition


July 23 Decisions

BY COMMISSION EN BANC

WKM-UV Kalamazoo, Mich.—Howard D. Steere is being advised that application (BPCT-1396) for extension of time to construct TV station to operate on Ch. 36 (BPCT-1382) cannot be granted on basis of present information.

WRK-TV Williamsport, Pa.—WBRK Inc. is being advised that application (BPCT-1390) for extension of time to construct TV station to operate on Ch. 36 (BPCT-1382) cannot be granted on basis of present information.

KTVG (TV) Galveston, Texas—KTRM Television Co. is being advised that application (BPCT-1381) for extension of time to construct TV station to operate on Ch. 41 (BPCT-1382) cannot be granted on basis of present information.

Denied Petition


July 24 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KICAL Lebanon, Ore., Linn County Broadcasting Co.—New Ch. 11 (KICAL); for authorized change in hours of operation and installation date of 3:15-3:15 for extension of completion date (TFC-4699).

Renewal of License

Following stations request renewal of license: WABB Mobile, Ala., The Mobile Press Register Inc. (WABB, BR-1212); KYOS-AM, Calif. (BR-890); KTVI, Dubuque-Iowa (BR-1139); WHN, Columbus, Ohio (BBBC-1); KYOS-AM Tel. Co. (BR-1179); KCRR, Council Bluffs, Iowa (BR-1153); KBUR, Burlington, Iowa (BR-1153); KDPL, Davenport, Iowa (BR-1153); KMTV, Des Moines, Iowa (BR-1153); WTVN, Modesto, Calif. (BR-1153); WDEF, Chattanooga, Tenn. (BR-1153). The Eastern Oklahoma Broadcasting Corp. (BR-2047); WORG-LP, Tipton, Okla. (BR-2047); WSPR, Jupiter, Wyo. (BR-2047); WDOM, Dubuque, Iowa (BR-2047); WMAX, Champaign, Ill. (BR-2047); WDIR, Dallas, Texas (BR-2047).

APPLICATION RETURNED

Renewal of License

July 27 Applications
ACCEPTED FOR FILING
Remote Control Operation
WTVX Wilmington, Del., Port Freer Bestg. Co.—Filing application for remote control operation of trans. (BRC-1256).

Renewal of License
Following stations request renewal of license:
KJLM Minot, N. D., Minot Bestg. Co. (BR-395);
KSPD Toledo, Ohio, Shaker Bestg. Co. (BR-923);
KRBC Abilene, Tex., Reporter Bestg. Co. (BR-869);
KOGY-TV, N. M., Albuquerque Bestg. Co. (BRC-97);
WSBO-TV Toledo, Storer Bestg. Co. (BRC-47);
WJUW Jackson, Miss., Mississippi Bestg. Co. (BR-881);
WMAC Macon, Miss., Mississippi Bestg. Co. (BR-149);
KOTT (FM) Tacoma, Wash., Tacoma School District No. 10 (BRC-91).

Extension of Completion Date
KFEQ-TV St. Joseph, Mo., KFEQ Inc.—Mod. CP (BFCPT-425), as mod., which authorized new TV for extension of competition date to 19-19-53 (BMPCT-1255).

WIMA-TV Lima, Ohio, Northwestern Ohio Bestg. Co.—Granted license for (BPC-1728), as mod., which authorized new TV for extension of competition date to 1-21-54 (BMPCT-1259).

WMAC-TV Toledo, Ohio, Midwest TV Co.—Mod. CP (BPC-1101), as mod., which authorized new TV for extension of competition date to 1-2-54 (BMPCT-1256).

WGAZ-TV Huntington, W. Va., WGAZ Inc.—Mod. CP (BFCPT-896), as mod., which authorized new TV for extension of competition to date 2-5-54 (BMPCT-1257).

KURC-TV Los Angeles, U. of Southern Calif., Allan Hancock Foundation—Mod. CP (BFCPT-104), as mod., which authorized new educational TV, for extension of competition date to 1-28-54 (BMPCT-12).

License for CP
WBBM-TV Chicago, Ill., CBS Inc.—License for CP (BFCPT-1460), which authorized changes in licensed station (BILR-307).

July 28 Decisions
BY BROADCAST BUREAU
Actions Taken July 23
Granted License
WBLE Batesville, Miss., Panola Bestg. Co.—Granted license for AM; 1290 kc, 1 kw-D (BIL-5061).


Modification of CP


WLBN Lebanon, Ky, Lebanon-Springfield Bestg. Co.—Mod. CP for change in type trans. (BMPCT-664); condition.

WANA Mattoon, Ill., Anniston Radio Co.—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMPCT-656).

WDHF Delray Beach, Fla., Delray Bests.—Granted mod. CP for approval of ant., trans. location and specify studio location: condition (BMPCT-641).


Following were granted extension of competition dates as shown:
KFDX-TV Wichita Falls, Tex., to 10-17-53 (BMPCT-1250); WSPR Saratoga Springs, N. Y., to 11-16-53 (BMPCT-626); WJNJ Woosneck, R. I., to 7-7-54 (BMPCT-820).

Actions Taken July 23
Granted License
WBHP Huntsville, Ala., Wilton Harvey Pollard—Granted license covering change in trans., studio and type trans. (BIL-5062).


KMAK Fresno, Calif., The McMahans Co.—Granted license for AM; 1530 kc, 250 w-U (BIL-5066).

Modification of CP
WWVP Tupelo, Miss., Lee Bestg. Co.—Granted mod. CP for approval of ant., trans. and studio location, and change type trans. (BMPCT-647).

GRANTED AS APPLIED
WIRH Sanford, Fla., Robert W. Ireland Jr.—Granted remote operation.

WIRH Macon, Ga., The Peach State Bestg. Co.—Granted authority to operate trans. by remote control (BRC-153).

WyvE Wytheville, Va., Wythe County Bestg. Co.—Granted authority to operate trans. by remote control (BRC-197).

Extension of Completion Date
Following were granted extension of completion dates as shown:
KCNM Los Angeles, to 2-15-54 (BMPCT-4384); WMAR-TV Baltimore, to 12-5-53 (BMPCT-1247); KEFW-AM Williamsburg, Va., to 12-13-53 (BMPCT-4818); WOJ-FM Ames, Iowa, to 1-11-54 (BMPCT-6296); WHDF Houghton, Mich., to 9-15-53 (BMPCT-6265).

Actions Taken July 22
Granted CP
WFUL Fullan, Ky., Ken-Tenn Bestg. Corp.—Granted CP for extension of trans or ant. on AM tower (BP-0014).

Granted Authority

Extension of Completion Date
Following were granted mod. CP’s for extension of completion dates as shown:
WJTV Jackson, Miss., to 2-12-54 (BMPCT-1244); WAKD-TV Johnstown, Pa., to 1-13-54 (BMPCT-1181); KIDW-TV House, Ga., to 2-28-54 (BMPCT-1245); WAZL-TV Haslet, Pa., to 2-30-54 (BMPCT-1246).

Actions Taken July 21
Granted License
KNBR North Platte, Neb., John Townsend—Licensed for AM; 970 kc, 1 kw-D, DA-D (BIL-6565).

Granted Authority
WRAU-FM Eau Claire, Wis., Central Bestg. Co.—Granted authority to operate trans. by remote control (BRCH-60).

Koca Kiglore, Tex., Radio Station Koca Inc.—Granted authority to operate trans. by remote control (BRC-110).

Actions Taken July 20
Modification of CP
WAYZ Wayneboro, Pa., Richard Field Lewis Jr.—Granted mod. CP for approval of trans. and studio location, and change type trans.; condition (BMPCT-6219).

Extension of Completion Date
WBEN -TV & Aux. Buffalo, N. Y., WBEN Inc.—Granted extension of competition date to 2-12-54 (BMPCT-1255 & 1256).

July 28 Applications
ACCEPTED FOR FILING
License for CP
KGPH Flagstaff, Ariz., The Frontier Bestg. Co. —License for CP (BFCPT-8401), which authorized change in frequency, change in power, installation of 28-meter TV, and make changes in ant. system (BIL-5066).

Transmission Authority
John Henry Babcock, San Diego, Calif.—Authority to transmit programs to XEAC Tijuana, Mex., from 2900 feet A.M.S.L., and AM to include XERB Rosarito Beach, Mex. (BSPET-24 AMENDED).

Extension of Completion Date
KHIV (TV) Baton Rouge, La., Capital Television & Bestg. Co.—Mod. CP (BFCPT-1083), which authorized new TV, for extension of competition date to 2-17-54 (BMPCT-1256).

WITH-TV Baltimore, Md., WITH-TV Inc.—Mod. CP (BFCPT-1386), which authorized new TV, for extension of competition date to 12-31-53 (BMPCT-1242).

WKTV (TV) Utica, N. Y., Copper City Bestg. Corp.—Mod. CP (BFCPT-1209), as mod., which authorized change in existing facilities for extension of completion date to 10-12-53 (BMPCT-1205).

July 29 Applications
ACCEPTED FOR FILING
License Renewals
Following stations request renewal of license:
KONG Visalia, Calif., Tulare County Bestg. Co. (BR-1541); WHEC Jackson, Fla., Radio Sta-...
Help Wanted—(Cont'd)

Hillbilly Jockey, Chicago area. Salary and sales opportunity. Send full details and audition tape. Box 352X, B.T.

Announcer. Some experience. $250 net affiliate, east Tennessee town of 15,000. Box 359X, B.T.

Midwest station will have opening for play-by-play sportswoman. Network station in medium size market. Box 360X, B.T.

Network affiliate in major southwest city of 100,000 wants an experienced announcer with local and national sales experience, who has a background of station history, salary requirements, first letter. Box 363X, B.T.

Help Wanted—(Cont’d)

Hillbilly play-by-play man as sports director of the number one sports affiliate in growing midwest market. Must have first phone. Other staff positions will be filled. $375 to start. Reply to Box 357X, B.T.

Announcer-disc jockey with record, personality, good voice, preferably KJY. Prefer small markets. Grow big. $375 per week. Send tape or disc to Manager KALT, Atlanta, Texas.

Good all-round experienced announcers. Heavy duty daytime and night shift. Salary $125 per week. Other staff duties. Auditions will be held. Reply to Box 366X, B.T.

Immediate opening for good staff announcer. Call or write RCON, Sioux City, Iowa.

Good staff announcer with some experience for 5 kw NBC affiliate in progressive central Kansas metropolis. Will have audition opportunity. Commercial and letter with background, references, market photo and salary requirements due to Dick Painter, KXBR, Great Bend, Kansas.


WGYTM, Regional 5000 watt CBS affiliate has staff vacancy for well rounded DJ to handle night shift. Wilson, N. C.


Marvelous opportunity for three topnotch announcers. $75 weekly base salary. No limit to checking. Must be of high character. Diligent work and ability to handle management positions. Two weeks vacation every six months. Liberal insurance. Reply to Box 312X, B.T. (Seven cents per second) and resume to WITM, Taylorville, Illinois.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowledge to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license, and equipment supplied. Good salary plus expenses. Send complete list of experiences, references and engineering snapshot. Photo will not be returned. Box 645X, B.T.

Engineer diligent and dependable. South Texas city. Box 301X, B.T.

Chief engineer-announcer. Rural eastern station near vacation area. State age, salary expected, and work for last 5 years. Box 352X, B.T.

Recruiting 1st class engineer for new four tower regional in midwest city of 500,000. Must have construction mid-Sept. Write for application. Box 338X, B.T.

Urgently need 1st. engineer, preferably announcer or salesmen combo for eastern Indiana. Wire collect. Box 104X, B.T.

Our chief engineer leaves soon to build our tele- vision. Application. Accepted. Must have good details of experience, education, age, etc., to Box 368X, B.T.

SALESMAN WANTED

To the man who has proven himself as a retail time salesman—has overcome all the sins common to personnel in the business—can finance himself to the job, we have a well paying position open. This is a tough, but saleable market. Apply to—

John R. Livingston,
WPEO,
Peoria, Ill.
Technical

Immediate opening for man with first class license. Contact Herb Nelson, KOAX, Keokuk, Iowa.

Transmitter-engineer—no answering. $1.25 per hour on night shift. Write or phone Don Morris, KKUS, Corpus Christi, Texas—4422.

Immediate opening. Operator, first class license, 5000 watt CBS. WQTM, Wilson, N. C.

Production-Programming, Others

Prolific copywriter who can produce smooth and persuasive copy wanted to network station in important city. Vacation, liberal hours. Write or phone.

Copywriter. Must be experienced, congenial, sober. Announcing ability desirable, but not necessary. Box 352X, B.T.

Assistant radio director-instructor wanted by one of the best known radio and theatre schools in the nation. Right man with good general knowledge of radio broadcasting desired. State qualifications, experience, references and salary expected in first letter. Box 397X, B.T.

Copywriter wanted for successful independent station in deep south. You must have had experience in writing hard hitting commercial copy with mass appeal. Imagination, originality and fresh approach with understanding of low income audience required. You will earn $3000 a year to start with annual bonus and periodic pay increases. Also ample travel, insurance and paid vacations. Write giving complete data. Must be already in commercial copy. All answers confidential. Box 384X, B.T.

Program director as soon as possible for 250 watt fulltime, doing regional network programming. Must be a manager of a newly acquired property. It can happen to you if you are a worker. Address reader. Box 414X, B.T.

Have opening for experienced copywriter, 1000 watt, fulltime. Contact Herb Nelson, KOAX, Keokuk, Iowa.

Experienced radio newsman who can gather, write and air local newscast. Send tape and full details first letter. People Box 144X, Ontario, Oregon.

Need continuity writer at eastern Pennsylvania independent. Permanent position with growing company. Must be knowledgeable, experienced and able to work under tight conditions, good opportunity for advancement. Will pay well. Full or part time. Send resume, radio or advertising background, and salary requirements to Manager, WRLS, Lansford, Pa.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 195X, B.T.

TV personnel wanted. Engineers, girls for cameras and production assignments at new VHF station. Contact Box 117X, B.T.

Announcers

Announcer with radio or TV background for established VHF television station, large market. Send resume, samples and photo with first letter. Contact Box 311X, B.T.

Technical

New TV station needs technical directors, transmitter supervisor experienced. TTA, maintenance man, video control operators and other technical personnel. Include full details of background and experience. Box 376X, B.T.

Need operating engineers for new middleweight TV. Experience not necessary. College town. Box 115X, B.T.

Production-Programming, Others

Educational TV production center offers a limited number of part-time spots for producers—writers. Candidates must have showmanship, television control room experience, plus sensitivity to important subject matter. Box 275X, B.T.

Situations Wanted—(Cont'd.)

Managerial

General manager with outstanding record wishes to locate in California, Colorado or adjacent state. Eight years newspaper, radio, TV, TV, radio experience desired. Write or phone.

Manager, with knowhow. Thoroughly experienced with network and local. CIVIC-minded. Fine references. Box 380X, B.T.

Attorney with administrative ability, first class license, presently employed as Texas television executive. Box 413X, B.T.

Salesmen

TV-radio representative. National, local sales background plus agency. 6 years direct contact with managers and owners on market, sales experience. Excellent references. Mid-thirties. Box 338X, B.T.

Salesman-announcer, in 100,000 metropolitan market. Would like to step up. Five years experience. Details return mail. Box 361X, B.T.

Announcers

Announcer. No experience. Recent broadcasting school graduate, can operate control board. Box 242X, B.T.


Three years experience. Seven years background, experience for Penrose class voice, good delivery. 65 plus & talent or higher base. All inquiries kept in confidence. Need Sept. B.T.

Sportscaster, 5 years experience play-by-play, 10 years television experience. Able to stand on play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 306X, B.T.


White announcer who can sell Negro market. Sell, write, air live show. Seven years experience. Southeast only. $100 per week minimum. Box 380X, B.T.

Announcer, single, Vet. 3 years experience, Specialize in news. No independents, please. Box 226X, B.T.


Experienced announcer desires to make a change. Good voice, excellent on air personality, married, veteran. Box 370X, B.T.

Announcer-engineer. Copy, remotes, staff, DJ, first phone. Excellent, good voice, 5 years with present net. References. Prefer outside continental U.S. Box 927X, B.T.

Situations Wanted—(Cont'd.)


Announcer-DJ. Thoroughly trained for all staff assignments. Knows music. Can operate board. Strong on disc and interview shows. Photo-graphs on request. Box 376X, B.T.


Announcer, broadcasting school graduate, wants entry-level job in radio. Promotion and station experience can write. Familiar with control board. Resume, tape. No phone calls. Box 306X, B.T.

Need an announcer-control board operator with extra talent? Young, limited experience. For weekend, commercial, network, all major sports. Will double as staff announcer. Box 364X, B.T.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Mini- munal salary. Previous experience with KSRV, Ontario, Oregon. Box 113X, B.T.


Personable, young announcer. Experience: strong news, commercials. DJ. Draft exempt. Steve Gary, 151-10 Jamaica Ave., Jamaica, N. Y.


First phone. No experience. Schooling includes TV, radio servicing. Morris Kohrn, 3800 Tremont, St. Louis, Mo.

Staff announcer. Experienced, versatile, reliable. Marty Ladd, 26-11 25th Street, Long Island City, N. Y.

College graduate, liberal arts, B. A. Degree, age 25, married. July '33 graduate accredited prep school. Excellent background in all phases of radio and TV. Strong commercial man, good sell on DJ, news, interview. Board work. 6 years MC and singing experience. 10 years experience band business; featured saxist with Tommy Dorsey and Ralph Maratea orchestras. Ken Mann, 2732 North Damen Ave., Chicago, Illinois. Livingston 8-3077.

World's most widely traveled radio newsman. 30,000 miles, with clear, authoritative delivery, excellent普通话, handling, or offers. Will handle disc show. Dish- man C. Mullins, Creekview, Kentucky.

YOUR OPPORTUNITY
to get
EXPERIENCED RADIO PERSONNEL

Due to our leaving the air on August 1st, most of our staff will be at liberty through no fault of our own. This is your golden opportunity to acquire experienced radio personnel for your station.

Salesmen, Commercial Manager, Promotion Manager, Engineers, Chief Engineer, Engineer, Announcers and personali- ties. Those interested in placing these thoroughly experienced people, please write

RADIO STATION WXKW, BOX 951, ALBANY, N. Y.
Wanted!  

**BETTER SALES MEN (than we can afford)**

**But...**

...if you need a healthy climate...

...high altitude, dry, very cool, and most healthful for asthma and other respiratory ailments...the country's climate, noted for its pleasantness...and the best hunting, fishing and camping country anywhere...if you want any or all of that...maybe we can afford each other...at Raton and Las Vegas, New Mexico (not Nevada).

We need one station manager, one or two commercial managers and possibly additional salesmen. We can't start high, but the potential is here for those who can produce.

Above all, we want men who need our unexcelled high, dry, healthful climate.

Write:

**Ernie Thwaites**

**KFUN**

**Box 710**

**Las Vegas, New Mexico**

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**For Sale—(Cont'd.)**

**Collins FM transmitter with GE modulator monitor, tubes, etc.** 220 watts—low hours. Perfect condition, now operating. Make offer. Box 146, Puritan Broadcast Service, Inc., 7 Willow Street, Lynn, Massachusetts.

**Equipment, etc.**

220 watt standard make AM transmitter no more than 2 years old. Good. Chet Strachocki, 410X, B.T.

**Miscellaneous**

F.C.C. licenses quite by correspondence. Also, new 6-watt resident class begin September 14, Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

**Help Wanted**

Salesmen

**Wanted to Buy**

**Stations**

Local radio station. Must be bargain. Box 380X, B.T.

Financially responsible party is interested in buying a weak independent station in the midwest. Box 382X, B.T.

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**Situation Wanted—(Cont'd.)**

**Technical**

First phone. Two years experience. Available September 1. Will consider any offer. Box 383X, B.T.

Technician with first phone license, radio manufacturing experience, desires position west or southwest. TV preferred. Box 345X, B.T.

Experienced engineer, all phases AM, wants change. 7 years experience; past five as chief engineer. Can announce. References on request. Box 344X, B.T.

Second phone. Some studio experience. Desires work studio or transmitter. Box 383X, B.T.


First phone; combo, studio, transmitter. Combo preferred. Experience in recording. Box 385X, B.T.


Assistant chief looking for square deal. 15 years radio. 6 years broadcasting, 250 to 5 kw. Experienced construction, directional arrays, maintenance, combo, etc. First phone, second telegraph. "A" amateur licenses. TV training; commercial equipment; veteran; married; sober. Car: Answer airmail. Box 411X, B.T.

6 years broadcasting. VHF amateur. Desire position AM or TV. Box 417X, B.T.


Recently licensed first phone man desires work in Virginia or neighboring state. No broadcast experience. Jay Suter, Park View, Harrisonburg, Va.

Production-Programming, Others, etc.

Ohio network station in city of 50,000 has opening for news reporter. Must be able to produce plenty of local news. Newspaper experience helpful. Box 348X, B.T.

Western states. Available September. Woman's feature director, broadcast, writer, public relations. Box 364X, B.T.

Family man, 30 years old. College grad with 6 years experience. 2 years announcer; 3 years program director, 1 year salesman. Likes small market operation with future leading to manager. Available about Sept. 1. Box 365X, B.T.

Woman's director—can sell to local accounts, carry own show and handle public relations. Disc available. Negro. Box 397X, B.T.

Your girl! Friday—all week long. Attractive. Can do airwork, write continuity, handle music library. Box 382X, B.T.

To same program director: Available—newscaster or commercial man. Have experience through Midwestern Broadcasting School. Box 393X, B.T.

Experienced continuity writer. Trained in announcing, control, etc. References. Arizona. Raymond Field, 1302 Pershing St. Eau Claire, Wisconsin.

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**Confidential**

top notch radio-television time salesman available now.

Sold $150,000 local TV billing past six months. 30 new accounts local, regional, national direct and agency. Mature family man. Good personality. Financed, 12 years AM plus 4 years TV all departments. References. Now employed. Seeking permanent home with future potential commercial-station manager. Reasonable financial requirements.

Prefer eastern seaboard-New England. Available interviews that area. All replies in confidence to Box 418X, B.T.

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**Situation Wanted—(Cont'd.)**

**Television**

**Managerial**

Managerial position desired by young man, age 33, married with administrative and legal qualifications, first class license, many years background in radio and communications, presently employed in television. Box 142X, B.T.

**Salesmen**

Topflight advertising salesman. Energetic, personable. 4 years successful experience. Anxious to sell television. Refer. Box 388X, B.T.

Engineer, first phone, experienced all phases, draft exempt, desires position with TV applicant. West coast preferable. Box 366X, B.T.

Production-Programming, Others

Experienced television director-producer. Ten years radio, theater, news, NBC trained. Box 381X, B.T.

Producing hundred live shows weekly. Creative. 250 watt radio, theater, news. NBC trained. Box 381X, B.T.

**For Sale**

Musak franchise in thriving midwestern city of 360,000. No competition. Reasonable down payment. Box 381X, B.T.

**Stations**

250 watt full-time network. $60,000, terms. No competition. Other radio interests. Southwest. Box 345X, B.T.

West coast—part time day job. Indie. Exclusive. Only $8,000 down. Box 368X, B.T.

**Equipment, etc.**

Antennas for sale. Used RCA, type TF-SA 5-bay superturnstile, tuned for TV channel 3 but tunable to channel 4 or 5. Used 4-section RCA, type BP-14XK heavy duty FM push-on pedestal mount. New Collins type 37-MX ring for 191.1 MC FM. Two used Hewlett-Packard FM monitors. Used GP type RMIA FM monitor with regulated power supply. One RCA TF-2B-5 3-bay superturnstile with pedestal mount tuned channel 3, but tunable to channel 2. One RCA TK-25 3 kw amp. Used diplexer channel 3. Write to Box 368X, B.T.

Raytheon RA-255 250 watt transmitter. Alterc 200-9 oscilloscope. Reduced price used consumer-FM. Original crates. $1000 for both. KSDK, Clinton, Missouri.

3 kw Westinghouse FM transmitter, complete, in perfect condition, for sale. Also Federal 6 bay square loop antenna, with pedestal. RCA FM frequency & modulation monitor, and 200 feet of #34 transmission line. We are inclined to accept the highest bid for all four items as located at our transmitter at KFON-AM-TV, Lincoln, Nebraska.

2 Presto model 64-A 3 speed transcription turntables, never used. 1 Presto model TL-19 tape drive, used once. 1 Stancill-Hoffman multilane playback sound equipment. Address to: Contact Stan Whitman, 147 Sand, New Ulm, Minn.

RCA 250 watt FM, now operating, 1st class condition. Available about Nov. 1. R. R. Cronise, Box 116, Albany, Oregon.
WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B&T

Television

SALES OPPORTUNITY

IN FABULOUS SOUTHWEST

One of the Southwest's most aggressive and complete VHF operating is looking for an aggressive TV salesman. Prefer man who has good radio selling background and feels he is ready to move into TV. Station is well established in Town's 5th market. CBS-TV affiliate plus ABC and DuMont. Excellent living conditions, unqualified climate. Do not apply unless you want to live in the FABULOUS SOUTHWEST. Send application and recent photo.

Dick Watts, General Sales Manager, KROD-TV channel 4, El Paso, Texas

ALL NIGHT

... OR ALL DAY

Record man available November first. No flapper, in town with his own voice, label-reader, but mature, loyal, salesman with 15 years top all-night, special events, disc jockey and managerial experience. Earnings on present manager-record job over $11,000. WILL start for less, but potential must be there. Interested in any size station-in or out of the country. Personal interview arranged. Have us both time if you do not have a top-notch organization that can stand investigation. I can. Write Box 401X, B&T.

Production-Programming, Others

Avail. September 1. News broadcaster-writer-special events man. Present position liquidated by organizational breakup. Education: A.A., ten years experience, network and local. News reporting and analysis, commentary, interviews, documentaries, sports play-by-play. Does this type work only. Radio or TV. Highest references. Disc or tape, photo and full personal data on request. Box 397X, B&T.

APPLICATION RETURNED

Transfer of Control

WISR Butler, Pa., Butler Bscg. Co.—Involuntary Trustee announces his appointment from Sara E. Rosenblum, deceased, to Abe H. Rorsky and Union Trust Co. of Butler, executors.

July 29 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

Chief, Broadcast Bureau—Granted petition to accept late application re

application of Eugene Television Inc., Eugene, Ore. (Docket 10548-53).

By Examiner Basil P. Cooper

South Bend Bscg. Corp., South Bend, Ind., Michiana Telecasting Corp., Notre Dame, Ind.—Continued applications being held for July 24 to date to be announced after Commis-

sion has opportunity to act on applications re

amend issues, etc. (Dockets 10549-50).

KTVB Inc., Shreveport, La., International Bscg. Corp., Shreveport, La.—Scheduled further hear-

ing re applications for new TV stations to be held Aug. 9, 1953, for further clarification of issues after submission of applications on July 24 of detailed programming proposals (Docket 10476-77).

By Examiner Annie Neal Hunting

Southern Tel. & Tel. Co., Baton Rouge, La.—Granted petitions only in so far as they seek, without objection, license for TV station (Docket 10551; NBC-7675), to include certain existing and new capital and to change station to Sec-

III, item 4, as proposed by amendment of July 5, 1953, but not so as to extend time that such petitions are denied so far as they seek authority to amend application in other respects, without prejudice; however, to reconsideration upon the filing within 10 days of petition for reconsideration accom-

panied by affidavit or affidavits of a person or persons with knowledge of the facts therein stated, setting forth information called for in statement elsewhere set forth and included in affidavit attached to order of this date. Further ordered that any petition filed by Louis Tele. Bscg. Corp. (Docket 10560), which is based on facts not included in affidavits or which ques-

tions accuracy of facts in affidavits (filed by Southern), shall be accompanied by affidavits of persons with knowledge of the facts therein stated which shall be submitted to the Bureau within 10 days and if timely filed, it shall be considered by the Commissioner. It relies to show that good cause does not exist for granting attherosclerotic motions in respect

indicated.

By Examiner Elizabeth C. Smith

Oregon Television Inc., Portland, Ore.—Granted petition to amend TV application (Docket 10561), to show changes resulting from death of Hunting-

ton, Malakery, stockholder and director; or-

dered record reopened and stipulation attached to petition entered into by and between counsel for applicants and for Broadcast Bureau, together with verified statement showing under what circumstances, if any, that Malakery, be received in evidence and made part of hearing in this proceeding, and that record again be closed.

Oregon Television Inc., Columbia Empire Tele-

casters Inc., Northwest Tel. & Radio Co., Portland, Ore. — Ordered transcript in proceeding (Docket 10564) to be received in evidence in this proceeding, for new issues, etc., not so as to extend time that such petition is denied so far as it seeks, without prejudice, to reconsideration upon the filing within 10 days of petition for reconsideration accompanied by affidavit or affidavits of persons with knowledge of the facts therein stated which shall be submitted to the Bureau within 10 days and if timely filed, it shall be considered by the Commissioner.

By Examiner Herbert Sharman

Ordered continuance from Aug. 24 to Sept. 14, for initial taking of testimony re applications of Radio Broadcasting Co. Inc., for new TV station to be held in Ch. 16 in Knoxville, Tenn. (Docket 15812 et al.).

By Examiner William G. Rutts

Ordered pre-hearing conference to be held on July 30, 1953, on application of Orange Belt Tele-

casting Corp., Dan Bernard, for new TV station, for purpose of considering preliminary motions to be followed by further clarification of issues, etc.

By Examiner Renato Gajone

WSCAV Inc., Savannah, Ga.—Granted petition to amend TV application to make changes in siting, gain and rated power (Docket 10570), for new TV station, for purpose of: considering preliminary motions to be followed by further clarification of issues, etc.

Alabama Tele., Co., Montgomery, Ala.—Denied motion to amend TV application (Docket 10574) to rev. Sec. 1 through V in revised engineering exhibit.

Upcoming Events

July 27; NBC radio affiliates, organizational meeting, Grand Hotel, New York City. Aug. 3-14; Grant Advertising Inc., conference, Phoenix, Ariz. Aug. 3-5; Third Summer TV Workshop, Michi-

gan State College, East Lansing.

Aug. 31; Board meeting, Pictorial Radio Parts & Electronic Equipment Show, Dixville Notch, Vt. Aug. 18-21; Western Electronic Show and Con-

vention, Los Angeles, Calif. Sept. 1; British Columbia Ass'n of Broadcast-

ers, convention, Malaspino Hotel, Halfmoon, N. Y. Sept. 28-Sept. 18; Educ. TV production workshop, Coll. of Illinois, Urbana. Sept. 29-30; Educ. TV station management seminar, U. of Iowa, Ames. Sept. 29; Canadian Am. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.

Sept. 29-Oct. 1; San Francisco Convention & Audio Exposition and Audio Fair, Palmer House, Chicago.

Sept. 30-Oct. 1; AIEE, Pacific Section, Annual Meeting, Hotel Vancouver, Vancouver, B. C.

Sept. 15-17; RTMA board meeting, Biltmore New York.

Sept. 18-19; Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 29-23; American Assn. of Advertising Agencies, Pacific, Council regional convention, Empire Hotel, Victoria, B. C.

Sept. 21-23; Assn. of National Advertisers, An-

nual meeting, Hotel Drake, Chicago.

Sept. 30-30; National Electronics Conference, Re-

public Hall, New York City.

Oct. 1-3; National Newspaper Week.

Oct. 1-9; Dist. 10 meeting, Corpus Christi, Tex.

Oct. 18-20; Texas Ass'n of Broadcasters, Baker Hotel, Mineral Wells.

Oct. 18-24; United Nations Week.

Oct. 19-24; Inter-City Conference, AFA, Edgewater Beach Hotel, Chicago.

Oct. 30-Oct. 1; Dist. 2, Fairmont, Albany, N. Y.

Oct. 31-Nov. 1; Board meeting, AWRK, Edgewater Beach Hotel, Chicago.

Nov. 4-5; Dist. 1, Somerset Hotel, Boston.

Nov. 12-18; RTMA board meeting, Palmer House, Chicago.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 11-13; Dist. 17, Benjamin Franklin Hotel, Philadelphia.

Sept. 15-17; Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 18-20; Dist. 15, Statler Hotel, Los Angeles.

Sept. 21-22; Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24; Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 24-26; Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29; Dist. 9, Flankton House, Milwaukee.

Sept. 30-Oct. 1; Dist. 8, Indianapolis.

Oct. 1-3; Dist. 7, Biltmore Hotel, Chicago.

Oct. 12-13; Dist. 12, Lake Murray Lodge, Arden-
more, Okla.

Oct. 10-12; Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17; Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 20-21; Dist. 5, Henry Grady Hotel, Atlanta, Ga.

Oct. 21-22; Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24; Dist. 3, Bellevue-Strattford Hotel, Philadelphia.

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IN SELECTING Ted Streibert as the new head of the newly-created U. S. Information Agency, President Eisenhower has moved briskly to retrieve for that battered service the prestige the overseas information service must have to be effective. It is his second wise appointment within the month to revitalize the operation, which becomes an independent establishment, responsible directly to the Chief Executive. The first was Leonard F. Erikson, vice president of McCann-Erickson Inc., as director of the Voice of America.

Both are men of stature, coming directly from the business world. Both came up through practical broadcasting—by the American Plan. This is recognition of the indisputable conclusion that the broadcast media are the most potent weapons in reaching the minds of men. They have been eminently successful in selling goods and ideas to America. They will use the same techniques in selling America to an oppressed world.

Ted Streibert was called back from a Government mission by the President. If he hadn't made that trip he probably couldn't have been sold as readily in accepting this call to high public office. But he had seen conditions in Europe at first hand. He knows the job that has to be done.

For two decades, Ted Streibert headed the WOR organization, part of the time doubling in brass as the chairman of Mutual. Before that he served on the faculty of Harvard's famed School of Business Research. He is a top administrator.

It's a tough job. It has been a thankless one for the men who preceded Ted Streibert. Doubtless much of the criticism of erstwhile propaganda activity has been justified. But we feel a sense of satisfaction about the new structure. Ted Streibert has a way of getting things done—well.

Box-Office TV Conundrum

THE PRESSURE now being applied to the campaign for subscription television virtually assures this question being brought to a head soon. It is a question that has not been considered seriously enough, primarily because of preoccupation with other things.

Telecasters will have to decide a lot of subsidiary questions first.

Would subscription television contradict the theory of U. S. broadcasting? Maybe yes; maybe no. As a practical fact radio and television have depended almost exclusively upon advertising for their support, but there is nothing in the law that limits their source of revenue to advertising alone.

Would subscription television endanger the freedom of the air? An argument to the contrary can be made in the example of newspapers and magazines which obtain their revenue from both advertising and circulation fees.

Would subscription programs dilute the effectiveness of television as an advertising medium? Is the public interest, convenience and necessity served if the audience must buy sets and then pay for individual programs? These are only some of the questions.

One sweeping answer has been proposed by Rep. Carl Hinshaw, who has introduced a bill that would classify subscription television as a common carrier and not a broadcasting service. If the bill became law the government could fix rates for such a service.

Some industry attorneys have questioned whether that would be a desirable end. If the government took a firmer grip on that part of the telecasting service which was hooked up to home box-oftices, it might encourage it to similar encroachment in the entire telecasting service. There is a serious question as to whether the government should be allowed to do what until now it has never attempted—to limit theSources of revenue available to broad-

Mr. Hinshaw has told B&T that he will insist on hearings on the question at the next session of Congress. In advance of that, it would be well for U. S. telecasters to get their thinking organized.

Miss Hennock Regrets ...'

MAYBE you've wondered about those FCC actions which, with monotonous regularity, proclaim: "Commissioner Hennock dissenting." She is seldom joined by any of her colleagues. Most often she simply dissents. On more important cases, she waxes loquacious and issues a formal opinion.

Such was the case a week ago last Friday. The FCC majority, recognizing the burden of a one-year license in television, issued a rule-making notice (page-and-a-half long) proposing to extend licenses to the statutory three-year limit, to make them coincide with AM and FM. This is consistent with the administration effort to cut down paper-work for government and licensee alike. The Commission did this on its own motion.

But Madame Comr. Hennock, presumably sensing a golden opportunity to arouse do-gooders, blue-nosers and her beloved educational crusaders, blasted forth with a six-page opinion in which she, in effect, advocates a "Blue Book" on television. She lambasts her colleagues for ignoring the program aspects, and calls for a national conference and a public hearing. She wants licenses called to the carpet, hat in hand, every year, to render an accounting of their programming stewardship.

Where Madame Commissioner finds such authority in the statutes we do not know. The law specifically says that licenses may be issued for three years. That leaves it to the discretion of the Commission. A majority of the Commission has spoken. But Miss Hennock insists upon portraying her role of the "militant opposition."

This is not to argue that all television programming is optimum. But even if it were as bad as Comr. Hennock seems to think it is, it would still be none of the Commission's business. Congress admonished the FCC to keep hands off programs. It's a matter for the stations and their audiences. And the stations have put their best foot forward through the creation of the Code Review Board.

Miss Hennock probably has complained more than any other FCC member about the Commission's "work-load." She says in her latest diatribe that because "of the press of other business or a lack of adequate personnel, we have not in the past made the reassessment of [programs] that we should have made." Why then the protest against reducing that load?

Miss Hennock, because her interests are centered on particular subjects, doesn't find it expedient to attend all FCC meetings. She has the worst attendance record on the Commission. She holds the modern record for dissents. With the three-year TV license, which we regard as just as inevitable as it is desirable, she indubitably will have more time to attend more meetings and write more dissents.
The parade of KMBC-KFRM personalities moving into the top ten most popular daytime shows in Kansas City gets longer with each new Pulse Survey.

The first Kansas City Pulse, (November-December 1952) revealed that KMBC News Director John Farmer, Farm Director Phil Evans and the Dinner Bell Roundup Gang rated in the “top ten.” January-February Pulse added Marketcaster Bob Riley, and according to the March-April Pulse, KMBC’s Sigma Delta Chi award-winning newsman, Bill Griffith, joined the parade.

But, there’s another parade to The KMBC-KFRM Team. It’s the parade of wise advertisers who know the complete story of KMBC-KFRM superiority in the vast Kansas City Primary Trade Area. Write, wire or phone your nearest Free & Peters colonel or The KMBC-KFRM Team, Kansas City, today. Join the parade of advertisers who are selling their products to the people who hear about them on the radio station they listen to most...
SINGULAR PLURALS
(including clowder, murmuration and gaggle)

We have been investigating group designations for the animal kingdom. In the interest of keeping you informed, we publish a passel of our findings.

A bunch of cats is a clowder; one speaks of a cover of coots, a stud of mares, a tribe of goats, a bale of turtles, a murmuration of starlings, a rafter of turkeys and a gang of elk. There are also a dray of squirrels, a pace of asses, a barren of mules, a crash of rhinoceroses, a gaggle of geese.

In a certain part of the Midwest, where consumers herd and listeners muster, there’s a plural for human being which gives point to our prose: WMT listeners. This is a collective term for 338,480 families who listen to WMT every week, the pluralest assemblage that ever.

For a clutch of data (a group of datum), see the Clowder* man.

WMT CEDAR RAPIDS
600 kc 5,000 watts
Basic CBS Network

*The Katz Agency, our national reps.