For 51 years the James G. Gill Company has been serving its customers with "Gill's Hotel Special Coffee." The business began in a small shop in Norfolk, Virginia, shown above. Its present day modern equipment is standing evidence that its owners know their business well.

The ever expanding services of the Havens & Martin, Inc. Stations speak well for its owners too. Pioneers in radio, then FM and TV, they established the only complete broadcast institution in Richmond. WMBG, WCOD, and WTVR always have been, and are today, the first-choice stations of listeners and advertisers alike. Try them yourself and see why!

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
165,000 WATTS
+ CIRCULATION FIGURES that make sense
+ LOWEST RATES

= CHANNEL 33

your best buy in the Reading, Pa., market!

UHF Equipped Homes—

<table>
<thead>
<tr>
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<th>In Grade A</th>
<th>In Grade B</th>
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<tbody>
<tr>
<td>Contour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UHF</td>
<td>37,191</td>
<td>54,633</td>
</tr>
</tbody>
</table>

UHF homes as of Aug. 1, 1953. Based on NBC Research figures for Berks County. Remaining county figures based on signed statements from survey among 300 dealers and service organizations engaged in TV installations.

* POPULATION —

<table>
<thead>
<tr>
<th></th>
<th>Grade A Contour</th>
<th>Grade B Contour</th>
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</thead>
<tbody>
<tr>
<td>Families</td>
<td>1,208,397</td>
<td>2,437,365</td>
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<tr>
<td>TV Homes</td>
<td>343,952</td>
<td>775,509</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$1,250,664,000.</td>
<td>$2,493,396,000.</td>
</tr>
</tbody>
</table>

* TV homes estimated from county totals May 1, 1953—NBC Research. Population, Families, Retail Sales (estimated) from Broadcasting Telecasting Marketbook, 1953. (Philadelphia market not included).
Housewives and Advertisers
love Cosmopolitan Kitchen

WDEL-TV
Wilmington, Delaware

Advertisers find Nancy Diehl's Cosmopolitan Kitchen a
terrific sales producer. Thousands of enthusiastic buying
housewives are loyal viewers—see the show, believe the
commercial, buy the products advertised. Whether you buy
WDEL-TV through participating spots on Cosmopolitan
Kitchen, other vital diversified local programs, or
top NBC and DuMont shows, you get enthusiastic sales
response in this large, rich area—Delaware, parts of
New Jersey, Maryland and Pennsylvania:

<table>
<thead>
<tr>
<th>Category</th>
<th>PER YEAR</th>
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<tbody>
<tr>
<td>Retail Sales</td>
<td>$1,054,410,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>263,997,000</td>
</tr>
<tr>
<td>General Merchandise Sales</td>
<td>54,272,000</td>
</tr>
<tr>
<td>Furniture, Household, Radio Sales</td>
<td>27,453,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>56,225,000</td>
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</tbody>
</table>

Take advantage of this opportunity to increase
your sales profitably, economically. Buy WDEL-TV.

In its Fifth Year
of Operation

Represented by MEKKER
New York Chicago Los Angeles San Francisco

WILLIAM WEINTRAUB Co., N. Y., last week was querying tv stations in smaller markets as to whether they would accept Revlon Theatre film series, MCA package to which Weintraub holds first rights, on this basis: (1) Carry it under Revlon sponsorship on alternate weeks without pay; (2) on other weeks get it free for sale to local or national advertisers. Revlon currently sponsors program on 52 CBS-TV stations every other week. Weintraub executive explained to B*T that one station manager's suggestion that series be made available to stations free on non-Revlon sponsored weeks started string of queries to other stations.

BIG political mystery these days is what's happened on FCC vacancy, created three months ago with expiration of term of Paul A. Walker, Oakland Democrat. This official word was that Republican Committee had cleared Robert J. Dean, KOTA Rapid City, S. D., but it afterward got hung up at White House and presumably is still in that state. Mr. Dean hasn't given up hope but there are other names too. Newest name heard is Robert E. Butler, 41, of Hill E. M. Office on House Appropriations Committee, who reportedly has strong Republican backing. Other names in running include Paul Hawkins, young Washington attorney, formerly assistant to Sen. Butler (R-Neb.); Robert T. Mason, WMRN Marion, Ohio, and Robert Owen, KOA Denver.

ANNA COLOR TV showing last week (see story page 29) was by direct order of RCA-NBC Chmn. David Sarnoff, who overrode objections of his staff executives who wanted to hold up until after formal color demonstration for FCC Oct. 15. Relay to Chicago was by microwave and worked without hitch.

REPUBLICAN patronage appointments to FCC staff (examiners, attorneys, etc.) being checked at Republican National Committee under new standard operating procedure for all grants of licenses, a provision presumably on clearances at FCC is not only GOP Chmn. Hyde but also Wisconsin Republican John C. Doerfer, FCC's newest member, who gradually is assuming stronger voice in FCC affairs.

JAMES E. SCHWENCH, vice president and account executive, Schwab & Beatty, N. Y., resigning to become president of Paul Grant Inc., Chicago. Mr. Grant to become chairman of agency's board, effective early in October. Banker's Life & Casualty account, resigned by Schwab & Beatty several months ago, has named Grant as its new affiliate and the switch in accounts is just coincidental with Mr. Schwench's move, S & B executive told B*T.

AFTER MANY months of staff scrutiny, FCC promptly will resume consideration of what to do about specialized fm services (Storecasting, now almost moribund Telecasting, Functional Music and related "beep" services). Best guess is that some method of reclassification (lower power) to accommodate most of services will be evolved without establishing new type of service under regulation. Multiplexing also may be authorized.

WURRA, wurra, color wurra. NTSC thought it had site for demonstrations Oct. 15 for FCC pretty well set at Homestead Hotel in Kew Gardens, Long Island, but found hotel couldn't provide enough space, power, phone facilities, for direct communication with studios and transmitters, nor right location for uhf (it's in hollow). Western Union Bldg., in New York, next best bet, but Friday site-finding committee (Dr. Robert M. Bowie, Sylvania, chairman) turned it down too: multipath problems. Midtown hotels, seemingly logical choice, failed to produce sufficient space for sufficient time (installation of equipment requires five days). RCA has offered Centre Theatre, which has all facilities and good location, but NTSC site-hunters feel tests should be on neutral territory.

EXPRESSION of official attitude on freedom of speech in radio and tv, as well as printed journalism, may come if President Eisenhower accepts invitation of Radio-Television News Directors Assn. to address Washington convention Oct. 26-28.

ANNA COLOR TV will exercise its flexible authority under tv expediting procedure by promptly selecting hardship or "manifest injustice" cases for quick hearing? This issue has been tossed around at Commission meetings virtually since adoption of new order Aug. 24. Outlook now is since most of critical areas should be reached within next few weeks anyway, right follow normal procedure for present. Such cities as Memphis, Miami, Spartanburg, Orlando, St. Louis, Pittsburgh had been dubbed "hardship.

RELEASE OF OLD Samuel Goldwyn movies to tv soon is possible since meetings Figuring two week between Goldwyn and top company executives. Block of theatrical films was transferred to Mrs. Frances Goldwyn some time ago, followed by formation of Howard Pictures. Total of 13 features has reportedly been edited to fit hour-long time slot.

U.S. ATTORNEY's office for D. C. is concerned over continuing bait advertising problem in newspapers, radio-tv and has begun prosecutions upon consumer complaints, only to be stopped by settlements. If problem continues, spokesman explains, offending station, paper and/or agency may become defendant in criminal suit since local law doesn't exempt media. Such suit could be precedent for other areas.

GULF Oil Co. has turned down projected radio network show and will put money into local radio buys instead, using everything from network spots but, with local dealers expected to make recommendations. Young & Rubicam, N. Y., is agency.

IN THIS ISSUE

LEAD STORY
Problems created by the burgeoning growth of tv are aired by national advertisers attending the 44th annual ANA convention in Chicago. Page 27.

After seeing RCA's demonstration of NTSC color tv, delegates at ANA's Chicago convention concede that color is ready. Page 29.

FILM
Motion Pictures for Television announces plans to spend $30 million on six film series featuring name stars. Page 33.

CBS-TV begins world-wide Newsfilm service for individual stations. Page 33.

FACTS & FIGURES
Network radio—and tv—looks up for July with nine of the top 10 advertisers in each case spending more in July 1953 than in July 1952, PIB figures show. Page 34.

TELESTATUS weekly summary of tv stations on the air and tv set distribution. Page 37.

PROGRAM SERVICES
Ascap and the tv networks reach impasse in negotiations for a new blanket license for Chicago area. Page 42.

TRADE ASSNS.
Greater operating responsibilities on station licensees is advocated by Comr. E. M. Webster at NARTB's Dist. 14 meeting at Sun Valley. Page 44.

Congress should make the final decision on subscription tv, Comr. E. M. Webster tells Dist. 14 broadcasters at Sun Valley. Page 46.


GOVERNMENT
FCC brings into the open its study of network affiliation policy and practice involving vhf and uhf tv station grantees. Page 50.

STATIONS
Nine tv stations take the air during the week, including WVEC-TV Hampton, Va., which succeeds to the NBC-tv affiliation vacated in that area by WTR-TV Norfolk's switch to CBS-TV. Page 58.

NETWORKS
NBC-TV and CBS-TV plan "hot kinescopes" to enable showing of programs on the East and West Coasts at the same clock hours. Page 70.

ABC-TV plans $750,000, nine-week promotion campaign for its fall tv shows and stars. Page 74.

EDUCATION
The Ford Foundation's Fund for Adult Education issues a report showing it made radio-tv grants of about $3 million and spent more than $2 million on its operation in the 18 months ending last June. Page 102.

FEATURES
NBC Spot Sales shows new way to make a pitch. It's called "Electronic Spot Buying." Page 109.


A veteran agency executive tells how commercials got this way. Page 118.

FOR THE RECORD
introducing

A GREAT NEW
concept in
TELEVISION
SPOT BUYING

Electronic Spot Buying...
available only through NBC Spot Sales
THE EXCITING NEW national sales offices of NBC Spot Sales in the RCA Building, New York, are headquarters for a revolutionary spot-buying technique called Electronic Spot Buying. It's the dramatic use of TV to buy Spot TV.

ELECTRONIC SPOT BUYING enables advertisers to see live local TV shows originating at the stations represented by NBC Spot Sales. Now, over a closed circuit, you can on specific occasions see local TV personalities, station facilities, your commercials on-camera and even your markets—all without leaving the NBC Spot Sales headquarters.

EVER-INCREASING SERVICES: A new sales office in Detroit...salesmen with an intimate knowledge of our stations gained through travelling more than 175,000 miles since the first of the year to those markets...copy clearance specialists...research staffs that provide data for scientific time buying...experts in TV film and slide specifications...all these added to Electronic Spot Buying make NBC Spot Sales a better spot than ever to do business.

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

representing TELEVISION STATIONS:

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<tr>
<th>Station</th>
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<td>WREX</td>
<td>Washington</td>
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<td>WNBR</td>
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<td>KOF</td>
<td>Honolulu, Hawaii</td>
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Chicago
Cleveland
Detroit
Washington
San Francisco
Los Angeles
Charlotte
Atlanta
Charlotte
*Senior Vice President

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<td>St. Louis</td>
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<tr>
<td>KGU</td>
<td>Honolulu, Hawaii</td>
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</table>
Now Magazine was real big, and we mean that its readership all others doubled!

When, despite this success, the boss stopped the press, People wondered just what had him troubled.

Then the publisher said, "We've just had to stop dead— For KOWH has our readership swelling . . .

Till our presses and all are now simply too small To print what our schedule is selling!"

Moral
EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

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

- Largest share of audience, of any independent station in America! (August, 1953.)

KOWH
35.6%
AVERAGE HOOPER

"America's Most Listened-to Independent Station"

General Manager, Todd Stars; Represented Nationally By The BOLLING CO.
Sen. Peace Negotiating For WWNC, Newspaper

NEGOTIATIONS for sale of WWNC Asheville, N. C., 5 kw station on 570 kc, and its associated Asheville Citizen-Times to Roger C. Peace interests, principals in WFBC Greenville, S. C., and Greenville News and Piedmont were underway Friday. Price had not been fixed.

Don S. Elias is president of WWNC and owns approximately half of common stock (1,9945 of 4,001 shares) in Asheville-Times Co., licensee of station, according to FCC records. Licensee of WFBC is Blue Ridge Radio Corp., with Greenville News-Piedmont Co. as holding company for all of stock.

Mr. Peace is ex-U. S. Senator from South Carolina, having filled unexpired term of Sen. James F. Byrnes when latter became Secretary of State.

Negotiations are being handled by Allen Kander, newspaper-station broker.

NARTB Attendance Gaining; Minneapolis Session Opens

REGISTRATION at NARTB meetings continued to run ahead of 1952 as sixth of 17 nationwide sessions convened Friday at Minneapolis (see main story page 44). Monday-Tuesday meeting of District 14 at Sun Valley drew attendance of 72 despite remote location. This compares with 84 year ago at Denver. Council-Rapids meeting Wednesday-Thursday drew 98 registrations compared to 86 year ago. Attendance at Minneapolis weekend meeting was 77 compared to 67 last year.

District 11 meeting opened with John F. Meagher, KYSM Mankato, Minn., presiding. He named following resolutions committee: David Gentling, KROC Rochester, chairman; Lee Whiting, KEYD Minneapolis; Evans Nord, KELO Sioux Falls, S. D.; Orville Burda, KDIX Dickinson, N. D.; Ken Tharsh, KWNQ Winona.

Among those taking part in Friday closed-door session were F. E. Fitzalmonds, KFYR Bismarck; Dalton Le Matuer, KDAL Duluth; Robert R. Tincher, WNAX Yankton; F. Van Konynenburg, WCCO-TV Minneapolis; Tom Barnes, WDAY Fargo; Morton H. Henkin, KSOO Sioux Falls; Kenneth M. Hance, KSTP St. Paul. RCA provided "hospitality house" facilities, feature of current district meetings.

WOR Negotiations Continue As World Series Nears

SPECULATION that six-week-old strike of WOR-AM-TV N. Y. engineers might be settled before Wednesday's opening of World Series mounted last Friday, after virtually all-night negotiating session. Mutual, whose New York key is WOR, is slated to carry series under Gillette Co. sponsorship. If station's dispute with radio engineers, represented by Local 1212 of IBEW, is not settled by Series time, it was reported, originations for network would be handled by WINS N. Y. in case of games at Yankee Stadium and by WMGM N. Y. in case of games at Ebbets Field. During regular season WINS and WMGM carry Yankees and Dodgers games, respectively, and even if WOR is able to originate World Series for network, they will broadcast series locally.

ABC-TV SEeks Radio

AS PART of ABC-TV's campaign to promote awareness of ch. 7 (see story page 74), advertising and promotion manager Mitchell Degroot reported Friday that network is attempting to buy time for announcements and jingles on independent radio stations in ABC-TV's o & o station cities. He said BHDO has been conferring with station executives and had promised it is under consideration by stations.

Stanton Sees Bright Radio, TV Future at WTAR Ceremony

FRANK STANTON, president of CBS, predicted bright futures for both radio and television in address Friday at Norfolk commemo-

rating 30th anniversary of WTAR and its new affiliation, along with WTAR-TV, with CBS. CBS Television, he said, will exert every effort to retain leadership in color tv and will unveil its plant at color clinic for affiliates in New York Oct. 9. He ventured color would not have achieved present impetus had it not been for "the drive and energy" of CBS Labs in original competition.

Extension of radio and television wishes in brief talk, FCC Chairman Rosal Hyde congratulated WTAR on achieving 30 years of "dedicated service." At luncheon meeting, presided over by CampbellArnoux, WTAR president, head table guests and seated president Adrian Murphy, CBS Radio president; H. A. Akberberg, CBS-TV station relations vice president; Merle S. Jones, CBS-TV vice president; William A. Scheldt, CBS Radio president; Willliam B. Lodge, vice president and engineering director; CBS, Edward Petry, president of radio and television representation firm; CBS executives Charles Oppenheim, Fritz Snyder, Ed deGray. Program concluded Friday night with anniversary show emceed by Ed Sullivan.

New NARTB Committee To Study Film Contracts

NEW committee has been formed by NARTB to study problems centering around sale and use of television films. Harold See, KRON-TV San Francisco, is chairman. Named NARTB Television Film Committee, group will hold exploratory meeting Oct. 13 at Conrad Hilton Hotel, Chicago. Contract standardization formulas for film buying will be discussed.

Authorized in June by TV Board, committee membership includes, besides Chairman See, Martin Campbell, WFAT-TV Dallas, and Ray W. Welpott, WRGB-TV Schenectady. Thad Brown, NARTB TV vice president, and Howard Bell, his assistant, will attend Chicago meeting.

NBC Postpones Color Show

CONCENTRATING on preparations for demonstration of color tv to FCC Oct. 15, NBC-TV color division has postponed date of first colorcast of regular commercial program from tonight, when that honor was to have gone to Robert Montgomery Presents, to Oct. 24, when Shows of Shows will be telecast in color.

BUSINESS BRIEFLY

P & G IN CANADA • Procter & Gamble, Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., buying five, ten and fifteen-minute segments of daytime radio shows for Dreyfus and Oxydyl in half-dozen major Canadian markets, starting Oct. 5 for 52 weeks.

SPOTS FOR NASH • Nash Cars, through Geyer Inc., N. Y., asking for availabilities for radio and television spot campaign to be launched Nov. 19 for three days in radio and five days in television in number of markets.

TIDE CAMPAIGN • Procter & Gamble, Cincinnati, for its Tide, seeking radio spot announcement campaign to start Oct. 4 for 26 weeks in several states. Benton & Bowles, N. Y., is agency.


CIGARETTE CAMPAIGN • R. J. Reynolds Tobacco Co., for its Camel cigarettes, starting radio spot announcement campaign on higher-powered stations, estimated to be placing some spots in college towns. William Esty Co., N. Y., is agency.

New Buys on 'Today'

LEVER BROS., N. Y., Hathaway Mfg. Co., N. Y. and Tetley Tea Co., N. Y., have bought five-minute participations on NBC-TV's Today program (Mon.-Fri., 7-9 a.m., EST and CST) in amounts of 104 participations for Lever Bros., 26 for Tetley and 11 for Hathaway. Agencies are Hewitt, Ogilvy, Benson & Mather and J. Walter Thompson (Lever Bros.) Fletcher D. Richards (Hathaway) and Geyer Adv. (Tetley).

Orders: One Million Plus

FIRST 24 hours of selling on Ramadan of the Jungle and Edward Small films produced orders totaling $1,125,000 in 21 tv markets, Michael M. Silverman, executive vice president of newly formed Television Programs of America, said Friday in announcement which claimed this was "a world's record."

Scullc Replaces Barber

SPORTSCASTER Vince Scully has replaced Red Barber as announcer, along with Mel Allen, on World Series games over NBC-TV, it was reported by network Friday (see page 32). Mr. Barber withdrew from assignment voluntarily, according to his agent, William McCaffrey, because he felt he was entitled to more than $250 fee for each game offered by Maxon Inc., Gillette agency. CBS Radio announced Friday Mr. Barber has been assigned to cover World Series for Edward R. Murrow's news program (Mon.-Fri., 7-4:30 p.m. EST).

September 28, 1953 • Page 9
OUT-OF-HOME LISTENING IN ATLANTA GIVES YOU A WHOPPING 20% BONUS

and

WAGA gives you

* 50% MORE OUT-OF-HOME LISTENERS THAN STATION "B"
  —AND TWICE AS MANY OR MORE THAN ANY OTHER STATION
* 42% MORE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS COMBINED

Out of a total of 502 quarter-hour periods Sunday through Saturday, WAGA had 295 firsts. Station “B” had 61; Station “C” 57; Station “D” 43; Station “E” 19; and all others had a total of 27.

Out-of-home or in-the-home—WAGA gives you more listeners per dollar than any other Atlanta station! Get the facts and you’ll put WAGA Radio to work for you in the billion-dollar Atlanta market.

*Data based on Pulse of Atlanta Out of Home Radio Audience, July 1953

WAGA
CBS-Radio in Atlanta

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat’l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

Page 10 • September 28, 1953
UHF Petitioner Asks Dismissal; Other FCC Actions

FINDING "remote" in foreseeable future any prospect "of there being a worthwhile potential UHF audience through conversion of VHF receivers in the Detroit area," WEXL, Royal Oak petitioned FCC Friday for dismissal of its UHF ch. 62 application, leaving unchallenged bid of UAW-CIO Bost. Corp. of Mich. Earlier, Knight Newspapers dropped its ch. 62 bid there [BNTY-TV, Sept 21].

WWNY-TV Awaits Carthage Case

WWNY-TV Watertown, N. Y., new UHF ch. 48 permitted, announced Friday it has ceased construction pending disposition of proposed allocation of UHF ch. 7 at nearby Carthage, N. Y. Brockway Co., ch. 48 grantee, petitioned FCC earlier in week to make ch. 7 addition final so it could tender application.

Second UHF for Portland Area

SECOND UHF station for greater Portland, Ore., area authorized by FCC Friday in final decision to grant UHF ch. 21 to KVAN Vancouver, Wash., and deny competitive bid of KGON Portland. Commission upheld initial decision of examiner [BNT, June 22].

California Bids Denied

ALLEGING "lack of candor and honesty as to essential facts of the applications," FCC issued final decision Friday to deny new UHF station bids of Balboa Radio Corp., Escondido, Calif., and Oceanside Bost. Co., Oceanside, Calif., both seeking 1450 kc, 250 w fulltime. Earlier, examiner had proposed grant to Balboa in initial ruling.

Deletion of Owensboro Ch. 14

DELETION of UHF ch. 14 WWSJ-TV Owensboro, Ky., made final by FCC Friday at request of station which plans to file for ch. 9 newly allocated to nearby Hatfield, Ind. [BNT, Sept. 21]. It's 17th post-tau cancellation, WNOG (Ken Northampton, Mass., dropping UHF ch. 36 earlier in week (story page 58).

Five Drop UHF Bids

FIVE applications for new UHF tv stations dismissed by FCC Friday at request of applicants, all but one leaving channels unsought. Dropouts: Anderson TV Co., ch. 58, Anderson, S. C.; Standard Tobacco Co. (WFMT), ch. 24, Maysville, Ky.; Parish Bost. Corp. (KAPK, Shreveport), ch. 30, Minden, La.; Northwestern Schools Bible College (KTJS), ch. 23, Minneapolis; Valradio Inc., ch. 16, El Centro, Calif. Still seeking ch. 16 at El Centro are Valley Empire Telecasters and Sidney A. Franklin Jr.

Kerner Made MPTV V. P.

APPOINTMENT of Lew Kerner, production and programming supervisor of Motion Pictures for Television Inc., as a vice president of company was to be announced today (Monday) by Matthew Fox, chairman of board. Prior to joining MPTV in January 1951, Mr. Kerner was executive talent director for Samuel Goldwyn Productions Inc.

CLEVELAND HARMONY

END of baseball and beginning of football season brought cooperation between WXEL (TV) and WEWS (TV) Cleveland Sunday. WXEL found itself stacked with Indians baseball game at home and Detroit Lions-Pittsburgh Steelers game at Detroit, both played at same time. WEWS agreed to realign its Sunday afternoon schedule to carry football game from Detroit. Bill McColgan, WGAN, handled play-by-play, John Fitzgerald, WXEL, did color and WXEL provided commercials for Carling's beer from Atlantic Refining Co. for the WEWS football. Agreement resulted from conference between Franklyn Snyder, WXEL general manager, and J. Harrison Hartley, WEWS station director.

NCAA Denies KOTV (TV)

NATIONAL Collegiate Athletic Assn.'s 1953 TV Committee announced Friday it had turned down request by KOTV (TV) Tulsa to carry last Saturday's telecast of Oklahoma-Notre Dame football game. It was explained that NCAA policy permits sellout games to be telecast locally on one station, only as two stations are considered "a network," and noted permission had been granted to WKSY-TV Oklahoma City to carry contest. It added another rule prescribes only one network appearance by a team and pointed out that both Notre Dame and Oklahoma are scheduled for network television later in season.

MBS Committeemen

WINNERS of ballotting for metropolitan market representatives on Ad Hoc Affiliates Advisory Committee announced Friday. Roy Thompson, WRTA Altoona, elected from district No. 1; Carter Peterson, WCCP Savannah, district 2; M. C. Watters, WCPO Cincinnati, district 3; Don Campbell, WILD Birmingham, district 4; John M. Walter, WJPG Green Bay, Wis., district 5; Boyd Kelley, KTRN Wichita Falls, Tex., district 6, and Collin Lowder, KLO Ogden, Utah, district 7. Non-metropolitan market representative from each of MAAC's seven districts will be elected next year. First meeting of new, full committee slated in late October, with election of chairman on agenda.

UPCOMING

Sept. 28-29: NARTB Dist. 9 meeting, Plankinton Hotel, Milwaukee.
Sept. 30-Oct. 1: NARTB Dist. 8 meeting, Columbus Club, Indianapolis.
Oct. 1-3: NARTB Dist. 7 meeting, St. John Hotel, Cincinnati.

For other Upcomings see page 145.

September 28, 1953 · Page 11
1953 sets an all-time high for local advertisers using WGAR! National products, too, must win local acceptance to win sales. WGAR has demonstrated its powerful local influence through quality programming and topnotch promotion.

More People Working

With nearly two million on the job in the area served by WGAR, there’s a tremendous market of people willing and able to buy.

More Spending

Nearly 6 billion spendable income; average income nearly double the national average; here’s a market where it pays to use the effectiveness of WGAR!

More Selling Power

For results use WGAR! WGAR reaches more listeners more often and more effectively than any medium in Northern Ohio! For results, use WGAR!

In Northern Ohio

WGAR
THE SPOT FOR SPOT RADIO

Cleveland 50,000 watts

CBS

Eastern Office: 665 Fifth Ave., N.Y.C.

Represented by The Henry L. Shorin Co.,
In Canada by Radio Time Sales, Ltd., Toronto

Executive and Publication Headquarters

870 National Press Bldg.; Washington, D.C. Telephone Metropolitan 8-1022

Sol Taishoff, Editor and Publisher

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BUREAUS

NEW YORK

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

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

CHICAGO

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Warren W. Middleton, Midwest Sales Manager.

John Osbon, News Editor.

HOLLYWOOD


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


SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (52nd Issue): $9.00. 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: 33¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $4.15 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING + TELECASTING, National Press Bldg., Washington 4, D.C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1952 and Broadcast Reporter in 1953.

*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.
In Washington, D.C.

More people watch WTOP-TV than any other television station*

...it delivers 46% more viewers than the next most popular station!

*Telepulse, August 1953

WTOP-TV

CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES
THE RED BUTTONS SHOW

Network: CBS-TV
Time: Mon., 9:30-10:00 p.m. EDT
Producer: Leo Morgan
Director: Burt Shevelove
Music: Elliot Lawrence
Sets: Jack Landau
Star: Red Buttons
Guest: Janet Blair
Cast: Joe Silver, Jean Carson, Sara Seegar, Jimmy Lifite, Ralph Standlee, Sammy Shelch, Michael Dreyfuhl, Joe E. Ross
Writers: Larry Gelbart, Hal Collins, Bob Staller, Woody Kling, Buddy Arnold
Sponsor: General Foods for Instant Maxwell House Coffee

COMEDIANS ought to love television. If TV has accomplished nothing else, it certainly has rendered them a great service. Before the new medium really got rolling, many of its now top laugh men were unknown. One of them was Red Buttons, whose rise to stardom has been confined exclusively to a TV studio. Mr. Buttons arrived on the scene last year with a theme song and a collection of sketches that promptly established him in show business. On Sept. 21, he returned to CBS-TV for a second season with a comedy style that is occasionally humorous but seldom side-splitting.

Mr. Buttons's success rests largely on his four comic characterizations—an other-side-of-the-tracks type called the Kupke Kid, a prizefighter, a German who turns up in different roles each week and a juvenile delinquent. The show pivots around skits in which Mr. Buttons plays one of these parts. When he isn't clowning around, he is usually talking his way through "Ha-He," a novelty song which he adopted for his very own last year. The number, now synonymous with Red Buttons, is his aural trademark.

A good portion of the first telecast was devoted to introducing a fifth type to Mr. Buttons' comedy foursome—Red Buttons, the adult, playing Red Buttons, the teenager. The new character is promising enough, is not sufficiently broad to be very funny. The fault may have been in the skit material. It was the old routine of an apartment dweller who found himself only to discover, finally that both his landlord and landlord had each found him one too. The situation didn't give him too much with which to work.

Mr. Buttons' appeal lies more in his boyish personality than in his comic talent. He is not a "born" comedian, and although he has acquired a comedy technique, it is his material rather than a natural wit on which he must depend. He is, however, a fairly competent performer who has learned the value of timing in a comedy series. His skits are well directed and well paced. If his writers deliver, Mr. Buttons' place in TV will remain secure.

STUDIO ONE

Network: CBS-TV
Time: Mon., 10:00-11:00 p.m. EDT
Show: 1954 (1/21/53)
Adapted for Television by William Templeton
Producer: Felix Jackson (Premier Production for Studio One)
Director: Paul Nickell
Cast: Eddy Albert, Norma Crain, Lorne Greene, Noel Leslie, Truman Smith, Susan Hallaran
Settings: Henry May, Kim Swados

If THE SHOW marking Studio One's entrance into its sixth season on CBS-TV was indicative of the sort of production viewers may expect to see, they have a great dramatic treat in store during the next several months. Last Monday, the hour-long series returned to the air with "1984," a show every bit as consuming and intense as the late George Orwell's novel from which it was so skillfully adapted.

In a fantasy framework, Mr. Orwell envisioned our world some 30 years from now as a drab, patterned and thoroughly controlled civilization where "War Is Peace, Ignorance Is Strength, Slavery Is Freedom." People, robbed of all individuality, had succumbed to the dictates and ideas of the state. Mr. Orwell's world was one dedicated to negativism—to hate instead of love, to despair instead of hope and ultimately to "Big Brother," the mastermind of the state, instead of God. It is a difficult assignment to adapt a novel, particularly a fantasy where mood shares importance with content—from narrative to dramatic form. William Templeton who took on the job did it superbly. As a television play "1984" retained the suspense and continuity that made it a gripping novel.

The adaptation was entrusted to Paul Nichell, a capable director who succeeded in extracting all the dramatic forcefulness inherent in the story by making the most of the actors he had to work with and the sets designed for the show. Eddy Albert, who played the lead role of a sensitive idealist completely out of harmony with his utilitarian world, turned in a fine performance. Norma Crain, cast as the girl with whom he fell in love, had a tendency to over-play the role and because of it scenes between Mr. Albert and Miss Crain fell slightly short of the quality of the rest of the production.

Henry May and Kim Swados designed the stylized sets. They were stark, barren sets as they should have been, made up of steps and levels which Mr. Nickell used most effectively. In "1984" the set was not merely a backdrop. It was an integral part of the play.

The same was true of the lighting. Some pain was taken with the light plan for "1984." It was not treated as a source of illumination alone but as a dramatic tool capable of creating a mood before an actor ever spoke a word.

"1984" was a classic example of the potentialities of television drama. It was video fare at its very best, convincingly acted, artfully directed and imaginatively staged.

BOOKS


THIS book gathers "a large portion" of the existing research material on transistor circuits. Divided into three parts covering low-frequency, high-frequency and large-signal, non-linear applications, it gives a "general treatment, existing research material to transistor circuits which can be used to conveniently represent the great majority of transistors."


THIS volume is designed to furnish a clearer understanding of copyright problems and their effective solution. In main it consists of the full texts of seven lectures presented before the Copyright Institute of the Federal Bar Assn. of New York, New Jersey and Connecticut.
**TSC rear screen projection**

**SAVES MONEY**

Cuts personnel costs and program set-up time. Saves set construction and equipment costs.

The Rear Screen system that is designed to your station. 80 TV stations from coast to coast contributed the ideas and design specifications that make this the ideal Rear Screen equipment for television stations.

With a TSC installation your screen can be rolled up like a window shade. Three minutes before air time the screen is pulled down, slides placed in the automatic slide changer—and you are ready for the air with the most economical, most convenient TV scenery ever developed. Entire backgrounds can be changed in two seconds—merely by pushing a button in the control room.

Your sponsors will like your TSC Rear Screen facilities too. You can project backgrounds of their supermarket, department store, or product display for the perfect tie-in with their sales story. TSC Rear Projection provides that "priceless plus" that makes your operation stand out as the most complete and up to date station in your area.

TSC salesmen have sold more Rear Projection equipment than all others combined. The valuable experience gained in more than 80 TV stations is available to help you profit from the use of TSC Rear Projection equipment. Write today for our free booklet "Profit-making Rear Screen Projection."

**TSC rear screen projection for BETTER PROGRAMMING**

Provides multiple background changes for variety and flexibility in News Shows, Disc Jockey Shows, Weather Shows and Commercials.

**TSC rear screen projection**

**BUILDS PROFITS**

Attracts local sponsors. Provides invaluable aid to time sales. Cost of equipment can be regained by nominal facilities charges.

**TSC rear screen projection**

**SAVES SPACE**

Converts scenery and prop storage space into valuable usable studio area. Back-to-back shows can be played in the same area. Reduces space needed for scenery construction.

---

**DELUX "PACKAGE" INCLUDES:**

- Projector
- Automatic slide changer
- Dimmer control
- 8' X 10' screen
- Mobile screen frame
- Set of slides

Price complete $1292.00

---

Please send me, free of charge, your booklet "Profitmaking Rear Screen Projection" DEPT. B-1

NAME ........................................ TITLE ........................................

STATION ........................................ ADDRESS ........................................
A Short in Closed Circuit

EDITOR:
The attention of the Airspace Subcommittee of the Air Coordinating Committee has been drawn to an item which appears in your column "Closed Circuit" in the Sept. 21 issue of B*T.

It pertains to certain erroneous comments relating to the recent American Airlines crash at Albany, N. Y., which are attributed to "Executives of the Airspace Subcommittee" in an "informal meeting" held Thursday, Sept. 17, 1953.

I would like to say that this meeting of the subcommittee was a regular weekly meeting at which I was in attendance as the committee's secretary throughout the entire session. At no time was the aforementioned accident discussed by any of the members, either formally or informally. This would, in no case, be a matter for Airspace Subcommittee deliberation, and, if it were, I can assure you that the committee members would certainly not express themselves in the manner you claim.

W. A. Simpson, Secretary
Air Coordinating Committee
Washington, D. C.

Chicago Sequel

EDITOR:
Your coverage in today's issue (Sept. 21) of Broadcasting*Television was excellent. Your handling of the news end of the story and the presentation in general, including the headline, was highly pleasing to me.

I congratulate you and your staff on giving your readers a full story which I hope will be most helpful and encouraging to all broadcasters.

David Sarnoff
Chairman of the Board
Radio Corporation of America
National Broadcasting Co.
New York

EDITOR:
I cannot refrain from comment on what I consider a rather unhappy selection of a verb in the otherwise excellent lead story in the issue of Sept. 21 pertaining to the NBC affiliates meeting in Chicago.

The statement is made that a subcommittee "wrangled" for about 90 minutes over the press release. As a matter of fact, the subcommittee session was characterized, as was the entire meeting, by a complete absence of wrangling.

Robert D. Sweezy
WDSU-AM-FM-TV New Orleans
Chairman, NBC Radio Affiliates Committee

Scientific Survey

EDITOR:
Stop the presses. Radio has an answer for Medill's survey ("Newspapers Are Wonderful," B*T, Sept. 7).

Following publication of the results of Medill's study, I took it upon myself to do a very scientific study in this area. A completely unloaded question was posed before a very scientific cross section (comprised of radio majors at the U. of Denver). Naturally, I knew radio would shine, but the results were even a little surprising to me.

The question: "What kind of advertising is most useful to you?"
The reply: Radio 100%
Other 0%

Suggest BAB print these results! Gad! What...
Put your UHF signal where the population is

Use an RCA "contour-engineered" UHF Pylon Antenna

- For "single-direction" coverage, RCA has UHF Pylons that produce a horizontal field pattern shaped like a Cardioid (see Fig. 1).
- For "elongated" coverage, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut (see Fig. 2).
- For "circular" coverage, RCA has a wide selection of UHF Pylons that produce equal signals in ALL directions.
- For better overall coverage, RCA UHF Pylons have built-in "Beam Tilt" that minimizes power loss in vertical radiation.
- For better "close-in" coverage, RCA UHF Pylons are equipped with a new, advanced type null fill-in system (used in conjunction with beam tilting). See Figs. 3 and 4.
- The gain that's published is the gain you get. RCA UHF Pylons include no tuning compromises that would result in loss of gain. RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24, and 27!
- RCA has all UHF antenna accessories: towers, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulator monitors, filter-plexers, and transmission line (measured performance—VSWR—is better than 1.05 to 1.0). You can get everything from ONE responsible source—RCA!

An antenna system can make or break a TV station. Make sure yours is right. Your RCA Broadcast Sales Representative can help you plan.
it's here... NOW! TV in CHARLESTON, W. VA. with WKNA-TV

selling the rich multi-million dollar Charleston market!

The television gateway is now open to tap this rich, well-populated industrial market that spends over $600,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

the personality station

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

sales ammunition. (Please keep it under your hat, but we're between summer and fall quarters so almost everyone is on vacation. I could only find two people to interview, and had to disqualify the guy who said "newspapers" because he was only a freshman, and don't know from nothin'.)

Robert W. Fouse
Senior
U. of Denver

Federal Reports
EDITOR:
As chairman of the Advisory Council on Federal Reports, I wish to express the appreciation of the council for your excellent editorial [B+T, Aug. 31] in connection with reporting information required by the government. I hope that the council will be requested to review the [FCC] financial report mentioned in your editorial and I am certain that a radical change can be made in this reporting form.

I wish to extend my thanks to you for the compliments you have paid to Mr. David Cohn. Many people do not know the excellent work which Dave is doing for the industry as a representative of the Bureau of the Budget...

Edward E. McConnell, Chairman
Advisory Council on Federal Reports
Washington, D. C.

EDITOR:
It pleased me very much to read your editorial regarding the Radio Committee of the Advisory Council on Federal Reports.

There are many (other than myself) who put in long hours on the work of this committee under the splendid leadership of Ben Strouse. But I think if one person is to be singled out for a word of praise, it should be Dave Cohn who has cooperated and assisted in every way possible to coordinate the views and actions of government and industry.

E. K. Jett
Vice President
WMAR-TV Baltimore, Md.

Alabama Bound
EDITOR:
I have been covering Alabama as part of my Southeastern territory for MCA-TV for the last three months. I am still looking for KPIK (TV) Los Angeles which has been listed by your great magazine in the For the Record column under Alabama.

Please let me know when Los Angeles was moved to Alabama, and if you have plans for the transfer of any other cities in the near future, since this would be of vital interest to me in the coverage of the territory.

Henry Curth
MCA-TV Ltd.
Atlanta

[EDITOR'S NOTE: B+T was temporarily bewitched by city limits claims of the Los Angeles Chamber of Commerce. No further geographical rearrangements are planned.]

Honest Count
EDITOR:
I was interested in reading Victor Sholis' letter which appeared in the OPEN MIKE [B+T, Sept. 7]. I agree with the gentleman from Louisville. I do not question the integrity and honesty of the nation's licensees but I do question the methods used to secure data on television set distribution and hope that sound methods will be developed, approved by proper validation....

Edgar Kobak
Owner
WTWA Thomson, Ga.

BROADCASTING • TELECASTING

Page 18 • September 28, 1953
YOU MIGHT GET A 12' 8"
BLACK MARLIN—

BUT...

YOU NEED
THE FETZER STATIONS
TO LAND BUSINESS
IN WESTERN MICHIGAN!

WKZO-WJEF RADIO
WKZO, Kalamazoo and WJEF, Grand Rapids, rank high among America's most attractive radio buys. According to March, 1953 Nielsen figures, WKZO-WJEF have a 12-county radio audience of 151,050 daytime homes, 130,530 nighttime homes. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with more than 40% of the radio audience, morning, afternoon and night! The next-best two-station combination in these two cities gets only 24%, 20% and 29%—yet costs about 14% more!

WKZO-TV
(80,000 WATTS VIDEO—40,000 AUDIO)
WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—the nation's 23rd television market. Latest Nielsen and Pulse figures prove that WKZO-TV is the overwhelming favorite in more than 300,000 Western Michigan and Northern Indiana television homes. The April, 1953 Videodex Report, for example, credits WKZO-TV with 107.3% more afternoon viewers than the next station—188.4% more evening viewers!

Get all the Fetzer facts, and be convinced!

* In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WJEF
top4 in GRAND RAPIDS
and KENT COUNTY
(CBS RADIO)

WKZO-TV
top4 in WESTERN MICHIGAN
and NORTHERN INDIANA

WKZO
top4 in KALAMAZOO
and GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
As the mountains of our mighty land rise from strong foundations, so the Storer Broadcasting Company is built on the bedrock of firm capital structure,

...purple mountain majesties...

the finest technical equipment
and station personnel,
and programming policies
that truly serve
the needs of communities
and advertisers;

STORER BROADCASTING COMPANY

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

WSPD — WJBK — WAGA — KABC — WWVA — WGBS — WBRC

NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
110 East 57 Street, New York 22, Eldorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
our respects

To Leonard F. Erikson

He's ALREADY brought a new calm to the organization; Leonard F. Erikson has taken the tremor out of the Voice of America.

This is how an employee characterized the quiet effectiveness of the new boss of the VOA whose first and most important task was to soothe the seething morale problem he inherited when he took office on July 27, 1953.

"Leonard Erikson," a life-long acquaintance amplified, "is a good man in both the Biblical and professional sense of the term. He's a gentleman and an executive."

These estimates of the man—a rare blending of dignity and belief in the dignity of others—were borne out as early as the occasion of his acceptance speech when he said, "I'm deeply conscious of the responsibility that goes with the new post I am assuming as head of the Voice of America, but I am encouraged by the fact that there are hundreds of capable and dedicated people in the organization who have been doing an excellent job and will continue to do so."

But greater even than this generous fund of good will is the formidable backlog of experience that Mr. Erikson takes with him to his new job. No visionary mosaic in the vineyards of communication, he has been associated importantly, over the past 20 years, with three major advertising agencies and with CBS. Before assuming his current post he was vice president and director of radio and television for McCann-Erickson, New York.

In his present position with the Voice of America, Mr. Erikson is directly in charge of the agency's world-wide radio network, which broadcasts more than 85 programs a day around-the-clock in 41 languages to a potential audience of 300 million on both sides of the Iron Curtain.

Through radio, the Voice of America, a part of the U. S. Information Agency under Theodore C. Streibert, former MBS board chairman, works for the attainment of the foreign policy objectives of the U. S. by presenting a true picture of American aims, by creating psychological strength and resistance to Soviet imperialism, by counter-acting anti-American slanders and by exposing the fraud of international communism.

Leonard F. (for Frederick, which he does not use) Erikson was born into an immigrant publishing family, June 4, 1897. He attended public schools in Madison, Wisc., before enrolling at the University of Wisconsin in the School of Journalism.

He broke off his studies to enlist in the Navy where he served as a petty officer in World War I. He returned to complete his course at Wisconsin in 1920. He received his masters degree at Harvard in the graduate School of Business Administration.

After a year of study abroad, young Mr. Erikson joined the family newspaper, a Swedish language publication, the Tribune News.

In 1930 he moved to CBS as western sales manager for the network in Chicago, where he specialized in automotive accounts. He is credited with bringing the first automobile client to CBS.

After 14 years with the network, rising to the position of general sales manager in the New York office, he accepted a bid to join BBDO, New York, as assistant to Ben Duffy, president of the agency. He served at BBDO as liaison man between top management and the agency's radio department.

Eventually he was appointed manager of the latter department primarily to supervise the U. S. Steel Corp.'s Theatre Guild program, then an hour-long radio series.

He left BBDO to accept an offer from Kenyon & Eckhardt, New York, where he served as vice president, director of radio and television and as a member of the plans board.

During his stay with K & E, Mr. Erikson pioneered in the development and production of one of the first hour-long television series, The Ford Theatre.

In 1949 he moved to McCann-Erickson, an international advertising agency, as vice president in charge of radio and television.

In naming him to his present post with the Voice of America, Dr. Robert L. Johnson, then head of the International Information Administration, observed that Mr. Erikson had been chosen "to reorganize the entire radio effort of the overseas information program."

The broadcast division of USIA under Mr. Erikson will move all its offices to Washington by June 30, 1954.

As of last August, the Voice operated more than 100 separate programs ranging from 15 minutes to one hour, and amounting to about 34 program hours, broadcast daily in 41 languages.

Among these programs are eight hours daily broadcast to the USSR and to Soviet-controlled areas in 10 different languages. Mr. Erikson indicated his special interest in these particular broadcasts when he said that the importance of the Voice of America stems from the fact that it is "the only means of reaching behind the Iron Curtain" to provide the millions under Soviet domination with "unbiased news, to clear up misunderstandings and to answer enemy propaganda."

Mr. Erikson married Lorraine Thompson in 1928. They have a son, Gilmore Erikson. The family lives in Greenwich, Conn., where Mr. Erikson belongs to the Greenwich Country Club. His hobby is swimming.
NOW ON THE AIR!

KFEQ-TV
CHANNEL 2
ST. JOSEPH, MO.
Affiliated with CBS and DUMONT

52,000 full-powered, far-reaching watts plus an 810 foot antenna (above average terrain) insure the
49,055 unduplicated homes now available the best possible reception of local, CBS and DuMont network programming.

* THE MIDLAND EMPIRE
... a 28 county, 4 state area containing 468,345 people and 159,080 homes, whose retail sales amount to $412,242,000.
This rich high-consuming, heavy-spending farm area has an average per home income of $6,963!

SEE HEADLEY-REED TV FOR THE FULL STORY
there is no substitute for the confidence founded on recognized and merited PRESTIGE

Behind a leading and successful scientist, invariably stand years of experience, of prestige that only a proven record can attain. Such prestige is earned by a radio station, too.

Beyond all measurable standards, WMC has merited, by its consistent policy of public service broadcasts, a listener loyalty, a public acceptance unmatched by any radio station in Memphis. Such acceptance is a plus value that can never be seen on a rate card, but is actually a plus that no other Memphis station can deliver.

"Dedicated to our listeners"

With this motto, WMC was launched more than thirty years ago. It is the constant credo of the station today.

Robert Long

on all accounts

ART is the cornerstone upon which Robert Long has built a career in radio and television from the vantage point of the agency.

An accomplished artist in his own right, Mr. Long finds the experience invaluable in the pursuance of his duties as radio-tv director of the Buchen Co. in Chicago. He finds his ability to "visualize" campaigns a major asset with Buchen's clients who use the broadcast media. Visual aids abound in his office.

Among Buchen's more active radio and/or tv users are Club Aluminum Products Co., Chicago Title & Trust Co., Fairbanks, Morse & Co., Hobart Mfg. Co. and Hines Lumber.

A native of Chicago, where he was born on Aug. 8, 1916, Bob Long attended Calvin Park High School until 1934 and then went for four years to the Chicago Art Institute. He received a fellowship, enabling him to travel to Mexico and Europe in the fulfillment of his artistic ambitions. In 1941, he attended the U. of Chicago (Humanities).

During the '40s young Long and his wife set up an art studio in Chicago and free-lanced for such firms as Abbott Labs, George May Co. and other companies. He served in the Navy from 1944 to 1946.

In 1950 he got the urge to get into writing and, particularly, the broadcasting field.

This led him eastward, to WNAE Warren, Pa., where he became continuity manager, handling stories, interviews and other chores.

Early in 1951, Mr. Long returned to the midwest, joining Schwimmer & Scott, which had begun specializing in tv accounts. He compiled story-boards and wrote commercial radio-tv copy for such clients as Walgreen Drug Co. and National Tea Food Co.

Mr. Long came to the Buchen Co. about 15 months ago. There he makes a specialty of preparing visual aids as well as writing and producing copy for live and filmed programs for the agency's broadcast clients. (One of his pet projects: Chalked drawings of musicians in the Chicago Symphony Orchestra, whose sessions were sponsored by Chicago Title & Trust.)

"Television has just scraped the surface of its possibilities," Mr. Long believes. "A combination of co-sponsorship and development of production techniques will gradually make the price of production itself commensurate with the returns. But it still boils down to old-fashioned timebuying based on what the client needs."

Mr. Long lives in Wilmette, a Chicago suburb, with his family—his wife, the former Anne Edwards; Christine 10 and Eric 4. He likes swimming—and, of course, art.
now operating at television's top power

...the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

The Television Service of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.
KWKH is heard by 22.3% more families than all other Shreveport stations combined!

Total the number of Average Daily Listeners to Shreveport’s four other radio stations combined, and you find KWKH is still 22.3% ahead, in the rich Arkansas-Louisiana-Texas area.

Yet KWKH costs only 55.8% as much as that whole competitive group.

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

Ask your Branham man to give you the whole KWKH story.

50,000 Watts · CBS Radio ·
ANA CROSS EXAMINATION PROBES RADIO-TV FUTURE

Chicago convention sessions put agencies, networks and government on the stand. All the old problems were discussed—plus a new one: what will color TV mean to the advertisers?

Radio and television advertisers—some of the best in the business—are getting more than their money's worth out of the electronic media, the Assn. of National Advertisers was told by its own members at last week's Chicago convention.

The questioners, supported by agency spokesmen, countered the familiar ANA theme song about the excessive cost of radio and television with specific examples showing that big budgets can bring bigger results, and smaller budgets are practicable, too.

Informative discussions covering color television (story page 29), FCC problems and time-buying techniques were high-spotted by success and technique stories narrated by spokesmen for such advertisers as Reynolds Metals, Folger Coffee and Buster Brown Shoes. The last-named sponsor has developed a radio-TV cooperative project.

Quality of commercials came in for scrutiny, too, with suggestion that all media do a bit of house-cleaning.

Even so, radio and TV emerged from the 44th annual ANA meeting without any new scare. Actually, these leading national advertisers had a chance to learn many facts of media life because they gave practical media men a chance to tell their side of the advertising story.

In a well-defined project to cast light on what ANA considers as "five basic problems of concern to advertisers," its radio-TV steering committee set up a representative television panel comprising network executives, advertising managers of leading firms, an agency representative and FCC Chairman Rosely Hyde. The purpose: to help TV buyers and provoke sounder advertising policies and practices.

Stimulating Period

The questions and answers were stimulating on such broad areas as FCC policy of issuing new TV permits, future dimensions of TV, network policies and practices, interests of regional advertisers, and colorcasting.

The questioning suggested that advertisers are deeply concerned over certain network practices requiring them to use specified numbers of stations and the need for better radio-TV rating methods to show them they are getting their money's worth.

There was an indication that many of them, particularly large advertisers, felt they should receive more appreciable discounts when they use more stations.

"The future of TV" was explored last Tuesday morning by a panel comprised of J. Leonard Reinsch, managing director, Cox Stations; Chris Witting, managing director, DuMont TV Network; Sylvester L. (Pat) Weaver, vice chairman of the NBC board in charge of TV programs; Robert Kinnert, ABC president; J. L. Van Volkenberg, CBS Television president—representing the broadcasters; FCC Chairman Hyde—representing a Government agency; A. N. Halverstadt, broadcast media manager, Procter & Gamble Co.; Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co.; Wallace T. Drew, advertising manager, Bristol-Myers Co.; Stanley Pulver, media manager, Lever Bros.—representing advertisers, and William Weddell, vice president in charge of broadcasting, Leo Burnett Co., Chicago, for the agencies.

Edwin Ebel, advertising-merchandising director, General Foods Corp., and head of the ANA Radio-TV Steering Committee, served as moderator with Ellis Redden, advertising and sales promotion chief of Motorola Inc., presiding over this and other panels under the general theme of "The Future and Present Successful Use of TV and Radio."

Joe Allen, ANA radio-TV director, also sat in.

J. Ward Maurer, advertising director, Wildroot Co., and outgoing ANA chairman, sat the pattern when he cited the significance and value of an open session comprising a representative group in helping ANA resolve "perplexing problems." The panel was described as the first of its kind at any ANA convention.

It was noted, too, that half of all ANA members are smaller or regional advertisers and this question was raised in advance by Mr. Maurer: How can TV be sold to them? Other questions:

What is the value of film programming? What opportunities are there for them to use "name" talent programs? What provisions will be made for those who want to cover a wide segment of TV ownership in a limited geographical area?

To get the answers, the panel first called on Chairman Hyde, special ANA guest, with Mr. Halverstadt firing the questions. The latter noted that most national advertisers have been "vitally concerned" with increasing TV expenditures. He also wondered about the latest engineering data on TV coverage.

Chairman Hyde explained general Commission policy and its TV allocations plan.

FCC has authorized 525 TV stations, of which 250 are in operation in 166 markets and has on file applications which would permit 200 more outlets—perhaps 750 stations when mutually exclusive hearings are settled by next year's end. This figure would cover about 80% of the U. S. population, he said. By the end of 1955 perhaps another 100 stations will be added. The Commission has about 1,000 applications on file, or about two and a half for each permit. He added that the high cost of TV station construction "cannot continue indefinitely," but he did not elaborate. He said that 48 additional stations have been authorized in 112 one-station markets, and there are competing applications in 24 of these markets.

Market Considerations

Asked about Commission policy seeming to favor issuance of permits to small-market stations, Chairman Hyde countered that it "appears to look bad for the Commission to seem to overlook" large markets in its processing line. However, he observed, many non-hearing applications come from small-market broadcasters, and "we can act promptly" on non-competitive applications.

Queried on local and spot revenue, Chairman Hyde said the Commission "does not conclude that a station must have a network affiliation to exist."

Mr. Reinsch asked whether FCC is doing anything to speed up the TV processing line. Mr. Hyde said it has given considerable thought to the length of hearings and has asked lawyers to shorten their presentations.

With Mr. Van Volkenberg on the receiving end, Mr. Donaldson asked about rising costs to advertisers, reliable data for national coverage, and the number of stations that should be used for "maximum coverage and minimum cost."

Mr. Van Volkenberg said CBS-TV has 140 stations but has added 12 basics, with advertisers required to use only 41 for some 21 million TV homes. By next January, the network hopes to deliver 22 million families, with advertisers permitted to use all or select groups of stations. The advertiser utilizes 63 stations on the average, but some are using as many as 100. The 1953 figure should be somewhere between the 1954 and 1956 figures, he said. By 1956, he guessed, set ownership will approach 95% saturation. CBS-TV ultimately hopes to have 225 stations in line—adding 125 supplemental.

Breaking these figures down, the CBS-TV...
AMONG representatives of advertisers and agencies at ANA Chicago convention were (I to r) Oliver Goldsmith, north regional assistant to the advertising manager, Pure Oil Co.; Hele Talbot, Pure Oil advertising manager, and B. R. Donaldson, vice president for advertising, Leo Burnett Co.; and Storrs Hale, advertising and marketing department, General Foods Corp.; Edwin W. Ebel, director of advertising and merchandising, General Foods Corp.; George Park, manager, advertising and sales promotion department, marketing services division, General Electric Co., and M. F. Feckel, manager, consumer relations department, International Harvester Co.

In response to another question, Mr. Kintner said the melding of various creative abilities was the only solution to the dispute over network — and advertiser or packager-owned shows. A network has the right, he believes, to allocate better programs to prime time, whatever the advertiser may feel.

Another question plaguing advertisers, Mr. Drew said, is why daytime rates should be, say, 50% of nighttime rates when sets-in-use figures are not necessarily proportionate. Mr. Kintner cited Nielsen surveys, indicating daytime rates were not too high and that, in fact, daytime may well be underpriced.

Mr. Kintner also conceded a need for better research data, but said NARTB is compiling figures on this project.

An exchange between Mr. Case and Mr. Witting brought a protest that the regional advertiser has been "forgotten and treated no better than the single-station advertiser." Mr. Witting said DuMont affords regional advertiser discounts and recounted lack of cable facilities and thus prime network time, involving negotiations with AT&T. He related DuMont network's success with regional sponsorship on five different series of football telecasts.

Film Valuable

Film programming is the regional advertiser's best bet, he felt, with network selling regional sponsorship on name talent shows. While co-op planning is limited by facility considerations, he acknowledged, network cost to the initial advertiser is lowered. DuMont has "spent millions" on projection equipment and kinescoping, he noted.

Mr. Witting characterized regional advertising prospects as "bright," claiming that 1,876 out of 2,000 such advertisers have bought spot. Local budgets also drew discussion.

Mr. Reinsch cited instances in Dayton and Atlanta where small firms "shot the works"— ranging from as little as $35 per week budgets —and got a "justifiable return." He said: "It doesn't take a fortune to get into television." Mr. Reinsch also felt "tall towers" help a station do a sales job for advertisers.

FCC Chairman Hyde interposed that "long distance reception" such as an example of 170 miles given by Mr. Weddell won't be eliminated but will be curtailed. He said FCC is getting a lot of mail protesting interference from new TV stations.

Mr. Pulver noted that many ANA members are wondering about color TV — principally whether stations will be network or local, cable interconnections and kinescopes, screen sizes, converters and compatibility, widespread market coverage, and new production techniques.

Mr. Weaver summarized cost of station conversion to color, nationwide colorcasting prospects, competition in the home between monochrome and color sets, set manufacturing estimates, NBC color plans, and other factors. (See Mr. Weaver's comments on color TV, page 29.)

But if advertisers were preoccupied with high TV costs, they also received glowing testimonials from brethren who had used tv — and radio, too — and were happy to pass along their case histories.

John H. Boyle, radio-TV director, Reynolds Metals Co., told how his firm uses NBC-TV's Mr. Peepers to open the door for its salesmen. He found his ads "expensive" in view of an estimated $2 million annual tab for the show — the largest single item in its budget.

"But when you look at it from the viewpoint of results... the tremendous audience it reaches... the traceable sales response it has stimulated... then television can be regarded as very inexpensive, indeed. We can say that television... has been inexpensive and resultant on the basis of its record last season," he said. "Mr. Peepers," he noted, "helps us to sell aluminum."

Jack De Weese, assistant to the advertising manager of J. A. Folger Co., recounted how his company has used spot tv successfully as a supplement to other media on behalf of its coffee. He claimed that "costs of producing and filming a program are so astronomical that for regional advertisers it is completely out of the question" and that syndicated programs have certain disadvantages. With TV spots, he observed, Folger has been able to amortize costs over enough telecasts to bring them within price range.

Folger believes, he concluded, that "television is a great and powerful addition to the advertising media available for our use. We don't think it replaces radio, or any other of our media. But we do believe that, used in conjunction with them, television enables us to do a better, more complete advertising job."

Robert Stoitz, advertising manager of Brown Shoe Co. and president of the St. Louis Advertising Club, described a plan that expanded TV coverage in terms of a transitional radio method. His firm transferred the cost of a network show (Buster Brown Gang) to its dealers.

The plan is known as the Buster Brown Radio-TV Cooperative Project and originally called for a 52-station TV network. Dealers...
ANA DELEGATES PRAISE CHICAGO COLOR SHOWING

On the color tv front last week: In Chicago, delegates to the ANA convention acclaim RCA's demonstration of NTSC color; at Sun Valley, Idaho, Comr. E. M. Webster tells NARTB Dist. 14 the FCC will not be hurried in approving the compatible system, and in Washington, the deadline for oppositions and comments to NTSC passes with no significant filings.

COMPATIBLE color tv, demonstrated by RCA, won the acclaim of advertisers, agency representatives and press observers last week in its midwestern premiere during the convention of the Assn. of National Advertisers in Chicago's Drake Hotel.

Consensus was that color tv has technically arrived, with virtually no imperfections, and that it remains for the FCC to approve the standards and the industry to proceed with colorcasting plans.

Meanwhile, in Sun Valley, at the NARTB Dist. 14 meeting Sept. 21, FCC Comr. Edward M. Webster cautioned broadcasters not to expect a hurried decision—as far as he was concerned, not until he had had sufficient time to study the documents and see the demonstrations.

And, in Washington the Sept. 23 deadline for replies and counter-comments to those advocating the compatible color standards developed by the all-industry National Television System Committee came and went with no significant filings. Four documents were submitted. Two of them, from unidentified individuals, were oppositions to the NTSC signal specifications. The third was a suggestion regarding 3-D tv. The fourth was a restatement of a recommended method of making the field sequential system compatible [BT, Sept. 14].

The three closed circuit Chicago demonstrations—for ANA members Monday and Tuesday evening and for the press Tuesday afternoon—were telecast from New York's Colonial Theatre.

After the showings—and during an ANA tv panel session—NBC plans for conversion of top shows into "color premieres" were revealed by Sylvester L. (Pat) Weaver, vice chairman of the NBC Board in charge of tv. He was accompanied by O. B. Hanton, NBC vice president and chief engineer.

Slated for colorcasting are an opera and Bob Hope and Donald O'Connor programs, it was reported. Upon FCC approval the "premiers" will go out over the air in color. If they are telecast before the Commission gives its approval, they will be in the form of dress rehearsals, with regular broadcasts following in black and white. The opera color telecast is slated for Oct. 31 and the other programs sometime in November, Mr. Weaver reported.

Comparative Showing

At the Chicago demonstrations, RCA spotted three 14-inch developmental receivers, each alongside a monochrome set, throughout the room enabling observers to make quick comparisons. There was no color spill-over, such as in the earlier CBS disc system, the colors remained sharp and stable throughout.

Pastel and primary colors of the performers—Nanette Fabray and the Hit Parade dancers—came out realistically, and there was no color "run" even when George Burton's tropical birds fluttered in view. The same held true when the picture flashed a bouquet of flowers.

Observers also commented on the fact that the color pictures were just as sharp as the black and white images, and some even felt that the monochrome version of the compatible system—whereby color was shown on black and white receivers—was better than ordinary monochrome transmission.

Answering questions put to him by Stanley Pulver, Lever Bros., during ANA's tv panel session Tuesday, Mr. Weaver said transcontinental connection with the West Coast for

EXECUTIVES of ABC and Kraft Foods Co. engaged in informal discussions before panel session on the future of television got underway at ANA convention in Chicago. L to r: John B. McLaughlin, advertising and sales promotion manager for Kraft; Alexander Stronach Jr., vice president in charge of programming, ABC-TV; Ernest Lee Johncke Jr., vice president and assistant to the president, ABC, and John Platt, vice president in charge of advertising, Kraft Foods.
color will be completed this year. He felt kinescopes would be considered satisfactory “at this stage of its development.”

Noting the Oct. 15 date set by the FCC for color demonstrations in New York andcocking an eye toward FCC Chairman Rosel H. Hyde, another panel member, Mr. Weaver elicited a few chuckles when he said that it is “expected within the industry that action will be taken promptly” on approval of color tv.

Mr. Weaver said the average cost to a station would run about $22,000—5% of profits last year”—but, with respect to cost to advertisers, he felt that “the extra cost of color alone in television is not anything like the extra cost of growth and development within the industry itself”—like station coverage, etc. He attributed advertisers’ qualms to “radio-thinking” and claimed “any advertiser with a budget of $100,000 could get national coverage, including color tv.”

The NBC vice chairman noted that

gramming must be good enough to stimulate set sales and that “there is no reason to believe black and white sets will be replaced in the home, when color arrives. They will be shifted to the bedroom or other rooms.”

Mr. Weaver predicted perhaps 50,000 color sets on the market by the fall of 1954 although probably everybody will be wrong on their estimates.” He guessed that there will be between three and four million sets by the end of 1955.

Color Commercial

Advertisers who make commercials on film should do them in color and “learn a lot about techniques,” Mr. Weaver said. He disagreed with William Weddell, Leo Burnett Co., who suggested that the first link in the color tv chain might be the colorcasting of commercials. “This would hardly move sets,” Mr. Weaver countered, stressing the value of good programs first.

Comr. Webster’s admonition not to expect FCC approval of the NTSC specifications too quickly, echoed what FCC Chairman Rosel H. Hyde has said previously.

Both base their caution on the fact that color standards, when adopted, will remain fixed for a long period of time once the

public has a substantial investment in color tv receivers.

Comr. Webster put it this way:

“I cannot impress upon you too strongly the fact that once this decision is made color television becomes an activity in all likelihood there will be no turning back. Once color television receivers are in general use by the public will there be a demand for standards that should we subsequently find that an error has been made in such a decision, must examine the proposal in an extremely critical manner to be absolutely sure that my trust to the public is carried out. This does not mean that I am going to be dilatory. . . . our ultimate goal is a correct decision, not examination of the reports and tests rather than a quick decision which may be made.”

Further, he said:

“While we have been apprised from time to time of the progress being made by the NTSC, certainly no one who has been thinking seriously would insist that the Commission could, in a few days, thumb through more than a thousand pages of NTSC reports contained in sixteen volumes and arrive at an appropriate decision based on such a cursory examination. I cannot permit myself to be forced into a premature conclusion by those whose special interests would place them in a position of benefiting by an early decision.”

Comr. Webster recalled that he expressed the hope that a compatible system would be developed when he appeared before the Senate Commerce Committee on his renomination as a commissioner in 1949. He also recalled that he had voted in favor of the CBS field sequential, non-compatible system in 1950 on the ground that the color method had been shown to be feasible.

That the commissioner-engineer is impressed with the NTSC recommendation was made clear. He paid tribute to the members of NTSC for their results of their development and added: “Preliminary examination of these papers indicate that the proposal has excellent possibilities of meeting the criteria established by the Commission in 1950, with compatibility as an additional feature.”

Filed during the last week was a proposal for a 3-D color system by Otto Luther, New

Passing The Color Buck

ONE of the laugh-getters during ANA’s tv panel discussion last week was an exchange involving ABC President Robert Kintner, NBC Vice Chairman Sylvester L. (Pat) Weaver, and J. Leonard Reinsch, Co. Stations. Mr. Kintner asked Mr. Weaver what he thought it would cost to equip a few stations for color. This paraphrased dialogue followed:

Mr. Weaver: Oh, I can’t guess. You should know that, Bob. Let’s ask Leon.

Mr. Reinsch: It will cost around $460,000 for a complete studio job including transmitter, but that can be med-

ified for about $22,000.

Mr. Kintner: I think you should say it would cost between $800,000 and $1,000,000 to equip a complete studio. Incidentally, Pat just whispered to me that $460,000 was the average profit for a tv station last year.

Preston, Conn. Also filed were documents in support of a “compatible field sequential system” by Marshall Soghban and S. L. Cooke Jr., engineers employed by Research Instrument and Engineering Co., and by Paul J. Grimm, Port Jefferson, N. Y. Both questioned the sincerity of the NTSC proposals.

LARMON CLAIMS CRICO CODE VIOLATED

Young & Rubicam’s president asserts at ANA convention that tv is not doing so well in living up to its voluntary standards. He also hits other media, asking for an ‘audit’ of advertising activities.

HOW well is television living up to its Code of Good Practices?

Not so well, in the opinion of Sigurd Larmom, president of Young & Rubicam, who last Wednesday spoke at the Assn. of National Advertisers’ convention in Chicago. He also called on other media to “audit” their activities as well.

Mr. Larmom said he checked Y & R’s radio-tv department a few weeks back and found “there were 160 cases of programs exceeding the standard commercial time, ranging from a few seconds to single commercials over 10 minutes long in a 15-minute program.” He said “frequent instances of triple-spotting” during station breaks and “other abuses” also were noted.

Mr. Larmom said a total of 21 stations in six cities—ranging from one- to seven-station markets—were checked each day, amounting to 280 hours and 30 minutes of television. “In all but one case, network and independent alike,” he said, “there was found what can only be called obvious abuse of the

broadcasting • telecasting

LARMON'S CLAIMS TO CODE VIOLATED standards set up by the industry itself to regulate commercials.” Mr. Larmom said:

... These audits should cover all phases of advertising activity.

Not only television commercials, but television and radio programs as well. There is too much blood and thunder, crime and violence, especially during hours when children are watching. There are complaints, as you well know, of too many giveaway shows, promoting the idea that it is not only possible but easy to get something for nothing. There is too much public parading of private miseries.

So it is to be hoped that the plan of the NAB to make an audit of the excessive use of commercials is the first step along a path that will get longer and wider until it makes Lake Shore Drive in Chicago look like a pony track.

We have been using television as an example. But our slip is showing in other directions. You cannot be unaware of criticism of publication and outdoor advertising—some of it, in my judgment, merited—of conflicting, confusing and often extravagant claims; of testimonial advertising for alcoholic beverages and cigarettes that associate success and distribution with the use of these products.

And, while we are about it, let’s not just point the finger at media. How about the advertisers themselves? As the agencies and the advertisers introduce unethical claims and questionable practices into our channels of communication to the public
BROADCASTING PUBLICATIONS Inc., will move into its own building in Washington on Oct. 15, starting its 23rd year as publisher of Broadcasting • Telecasting.

The modern eight-story Broadcasting • Telecasting Bldg., 1735 DeSales St. at Connecticut (P.O. Zone 6), was acquired a year ago and has been completely rebuilt. It is located across DeSales St. from the Mayflower Hotel in the heart of Washington's fastest-developing business and hotel area, and two blocks from NARTB headquarters.

Designed as a radio-television center, the building will include such tenants as Washington headquarters of the National Association of Radio and Television Consulting Engineers, McKenna & Wilkinson, attorneys; Pike & Fischer Inc., legal publishers; Fischer, Willis & Panzer, attorneys.

One of Washington's most modern structures, the building will house the executive, editorial, advertising and circulation offices of Broadcasting Publications Inc. It represents an investment in the neighborhood of $700,000.

Starting Oct. 15, 1931, with two rooms at 870 National Press Bldg., Broadcasting • Telecasting has outgrown its present quarters as the staff has expanded to three score and ten employees.

The new building contains a central radio and television antenna system. The structure is faced with Cold Spring, Minn., red granite topped with golden-veined Alabama limestone and buff brick. The lobby is decorated with Tennessee red marble.

Architect was Leon A. Chatelain Jr., FAIA. Contractor was M. Cladney Construction Co. Inc.

ARCHITECTS' SKETCH OF NEW BROADCASTING • TELECASTING BUILDING AT 1735 DE SALES ST. AT CONNECTICUT, WASHINGTON, D. C.

BROADCASTING • TELECASTING

ADVERTISERS & AGENCIES—

WHITE SETS ENTIRE AD BUDGET FOR TV

Sewing machine firm will place quarter of a million dollars into the nationwide campaign—and will skip newspapers and magazines.

WHITE Sewing Machine Corp. has allocated its entire advertising budget of a quarter of a million dollars into its first national television campaign, forsaking newspapers and magazines to do so.

Sidney A. Small, vice president, last week announced the campaign for the company's department store division, which will use television spot announcements in the country's major market areas. He said television has been employed to reach more women at times when they are in a buying mood in cities where the greatest volume of sewing machines are sold.

The announcements, which were launched on Sept. 22, have been planned to reach more than 2,000,000 viewers per day in areas carefully selected to coordinate with White's department store distribution.

The spots will be carried in 200 markets, varying from one to four announcements per day, five days a week, for 26 weeks.

With the accelerated interest in home sewing, Mr. Small said he is optimistic about the sales quota set for the last quarter of 1953. "Television brings the sales message right into the home, and is expected to produce the sales boom," he said, "because films heighten women's instinctive interest in creative sewing, TV strengthens local department store newspaper advertising and film commercials invite sales with a concluding announcement each day offering a free home trial to the customer."

The films include a cut-in at the conclusion for the names of the stores where White sewing machines are sold locally. The theme of each film is that "you can dress yourself and your family, easily and inexpensively with the aid of a White, the American-made sewing machine."

The films were made by Robert Lawrence Film Productions in conjunction with the television staff of BBDO, New York.

New York State CIO Plans $100,000 Radio-Tv Drive

NEW YORK State CIO plans to spend about $100,000 in the next 10 months on radio and television programs and on pamphlets designed to "educate" the general public on state and national affairs. Louis J. Hollander, president of the organization, announced last week.

Mr. Hollander stressed that the radio and tv broadcasts, as well as the pamphlets, will be directed not only to a labor audience but also to farmers, small business men, professional persons and government employees.

Hutchinson Expands Budget

HUTCHINSON Chemical Corp. has set a $200,000 radio-tv budget for 12 months starting Oct. 1 on behalf of its automobile wax Agency is Roberts, MacAvine & Sonne, Chicago. Firm will expand 10-minute film show to some 60 tv markets and air spots on radio stations jointly owned with tv outlets. Commercial message utilizes mail order pitch, according to the agency. Radio-tv campaign has been underway for some months and represents an expansion of the budget.

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**MPTV TO PUT $30 MILLION INTO SERIES**

Six 'top-name' tv film series will be produced under the program. Project is estimated at $30 million.

A PRODUCING-releasing program described as the "most ambitious in television history" was announced Thursday by Matthew Fox, chairman of the board of Motion Pictures for Television Inc., in disclosing plans for producing six "top name" television series at an estimated cost of $30 million.

Mr. Fox made his announcement in Culver City where Duffy's Tavern, the first of new films being financed by his company, started production with Hal Roach Jr. as producer. The series, which is a project distinct from the six planned programs, will be produced in 117 filmed shows at the rate of 39 a year for three years at an estimated total cost of $4,680,000.

Three-Year Schedules

Details on the six new tv shows, Mr. Fox continued, will be announced within the next four weeks. He said that, where possible, each of the shows will be budgeted on a three-year schedule costing about $5 million each for 117 programs at a total cost of about $30 million.

Mr. Fox declared that the new MPTV program launches two "revolutionary strides in television." He pointed out that the Duffy's Tavern show and subsequent programs will be produced both in Eastman color and in black-and-white, and that all of the series will be made available to local television station operators only, not to national networks.

"Herefore, top 'name' programs and properties have been filmed or produced only for national networks," Mr. Fox said. "As a result, the local television operator, unable to compete because of vast expenditures, has been forced to get all his top 'name' talent and properties from national networks only.

Strength in Locals

"We, however, feel that the true strength of television's future lies in the strength of the local television stations. Accordingly, we will not consider network offers for Duffy's Tavern under our rigid principle of creating healthy new competition by giving the local television operator direct access to the top 'names' in the entertainment world, something never before possible."

**Solid Tv Backing Asked To 'Combat Block Booking'**

TELEVISION stations throughout the country were urged last week to put up a "solid industry facade" to combat "block booking" by certain tv film distributors.

The call for action by stations was sounded by Mark Hawley, president of Mark Hawley Assc., New York, tv film program brokerage firm, who described "block booking" as a "major threat to the television industry" He charged some "distributing monopolists" are insisting that tv stations base their charges on their terms or "you don't buy at all."

Mr. Hawley said the solution lies in "block buying," with stations banding together to create "immense buying power . . . to be able to obtain the product they need at a fair and equitable price."

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**Tv, Movies Merger Seen Only on Pay-See Basis**

MERGER of television and motion pictures will be feasible only on a pay-as-you-see basis, Adolph Zukor, board chairman of Paramount Pictures Corp., said at a Hollywood news conference Sept. 18.

Mr. Zukor said motion picture exhibitors should view subscription tv as merely another form of theatrical exhibition, under their absolute control and with them sharing in revenue from such showings. Paramount has an interest in the Telemeter subscription system to be tested in Palm Springs this winter, he admitted.

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**Grillo to Head ATFP; Stabler, Cobey, Morley Named**

ALLIANCE of Television Film Producers, at its annual election Tuesday in Hollywood, named Basil Grillo, executive producer for Bing Crosby Enterprises, president. Robert Stabler, associate producer, William Boyd Productions, was elected vice president. Phil Cobey, comptroller, Flying A Productions, and Richard Morley are treasurer and executive secretary, respectively.

The executive board consists of Chairman William Broidy, head of William F. Broidy Productions; Armand Schaefer, executive producer, Flying A, and Mr. Grillo.

New members, which bring total membership to 16 video film firms, are Guild Films Inc., Superman Inc. and Revue Productions.
CBS-TV NEWSFILM BEGINS OPERATION

KLZ-TV Denver is the first station to sign for CBS-TV Newsfilm's world-wide daily newsfilm service, which begins today (Monday). Heading the operation is Howard Kany, manager of CBS-TV news and newfilm.

CBS-TV's world-wide newfilm service will be syndicated to individual stations, starting today (Monday), it was announced last week by Sig Mickelson, CBS-TV director of news and public affairs.

The first station to sign for the new service, Mr. Mickelson said, was KLZ-TV Denver. Service also will begin immediately to CBS-TV's WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Hollywood.

Non-Exclusive Basis Sales to stations will be made on a non-exclusive basis. In order that stations may use the film on the same day as it is shipped, shipments will be made Monday through Friday. Each shipment is said to consist of 12 minutes of news coverage, including feature, national, international, and spot news.

The contract for KLZ-TV was signed by Hugh Creer, general manager.

The syndication service will offer daily, fully scripted newfilm, including both sound-on-film and silent film coverage of spot news, newfeatures and news background stories from all parts of the world. The Newsfilm syndication service will be sold to television stations everywhere through CBS Television Film Sales.

"The organization of Newsfilm last May and the inauguration of the syndication service next week," Mr. Mickelson said, "are decisions made by the management after several years of observation of the present and consideration of the future of television news. . . . The future of news on TV is crystal clear. It will undoubtedly become a constantly increasing and even more important part of our lives in the future. For these reasons, and to assure the continued superiority of CBS Television in the field of television news coverage, the network has created its own world-wide news gathering organization and is now offering it in a daily syndicated service to any purchaser."

250 Correspondents CBS-TV Newsfilm currently has more than 250 correspondents in this country and abroad. The overseas division, headed by Newsfilm Foreign Editor Frank Donghi, has staffmen in London, Rome, Paris, Berlin, Frankfurt, Vienna, Tokyo and Korea and correspondents in other important news centers. Foreign news gathering companies associated with Newsfilm include such organizations as BBC, London; Actualite Francaise, Paris; INCOM, Rome; Nordisk Film, Copenhagen, and Australian Newsreel, Vienna. Other similar arrangements are being worked out, according to Mr. Mickelson, and will be announced shortly.

National Newsfilm Editor Chester Burger has developed a new news gathering organization, with correspondents and cameramen available in principal news centers. An estimated quarter of a million feet of news-

film from all areas in the country flow into the New York offices every month, Mr. Mickelson said.

In charge of the entire Newsfilm operation is Howard Kany, manager of CBS-TV news and newfilm. Other Newsfilm executives include Jack Bush, syndication production manager; Karl Macllvain, supervisor of technical operations; Eimer Lower, Washington manager; Frank Latourrette, West Coast office manager; Joe McDonals, chief librarian, and Frank Baker, traffic manager. James Connors is business manager of CBS-TV news and public affairs. Assisting him as production controller for news and newfilm is Dick Low.

OPT-Hayward Film Series

PARTNERSHIP deal involving over $2,800,000 has been made by Gross-Krasne Inc., actor Louis Hayward and United Television Programs Inc. for the production and distribution of 78 half-hour films based on the "Lone Wolf" stories. Under the contract, similar to those negotiated by major motion picture studios with stars, Mr. Hayward becomes a part owner in the series.

With a budget set at approximately $35,000 per half-hour film, the first 13 programs will be ready for OPT release by Jan. 1.

Filming starts this week at California Studios, Hollywood, with playwright William Koizlenko adapting the Louis Vance stories.

Murray, Bergen Plan Series

RADIO-TV stars Ken Murray and Edgar Bergen have formed Murray-Bergen Productions to film half-hour tv series, Where Were You, Mr. Murray will narrate the series, which is to be built around historic events of the near past. Ralph Staub, producer-director with Columbia Pictures on Screen Snapshot joins the new film as director. Mr. Bergen will produce and handle distribution for the series.

Film Sales

SALES of the Ethel Barrymore Presents film tv show in 15 markets were reported last week by Interstate Television Corp., which produces and distributes the series of 13 half-hour films.

Guild Films, N. Y., announced last week that Life With Elizabeth, half hour tv film comedy show, was sold in 12 tv markets in its initial week of showing to sponsors and agencies. Sales in major cities included New York, Washington, Baltimore, Detroit and Seattle.

INS Television Dept. announced last week that the This Week In Sports, filmed program, has been sold in six new markets under the sponsorship of Schick Inc., Stanford, Conn., through Kudner Agency Inc., N. Y. Stations are WVAR-TV Norfolk, KSD-TV, St. Louis, WMCT (TV) Memphis, WJAR (TV) Providence, WTVR (TV) Richmond and WDTV (TV) Pittsburgh.

WFIL-TV Philadelphia has purchased a Tele-Pictures Inc. film package of 26 feature length films, some imported and others made, of December 1953, for use on the Ford Film Playhouse it was announced by Walter L. Timman, director of films for WFIL-TV.

Production

Alexander Film Co., Colorado Springs, Colo., announces recent tv commercial productions for the following organizations. The Red Arrow Laboratories, Waco, Tex., one 60-second and one 20-second film through Ruthrauff & Ryan; Chrysler Aircramp Division, Dayton, Ohio, eight 13-second and one 60-second film through Grant Adv. Co.; Columbia Diamond Rings, New York, three 15-second films; Ralston Purina Co., St. Louis, six 39-second and two 6-second films; Edge Rite Corp., Brownwood, Tex., one 60-second and one 20-second film.

Superman Inc., Hollywood, has completed filming second series of 26 half-hour programs in Superman. Executive producer Harry E. Helmsley, also editor and publisher of National Comics Publications Inc., the production firm's parent company, announces preparation has started on a video film version of the cartoon property. "Tomahawk," the western series, are being conducted with a national sponsor, as are those for the sponsorship of a proposed dramatic film series aimed at the adult audience.

Random Shots

Three-panel story boards originated and copyrighted by Harry Wayne McMahon, president of Five Star Productions, has mailed to 500 advertising agency tv directors and account executives throughout the country. The device aids writers of tv commercials in communicating ideas clearly to other creative personnel, according to Mr. McMahon.

Les Hafner & Co., Culver City, which has tv film rights to over 5,000 Mark Hellingringer short stories and comic strips, "Kerry Drake" and "Rex Morgan, M.D.," will pre-sell the proposed video versions with a full-length feature film treatment of each for theatrical release. "Kerry Drake," being written by Malvin Wald, goes into production next month. Mr. Hellingringer's final screenplay, "Through a Dollar Window," goes before the cameras in December.

Film People

Eugene M. Hoge, NBC-TV sales manager in Chicago, to Television Programs of America as account executive in the Chicago area.

Robert S. De Tchen, until recently sales manager of WHK Cleveland, appointed account executive for TPA in Cleveland, covering Ohio, Western Pennsylvania, West Virginia and Kentucky.

Gene Martel has been signed to a new contract by Princess Pictures Inc., N. Y., to produce a series of feature films in Munich, Paris, Casablanca and Rome. The films will be released and distributed by Vitaphin Corp. under an agreement with Princess Pictures [8•7, Sept.7].

James E. Neisen, supervisor of tv coordination and production for the Bruce Brewer Adv. Agency, Kansas City, named midwest regional sales representative for United Television Programs Inc., with headquarters in Kansas City. He replaced George Weiss, who has been appointed UTP sales manager in New York.

Irene Ryan, from New York office of George F. Foley Inc., tv package and film producer, to Hollywood office as assistant to Kingsley H. Horton, vice president in charge. A graduate of George F. Foley Inc., returned from Rome where she was production coordinator of a film on the Italian photographic industry produced by Foley for the Italian Film Commission, a division of the U.S. State Department.

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FACTS & FIGURES

JULY GOOD MONTH FOR RADIO NETWORKS; 9 OF TOP 10 ADVERTISERS SPEND MORE

General Mills is the only radio network advertiser purchasing less time in comparison to July last year. New names in top 10 are Manhattan Soap and Kaiser Motors. TV picture for July is similar, with Lever Brothers the only advertiser spending less this July than last.

New tv top 10 name: Philip Morris.

UPTURN in network radio billings is clearly indicated by the table of top 10 network clients for July. Nine of the advertisers spent more money for radio network time than in July 1952 [BT, Sept. 22, 1952], according to data compiled by Publishers Information Bureau. General Mills is the sole radio network advertiser whose time purchases in this medium decreased in comparison to its July 1952 billings.

Eight of the 10 leading radio network clients this July also were in the top 10 for July of last year. The new names are Manhattan Soap Co. and Kaiser Motors Corp., replacing William Chalmers Mfg. Co. and American Home Products Corp. Same trend is noted in the product groups billings table, which shows 17 classes whose radio network time purchases were larger this July than last, and only seven classes with smaller billings than a year ago.

The tv network picture for July is almost identical to that of radio in comparison to July 1952, as shown by the PIB data. Of the top 10 tv clients, nine increased their billings for the month over the same month of last year, Lever Brothers Co. being the exception. Philip Morris & Co. is the new name on this July's list, replacing Kellogg Co., which appeared on the list of July 1952 top 10 tv network advertisers.

The tv network product group billings breakdown for July shows 13 classes with increased time purchases, eight with decreased, as compared to July of last year.

Totals for both radio and tv network billings do not afford a fair comparison, as last year's figures do not include the time purchased for sponsored radio and tv broadcasts of the national political conventions, which were not available when the July 1952 figures were compiled. Adjusted network totals [BT, Aug. 31] show this July ahead of last for both radio and tv network billings, however, even after the convention broadcast charges for July 1952 are included.

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JULY, 1953

<table>
<thead>
<tr>
<th>Product Class</th>
<th>Advertiser</th>
<th>Gross Time Purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allis-Chalmers Mfg. Co.</td>
<td>23,500</td>
</tr>
<tr>
<td>Apparel, Footwear, &amp; Access.</td>
<td>American Apparatus &amp; Equipment</td>
<td>77,750</td>
</tr>
<tr>
<td>Automotive, Auto Access. &amp; Equip.</td>
<td>Chrysler Corp.</td>
<td>457,200</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Falstaff Brewing Corp.</td>
<td>35,000</td>
</tr>
<tr>
<td>Bid. Materials, Equip., &amp; Fixtures</td>
<td>Johns-Manville Corp.</td>
<td>35,000</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>William Wrigley Jr. Co.</td>
<td>35,000</td>
</tr>
<tr>
<td>Convenience Stores</td>
<td>Miles Labs</td>
<td>35,000</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>General Foods Corp.</td>
<td>35,000</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Standard Oil Co. of Indiana</td>
<td>35,000</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>Philco Corp.</td>
<td>35,000</td>
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<tr>
<td>Household Furnishings</td>
<td>Owens-Corning Fiberglas Corp.</td>
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</tr>
<tr>
<td>Insurance</td>
<td>Equitable Life Assurance Co.</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Camera</td>
<td>Jacques Kreisler Mfg. Corp.</td>
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<tr>
<td>Music, Phonographs, &amp; Musical Instruments &amp; Access.</td>
<td>First Church of Christ, Scientist</td>
<td>35,000</td>
</tr>
<tr>
<td>Radio, Tvs, Sets, Phonographs,</td>
<td>RCA</td>
<td>35,000</td>
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<tr>
<td>Retail Stores, Direct Mail</td>
<td>Lipton &amp; Myers Tobacco Co.</td>
<td>35,000</td>
</tr>
<tr>
<td>Smocking Materials</td>
<td>Procter &amp; Gamble Co.</td>
<td>35,000</td>
</tr>
<tr>
<td>Soap, Cleansers &amp; Polishes</td>
<td>American Tobacco Co.</td>
<td>35,000</td>
</tr>
<tr>
<td>Transportation, Hotels &amp; Resorts</td>
<td>American Federation of Labor</td>
<td>35,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>100,972</td>
<td></td>
</tr>
</tbody>
</table>

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY, 1953, COMPARED

<table>
<thead>
<tr>
<th>Product Class</th>
<th>Gross Time Purchased</th>
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</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$75,384</td>
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<tr>
<td>Apparel, Footwear, &amp; Access.</td>
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<td>Automotive, Auto Access. &amp; Equip.</td>
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<td>Beer, Wine &amp; Liquor</td>
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<td>Bid. Materials, Equip., &amp; Fixtures</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
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<tr>
<td>Convenience Stores</td>
<td>$650,244</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>$210,147</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>$107,696</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>$133,717</td>
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<tr>
<td>Household Furnishings</td>
<td>$71,850</td>
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<td>Jewelry, Optical Goods &amp; Camera</td>
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<tr>
<td>Music, Phonographs, &amp; Musical Instruments &amp; Access.</td>
<td>$14,437</td>
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<tr>
<td>Radio, Tvs, Sets, Phonographs,</td>
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<tr>
<td>Retail Stores, Direct Mail</td>
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<td>Smocking Materials</td>
<td>$37,500</td>
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<tr>
<td>Transportation, Hotels &amp; Resorts</td>
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<tr>
<td>Miscellaneous</td>
<td>$103,992</td>
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GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY, 1953, COMPARED TO 1952

<table>
<thead>
<tr>
<th>Product Class</th>
<th>Gross Time Purchased</th>
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</thead>
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<tr>
<td>Agriculture &amp; Farming</td>
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<tr>
<td>Apparel, Footwear, &amp; Access.</td>
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<tr>
<td>Automotive, Auto Access. &amp; Equip.</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>$450,900</td>
</tr>
<tr>
<td>Bid. Materials, Equip., &amp; Fixtures</td>
<td>$327,645</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>$235,571</td>
</tr>
<tr>
<td>Convenience Stores</td>
<td>$235,571</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
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</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>$235,571</td>
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<tr>
<td>Household Equipment &amp; Supplies</td>
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<tr>
<td>Household Furnishings</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Camera</td>
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<tr>
<td>Music, Phonographs, &amp; Musical Instruments &amp; Access.</td>
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<tr>
<td>Radio, Tvs, Sets, Phonographs,</td>
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<tr>
<td>Retail Stores, Direct Mail</td>
<td>$235,571</td>
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<tr>
<td>Smocking Materials</td>
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<tr>
<td>Soap, Cleansers &amp; Polishes</td>
<td>$235,571</td>
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<tr>
<td>Transportation, Hotels &amp; Resorts</td>
<td>$235,571</td>
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<tr>
<td>Miscellaneous</td>
<td>$235,571</td>
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LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JULY, 1953

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<td>Apparel, Footwear, &amp; Access.</td>
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<tr>
<td>Automotive, Auto Access. &amp; Equip.</td>
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<tr>
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<tr>
<td>Bid. Materials, Equip., &amp; Fixtures</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>$235,571</td>
</tr>
<tr>
<td>Convenience Stores</td>
<td>$235,571</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>$327,645</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
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</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>$235,571</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$235,571</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Camera</td>
<td>$235,571</td>
</tr>
<tr>
<td>Music, Phonographs, &amp; Musical Instruments &amp; Access.</td>
<td>$235,571</td>
</tr>
<tr>
<td>Radio, Tvs, Sets, Phonographs,</td>
<td>$235,571</td>
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<tr>
<td>Retail Stores, Direct Mail</td>
<td>$235,571</td>
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<tr>
<td>Smocking Materials</td>
<td>$235,571</td>
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<tr>
<td>Soap, Cleansers &amp; Polishes</td>
<td>$235,571</td>
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<td>Transportation, Hotels &amp; Resorts</td>
<td>$235,571</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$235,571</td>
</tr>
</tbody>
</table>
Bingo parties require only a fraction of the corn grown each year in Paul Bunyan Land. 175 million bushels produced here last year! Much of it is fed to hogs, poultry, etc., and thus makes more income for our farmers than by selling it.

With corn to shell and hogs to feed—home entertainment is important on the farm. In 82 counties they listen to WCCO more than any other station and watch WCCO in more than 62 counties.

One Station Coverage—Unmatched!
ALMOST LIKE HAVING A LOCAL STATION
THE INCREASE IN POWER OF WMAR-TV
CHANNEL 2 BALTIMORE

HAS CHANGED OUR LOW FREQUENCY CHANNEL RECEPTION
FROM SUPER FRINGE AREA TO SEMI FRINGE AREA

Checking reception on all types of receivers in many different locations
locally and with all types of aerials for the past few weeks we know the in-
crease in power of WMAR from 25KW to 100KW has eliminated The Bad
Night on TV for us.

To Those Who Own TV Sets
Sometimes you may notice course lines in the picture of a black bar move
across the picture. This is Hot Weather atmospheric conditions causing
channel 2 New York to interfere with WMAR Baltimore. This will be less
prevalent now with the power increase but you can usually get rid of this
interference by moving your aerial around further to the West from where
you usually get Baltimore. Try it.

To Those Who Don't Own TV Sets Yet
If you plan to buy TV, Now is the time. The New 1954 sets are here. The
Prices are even lower than last year. All our sets have THE NEW CHAN-
NELS already on them so you can get channel 16 Salisbury when it comes
in a few months. No more 3 or 4 nights a week reception. You get it every
night.

To WMAR-TV Baltimore
Thanks. The power increase has meant more pleasure for the viewers,
stronger signal to the service bench for the TV servicemen. Easier demon-
stration facilities for the TV dealer. We appreciate this.

ONE YEAR FREE SERVICE WITH EACH INSTALLATION

MERRITT TELEVISION COMPANY
RADIO AND TELEVISION SALES AND SERVICE
Repairs on Irons, Toasters, Mixers and Cleaners
709 N. Division St. Phone 4832 Salisbury, Md.

NOW ON MAXIMUM POWER

In Maryland Most People Watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MULberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
## TV Stations on the Air and Reports of TV Sets in Their Coverage Areas

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

### FACTS & FIGURES

#### TELESTATUS®

**Sept. 28, 1953**

**394,000 STRONG!**

WFBM-TV's audience is growing every day. That means more and more people are waiting for your sales message.

**what a line up..**

394,000 sets in use in the rich market covered by WFBM-TV

**Indianapolis**

Represented nationally by the Katz Agency

---

### TABLE

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Station Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ALABAMA</td>
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</tr>
<tr>
<td>Birmingham</td>
<td>WABT, WERC-TV</td>
<td>161,900</td>
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<tr>
<td>Mobile</td>
<td>WAAL-TV</td>
<td>22,860</td>
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<tr>
<td>Montgomery</td>
<td>WCOV-TV</td>
<td>39,900</td>
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<tr>
<td></td>
<td>ARIZONA</td>
<td></td>
</tr>
<tr>
<td>Phoenix</td>
<td>KFil-TV</td>
<td>71,600</td>
</tr>
<tr>
<td>Tucson</td>
<td>KOPO-TV</td>
<td>12,721</td>
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<tr>
<td></td>
<td>ARKANSAS</td>
<td></td>
</tr>
<tr>
<td>Fort Smith</td>
<td>KEFA-TV</td>
<td>30,000</td>
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<tr>
<td>Little Rock</td>
<td>KRTV</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CALIFORNIA</td>
<td></td>
</tr>
<tr>
<td>Bakersfield</td>
<td>KCAV-TV</td>
<td>15,000</td>
</tr>
<tr>
<td>Chico</td>
<td>KECA-TV</td>
<td>40,498</td>
</tr>
<tr>
<td>Fresno</td>
<td>KEFS-TV</td>
<td>189,900</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KECA-TV, KLTV</td>
<td>1,652,706</td>
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<tr>
<td></td>
<td>KRMN-TV</td>
<td></td>
</tr>
<tr>
<td>Monterey</td>
<td>KMOT-TV</td>
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<tr>
<td>Salinas</td>
<td>KSMM-TV</td>
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<tr>
<td>San Diego</td>
<td>KFMB-TV, KSFD-TV</td>
<td>217,500</td>
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<tr>
<td>San Francisco</td>
<td>KSFO-TV, KPIX,</td>
<td></td>
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<tr>
<td></td>
<td>KRON-TV</td>
<td>710,000</td>
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<tr>
<td>San Jose</td>
<td>KVEG-TV</td>
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<tr>
<td>Santa Barbara</td>
<td>KEYT</td>
<td>371,322</td>
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<td></td>
<td>COLORADO</td>
<td></td>
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<tr>
<td>Colorado Springs</td>
<td>KEYV</td>
<td>30,253</td>
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<tr>
<td>Denver</td>
<td>KXTV, KREL-TV</td>
<td>158,350</td>
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<td>Pueblo</td>
<td>KGTV-TV</td>
<td>30,000</td>
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<td>CONNECTICUT</td>
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<tr>
<td>Bridgeport</td>
<td>WICC-TV</td>
<td>15,000</td>
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<td>New Haven</td>
<td>WNEW-TV</td>
<td>80,150</td>
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<td>Columbus</td>
<td>WHNF-TV</td>
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<td>Orlando</td>
<td>WTCL-TV</td>
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<td>DELAWARE</td>
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<td>Wilmington</td>
<td>WDEL-TV</td>
<td>159,927</td>
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<tr>
<td></td>
<td>DISTRICT OF COLUMBIA</td>
<td></td>
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<tr>
<td>Washington</td>
<td>WMAA, WNEW, WTOPK, WTVG</td>
<td>467,000</td>
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<td>FLORIDA</td>
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<td>Ft. Lauderdale</td>
<td>WFTL-TV</td>
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<tr>
<td>Jacksonville</td>
<td>WJXT-TV</td>
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<tr>
<td>Orlando</td>
<td>WEVD-TV</td>
<td>158,890</td>
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<tr>
<td>Pensacola</td>
<td>KEJS, WJCTV</td>
<td>188,000</td>
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<tr>
<td>St. Peters-Byrd</td>
<td>WSUN-TV</td>
<td>39,000</td>
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<td></td>
<td>GEORGIA</td>
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</tr>
<tr>
<td>Atlanta</td>
<td>WAPA-TV, WWSV-TV</td>
<td>239,800</td>
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<td>New Orleans</td>
<td>WNEW-TV</td>
<td>13,500</td>
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<td>Memphis</td>
<td>WATN-TV</td>
<td>75,500</td>
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<td>Honolulu</td>
<td>KOMO-TV, KOA</td>
<td>27,000</td>
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<tr>
<td></td>
<td>IDAHO</td>
<td>34,000</td>
</tr>
<tr>
<td>Boise</td>
<td>KIDO-TV</td>
<td>8,200</td>
</tr>
<tr>
<td></td>
<td>ILLINOIS</td>
<td></td>
</tr>
<tr>
<td>Beloit</td>
<td>WTDI-TV</td>
<td>127,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM, WTTW, WREB, WGNW-TV, WJEZ</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Decatur</td>
<td>WTIV</td>
<td></td>
</tr>
<tr>
<td>Des Plaines</td>
<td>WREG-TX</td>
<td>65,900</td>
</tr>
<tr>
<td>Elgin</td>
<td>WCIA-TV</td>
<td>86,005</td>
</tr>
<tr>
<td>Oak Park</td>
<td>WCGM-TV</td>
<td>27,200</td>
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<tr>
<td>Rockford</td>
<td>WTVO</td>
<td>42,000</td>
</tr>
<tr>
<td>Rock Island</td>
<td>WISN-TV</td>
<td>215,000</td>
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<tr>
<td></td>
<td>INDIANA</td>
<td></td>
</tr>
<tr>
<td>Bloomington</td>
<td>WTBC, WITM</td>
<td>266,915</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WFMT, WMAV</td>
<td>394,000</td>
</tr>
<tr>
<td>Lafayette</td>
<td>WABA, WABY</td>
<td>23,850</td>
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<tr>
<td>Muncie</td>
<td>WITC-TV</td>
<td></td>
</tr>
<tr>
<td>South Bend</td>
<td>WBN-FM</td>
<td>71,464</td>
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<tr>
<td></td>
<td>IOWA</td>
<td></td>
</tr>
<tr>
<td>Ames</td>
<td>WLOI-TV</td>
<td>142,085</td>
</tr>
<tr>
<td>Des Moines</td>
<td>WOCF-TV</td>
<td>215,900</td>
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<tr>
<td>Sioux City</td>
<td>KTVI</td>
<td>59,493</td>
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<tr>
<td></td>
<td>KANSAS</td>
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</tr>
<tr>
<td>Hutchinson</td>
<td>KEVT</td>
<td>45,440</td>
</tr>
<tr>
<td>Wichita</td>
<td>KDII</td>
<td>32,000</td>
</tr>
</tbody>
</table>

### Notes

- Estimates for stations in different cities overlap, so set counts may be partially duplicated.
- Set estimates differ among stations in the same city, showing separate figures for each.
- The total U.S. sets in use, however, is unduplicated estimate.
Radio and magazine circulation was up during this summer over last, but time spent with them was down. TV and newspapers slipped both in circulation and time spent with them, Advertisment Research says.

MORE people heard radio and read magazines this summer than last, but the amount of time they spent doing so was less, reports Advertent Research in its August Issue of The Television Audience of Today. The study is based on a survey of 751 New York area tv homes.

Similar to a report made last summer, AR's study found 9% fewer persons read a daily newspaper than in 1952, that newspaper reading time was down 3%, that 2% less watched tv daily and that tv viewing time was down 9%.

Some 5% more people listened to the radio daily, but daily viewing time was down 3% from the summer of 1952. Magazines had 2% more readers but reading time was down 2%. This year tv families were not at home as much as last summer, the 71% average availability being 4% lower than in 1952.

But this year was blamed on vacations, AR said, for although more people left home for vacations (42%), their average vacation time was 1½ days less. Of those on vacation, tv was available to one-third, compared to one-fifth last summer.

The report studied 11 tv programs each in the categories which continued through the summer and which used summer replacements.

Those continuing: Robert Montgomery Presents, Suspense, Burns & Allen, Martin Kane, CBS Wednesday Night Rocking, Rocky King, 20 Questions, Lone Ranger, Life Begins at 80, Chance of a Lifetime and Date With Judy.


The programs which continued through the summer, AR found: The summer audience was 29% smaller than the winter audience, 31% of the winter audience did not watch in the summer, 97% of the winter audience includes persons who also watch in winter, with 3% of the summer audience newly acquired viewers.

Of the other programs and their replacements: The replacement show audience was 37% smaller than the winter program, 9% of the winter audience did not watch the replacement, 65% of the replacement's audience included persons who also watch in the winter, with 35% of this audience newly acquired viewers.

**BIG ADVERTISERS TRIPLE SINCE '39**

**NUMBER of advertisers spending $25,000 a year or more in any of four media—network radio, network television, magazines and newspapers—increased from 936 in 1939 to 3,538 in 1952 while their combined expenditures for time and space in these media went up from $333,157 in 1939 to $1,208,233,000 according to a comparison made by Magazine Advertising Bureau.

While the number of $25,000-plus a year advertisers has increased nearly three times in the period from 1939 to 1952 and their combined expenditures nearly four times, MAB said their average expenditure was only about a third greater in 1952 than in 1939 ($476,053 from $255,900).

"The 1939-1952 gain of only 34% contrasts with a gain of 302% in the national income and an increase of 290% in the dollar volume of retail sales," MAB said stating, "We believe that the facts shown above point up a dangerous trend in advertising: the increasing inadequacy of the budget of the typical company."

Breaking down the overall figures on a medium-by-medium basis, MAB tabulated the results as follows:

**Number of National Advertisers Spending $25,000+ in Each Medium:**

**Radio:**

<table>
<thead>
<tr>
<th>Medium</th>
<th>1939</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>270</td>
<td>729</td>
</tr>
<tr>
<td>Network Radio</td>
<td>133</td>
<td>203</td>
</tr>
<tr>
<td>Total*</td>
<td>396</td>
<td>1,986</td>
</tr>
</tbody>
</table>
which one will make the sale?

We can't tell you his name. But you can be sure he's the salesman best equipped to understand the problem—and best able to give the buyer a profitable answer.

Specialization is today's key to successful selling. That's why we maintain that quality TV station representation demands exclusive attention, uncompromised by demands of other media. Television is that important.

(...) don't try to guess which hat above belongs to the Harrington, Righter and Parsons man. He made his call ahead of the pack, and probably added to the spot billing of the distinguished TV stations listed here.)

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Exclusively television—no newspapers, no radio

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

BROADCASTING • TELECASTING

September 28, 1953 • Page 39
SYNDICATED TV HAS

Stature-Sound Business Practice—and Quality—have been brought to this new industry by the NBC FILM DIVISION through the medium of syndicated TV Films, every sponsor, every station can offer local audiences programs equal to the best network quality. This great new industry, capable of raising the quality of television programming throughout the nation, is worthy of the best programs, the best services, the best practices known.

With this objective, the NBC FILM DIVISION functions as a completely separate operating division of the National Broadcasting Company ... at the service of every advertiser ... every television station.

NBC FILM DIVISION LEADERSHIP IN THE GREAT TRADITION OF NBC

The NBC FILM DIVISION has brought leadership to Syndicated TV just as the NBC networks brought leadership to radio, television, and color.

The basic commodity of the NBC FILM DIVISION is the finest show you can buy, for exclusive local sponsorship at a local price. From this one great source, you have available outstanding half-hour and quarter-hour film series, feature pictures, your pick of 18,000,000 feet of library footage, completely cross-indexed. Each program is backed by the excellent service, the resources and the reputation of the NBC FILM DIVISION.

So for top production, for show-businesslike results, for quality in every aspect, it will pay you to deal with the foremost organization of its kind ... the NBC FILM DIVISION ... to be assured of

1 Widest choice of high-rating hits in the industry.
2 Million-Dollar production for exclusive local sponsorship at local budgets.
3 Market-tested advertising, promotion, publicity, exploitation and merchandising as an integral NBC FILM DIVISION service.

NBC FILM DIVISION
SERVING ALL SPONSORS ... SERVING ALL STATIONS

NBC Film Division—50 Rockefeller Plaza, N.Y. 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine St., Hollywood, Calif. • In Canada: RCA Victor Company Ltd., Royal York Hotel, Toronto
FIND LEADERSHIP!

DOUGLAS FAIRBANKS, Jr. PRESENTS which has proved itself one of the finest dramatic shows of all TV. And one which can move mountains of merchandise for smart local or regional sponsors!

INNER SANCTUM which has been radio's smash-hit thriller for 12 record-breaking, sales-pushing years. Now on film—ready for alert local or regional sponsors! Yes, NBC offers you by far the industry's finest programs.

HOPALONG CASSIDY which has been—is—and will continue to be one of the outstanding sales-getters in TV history. It has a tremendous and loyal following—ready to buy your product!

VICTORY AT SEA—the greatest prestige entertainment program ever put on the air—and one which virtually guarantees any local or regional sponsor one of the highest ratings in TV history.

OTHER HIGH-RATING NBC FILM DIVISION SHOWS:
Dangerous Assignment • Lilli Palmer Show • The Visitor • Weekly News Review • Watch the World • Captured • The Life of Riley • 26 First-Run Feature Films
TV NETWORKS AGAIN MEET WITH ASCAP, AND AGAIN REPORT IS: 'NO PROGRESS'

Resumption of tv broadcaster efforts to arrange for continued right to use Ascap music in connection with video programs at fair and reasonable rate marked by New York meeting and return to court by group of tv stations.

REPRESENTATIVES of the tv networks met Tuesday with Ascap officials to try to work out mutually satisfactory terms of a new blanket license to replace the current one which expires at the end of this year.

A group of tv stations, which two years ago asked Ascap to set appropriate rates for per program licenses for Ascap music on television, has gone back to court seeking to block Ascap's attempt to drop per-program licenses altogether.

A report of "no progress" followed the meeting of the tv networks and Ascap. Neither side has moved from its position on rates, which is said to be the only issue in question. Both broadcasters and the licensing society reportedly are willing to continue all other terms of their present agreement.

The networks' position is that the present blanket license fee is 3.025% of gross revenue—excessively high in view of the high operating expenses of television. Contending that instead of a higher percentage than radio, tv rates should be appreciably lower, they have offered to sign a new agreement at 50% of the radio blanket license rate.

Ascap negotiators to date have shown little sympathy with the networks' position. Ascap maintains that with the rising gross income of the tv networks, which has surpassed the radio network gross, the networks can well afford a higher fee. Ascap has offered to extend the present blanket licenses at the present scale. There is no agreement on the relative value of music to tv as compared to radio.

The broadcasters contend the addition of sight to sound makes music less important, Ascap maintains that the most popular video programs depend largely on music for their effectiveness.

Back to Court

On the per program front, the 56 stations who went to court two years ago after long-term negotiations had failed to produce a suitable per-program license fee, have returned to the same court—U. S. District Court, Southern District of New York—asking the right for one of their number, WATV (TV) Newark, to intervene in Ascap's move to "change and sharply limit the types and terms of the licensed" which the Consent Decree between the government and Ascap makes available to stations. This petition, filed by Simon H. Rifkind of Paul, Weiss, Rifkind, Wharton & Garrison, and Stuart Sprague, who with Mr. Rifkind are acting as counsel for the tv group, request hearing Oct. 6.

Reviewing the history of the litigation, Mr. Rifkind pointed out that in 1941 the government brought action against Ascap under the antitrust laws, charging the Society with illegally controlling performance rights to the "vast bulk of American popular music."

The Consent Decree accepted by Ascap March 4, 1941, required Ascap to offer per program licenses for both blanket licenses. In 1950 the Decree was amended to include, among other provisions, one empowering prospective licensees to ask the court to set a reasonable rate of payment if they and Ascap are unable to arrive at one themselves. This provision, together with the continued choice between blanket and per program licenses, Mr. Rifkind commented, "gave substantial assurance that Ascap would not make unreasonable use of its monopoly position."

When a number of stations and the DuMont network declined to accept the blanket license agreements previously made by the three other tv networks, and negotiations of a group now known as the All Industry Local Tv License Committee with Ascap for per program licenses broke down, the owners of 56 tv stations on July 15, 1951, asked the court "to set reasonable fees for both per program and blanket Ascap licenses so that each station might choose the form of license which was better suited to its needs," Mr. Rifkind recounted.

On Aug. 2, 1951, with its answer to the stations' petition, Ascap also moved to further amend the Consent Decree and argue on this motion, in which WATV is asking permission to intervene, is expected to be heard within the next few weeks, Mr. Rifkind said.

ASCAP'S ADAMS TO VISIT STATIONS

TO FIND OUT what Ascap's best customers, the radio and tv broadcasters, think of the organization to which they pay some $14 million a year in license fees for the right to broadcast Ascap music, Ascap's President Stanley Adams is going to go calling on stations in half a dozen cities during the next few weeks.

Mr. Adams will make his station visits on his way back to New York from Los Angeles, where he went to make his first report as Ascap president to the Society's West Coast membership at its annual meeting Wednesday. He plans to stay in Los Angeles until the end of the week, going to San Francisco on Sunday and staying there through the following Tuesday, Oct. 6.

From there his itinerary reads: Denver and Colorado Springs, Oct. 8-10; Chicago, Oct. 12-15; Detroit Oct. 16-17.

"I'm not going to collect any money or audit any books," Mr. Adams told B&T Thursday, "nor am I going to try to persuade any broadcaster to switch from a per program to a blanket Ascap license. What I do want to do is to talk to broadcasters on their home grounds, to find out first hand what they think of the service we give them, what they like and what they don't like."

AT the broadcasters meeting on subscription tv Sept. 17 (B&T, Sept. 22) were (1 to r, seated) Roff Brent, WIP-TV Philadelphia vice president and director of sales; Benedict Gimbel Jr., WIP-TV Philadelphia. chief engineer, WELI-TV New Haven; Joseph Evans, vice president, WHTM-TV Trenton and Peoples Broadcasting Corp., Columbus, Ohio; Vincent Gaughan, secretary-treasurer, WBES-TV Buffalo, and vice president, WSTF (TV), and Ewart M. Blain, director of sales, WEEU-TV Reading, Pa. More than 20 tv operators and grantees met at WIP's studios in Philadelphia.

BROADCASTERS group at the subscription tv meeting included (1 to r): seated, Ewing Hawkins, president and general manager, WILM Wilmington, Del.; Gordon Giffen, vice president and station manager, WKDN Camden, N. J.; Gerald Merey, president, WLNC-TV New London, Conn.; Fred King, chief engineer, WELI-TV New Haven; Rudy Frank, WLBR-TV Lebanon, Pa.; Dwight Martin, MBS; John Daley, WACH (TV) Newport News, Va.; Fred Weber, president, WCFG-TV Atlantic City; Fred Bernstein, general manager, WTTM-TV Trenton and Peoples Broadcasting Corp., Columbus, Ohio; Vincent Gaughan, secretary-treasurer, WBES-TV Buffalo, and vice president, WSTF (TV), and Ewart M. Blain, director of sales, WEEU-TV Reading, Pa. More than 20 tv operators and grantees met at WIP's studios in Philadelphia.
WREX-TV
vhf channel 13

blankets the rich Rockford-Madison market

over 1 million people

high income

strongly industrialized

backed by a wealthy farm belt.

intelligently planned facilities.

extensive studio space.

high tower.

twelve bay antenna.

powerful transmitter.

assured top quality reception.

terrific coverage.

no wasted signal.

plenty of local mid-west flavor in live programming.

completely experienced expert staff.

plenty of TV "know-how"

realistically low-priced rate schedule.

test pattern now on the air.

consider the strong Rockford-Madison market.
NARTB DIST. 14 HEARS WEBSTER REVIEW INDUSTRY

FCC Commissioner tells NARTB District 14 that relaxation of station operator requirements is but first of several steps which could be taken in placing greater operating responsibility on licensee. Other district sessions held are 10 and 11, with 7, 8 and 9 set for this week.

GREATER freedom in technical requirements placed on station operators was advocated by FCC Comr. E. M. Webster in addressing NARTB District 14 (Mountain States) last week as three regions held the second series of three-week district meetings.

Comr. Webster's address, delivered last Monday at Sun Valley, Idaho, high-spotted sessions that included Districts 10 (Iowa, Mo., Neb.) and 11 (Minn., N. D., S. D.). Presiding at the meetings were William C. Grove, KFBC Cheyenne (14); E. K. Hartenbower, KCMO Kansas City (10) and John F. Meagher, KYSM Mankato, Minn. (11). District 14 met Monday-Tuesday at Sun Valley; District 10 Wednesday-Thursday at Cedar Rapids, and District 11 Friday-Saturday at Minneapolis.

Vernon A. Nolte, managing director of WHIZ-AM-TV Zanesville, Ohio, conducted the small-market television clinics that featured the second morning of each meeting.

Meetings will be held this week by District 9 (Ill., Wis.), Monday-Tuesday at Milwaukee; District 8 (Ind., Mich.) Wednesday-Thursday at Indianapolis; District 7 (Ohio, Ky.), Friday-Saturday at Cincinnati.

Representing NARTB headquarters at the three meetings last week were President Harold E. Fellows; Robert K. Richards, administrative vice president, and Richard P. Doeherty, labor relations vice president.

Resolutions adopted at the District 14 meeting at Sun Valley emphasized importance of the move to remove discrimination against radio and tv in covering public events; commending trade media and the New York court ruling that partially opened the Marclanola-Starazzi fight to coverage; lauded E. K. Hartenbower, KCMO Kansas City, district director, and the NARTB officials for their leadership and participation in the meeting and encouraged research of the type dealing with profitable station operation.

Closed Sessions

Among those taking part in closed-door discussions covering sales practices, payment of salesmen and other media problems were Harry Burke, KFAB Omaha; Bob Dillon, KRNT Des Moines; Dietrich Dirks, KCOM Sioux City; Frank Fogarty, WOW Omaha; George Higgens, KMBC Kansas City; Al Hilliard, KOLT Scotts Bluff; Robert Morrison, KCRI-TV Cedar Rapids; Gordon Pentz, KWBE Beatrice, Neb.; Owen Saddler, KMTV (TV) Omaha; Ernie Sanders, WOC Davenport; Virgil Sharpe, KOWH Omaha, and Earl Williams, KPFN Shenandoah, Iowa.

Fred Palmer, management consultant, addressed the luncheon session on "How to Close a Sale."

Broadcasters going into small market television must do it on a sound financial basis, amply prepared to meet emergencies, if they plan to survive, Mr. Nolte cautioned during his off-the-record talk at District 14's Small Market Television Management Clinic Tuesday.

Pointing out that it was a costly venture, he warned there are no short cuts to successful tv station operation.

He figures a "minimum operating costs for small market tv at $150,000 annually, without depreciation.

Mr. Nolte stated it will be between four and five years before color television for small markets will be practical.

James Russell, manager, KTV Colorado Springs, cautioned those attending the tv clinic that every new station that goes into a major market is a direct competitor to the small market station for that advertising dollar.

"There are bound to be some cancellations in the smaller markets, by national advertisers, with that business going to new stations in the larger areas," he said.

In a strongly worded resolution District 14 joined the protest against any discriminatory action interfering with radio and tv coverage of sports events. At the final business session late Tuesday, NARTB was petitioned to "exert every effort to combat this creeping evil of such dominating control."

NARTB also was petitioned to continue its efforts for a "poster program" basis agreement from Sesac "to the end that equitable performance rights may be secured and present discrimination be eliminated."

Pointing out that vast areas of the country are without daytime radio service, another resolution requested NARTB to consider for presentation to the FCC the granting of such increase in daytime power to stations as will satisfy that need without causing undue interference to existing am outlets.

Another resolution asked NARTB to allow nomination and election from the floor at the annual district meeting, rather than the ballot method now in force for a new director.

Conelrod Resolution

That the Conelrod plan be made 100% effective so that broadcasters can fulfill their responsibilities to the public and defense of the nation was urged in a resolution which asked NARTB to take necessary steps with the Federal Civil Defense Administration.

District 16, at its final Los Angeles session Sept. 18, adopted resolutions deploiring discrimination in the news furnished radio tv by wire services; endorsing cooperative area sales drives such as those in Tulsa and San Antonio; opposing presence of studios or transmission facilities in the U. S. designed to serve foreign station licensees not under FCC jurisdiction; paying tribute to NARTB officers and their work; calling on NARTB to continue efforts to obtain access for radio and tv to public and sports events, and endorsing the NARTB study of principles of profitable operation.

Also see district meeting pictures, page 106

Broadcasting • Telecasting
WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Fetzer Stations

WKZO-KALAMAZOO
WKZO-TV-GRAND RAPIDS-KALAMAZOO
WJEF-GRAND RAPIDS
WJEF-FM-GRAND RAPIDS-KALAMAZOO
KOLN-LINCOLN, NEBRASKA
KOLN-TV-LINCOLN, NEBRASKA

Associated with
WJED-PEORIA, ILLINOIS
LET SOLONS JUDGE PAY TV—WEBSTER

FCC member tells Dist. 14 broadcasters Congress should be the body to act on pay-see tv, in an apparent reference to GOP Rep. Hinshaw's bill to make subscription tv a common carrier.

CONGRESS should decide whether and how subscription tv should be permitted on the American air, if this broadcasting, or is it a method of point-to-point communications closely analogous to the system of multiple addressed communications, i.e., programs addressed to selected receivers—is a subscription television service, in which only subscribers who pay a fee on a per program basis can view the program, a broadcast service as the American public knows it, or is it a common carrier service for hire? Is that segment of the population which either feels it cannot afford the subscription service or who does not want it, to be denied the right to view programs on publicly owned channels which are presently available to them on a no-charge basis? (Halite are Comr. Webster's.)

The Washington meeting Friday comprised the executives of the original four uhf tv grantees who initiated the current appeal to the FCC to hasten authorization of subscription tv [8ET, Aug. 10]. All asked quick action on the petition by Zenith Radio Corp. seeking commercialization of pay-as-you-look television filed in February 1952. No action has been taken on that petition. Since the first uhf request last month, two other uhf grantees have seconded the motion; they were WACH (TV) Newport News, Va., and WOCN (TV) Atlantic City, N. J.

M. Webster's implied belief that the Commission should not decide on the question of fee broadcasts until Congress has legislated undoubtedly has reference to the activity of Rep. Carl Hinshaw (R-Calif.). Mr. Hinshaw, chairman of the last Congressional session introduced HR 6431 which would redefine the term "broadcasting" in the Communications Act to make subscription tv and television tv a common carrier type service. The bill was referred to the House Commerce Committee, which so far has not yet taken up the bill.

Referring to the idea of subscription tv as "revolutionary," Mr. Webster said he intended to press for an FCC hearing on the subject because "the public is involved." He emphasized that he had an open mind on the merits of subscription tv, but there were questions which it raised.

Subscription tv would involve "such a fundamental change in the American system of broadcasting," Mr. Webster said, that the Commission may conclude that any change in the present free broadcast system should come of the Commission's own establishment of policy by amending the Communications Act.

Premise of some subscription tv adherents that fee-tv is necessary because advertising revenues will prove unable to provide high quality programming is "conjectural," Mr. Webster said.

On the assumption that Congress would authorize the charge of fees for a broadcast service, Mr. Webster had this to say:

Very little vision is required to see that if subscription television is authorized and it proves to be the most profitable method of operating a television station, the best hours of every day will obviously be devoted to subscription rather than free television. Every tee station license will be clamoring for subscription rights and will be pressing on the Commission the legal problems involved. He emphasized that there will be no discrimination in the choice of shows by the public since the rates are the rates established by the intermediaries. At the same time owners of television receivers will want to retain the receipt of free programming, or, at the very least, will expect the Commission to provide rules which will provide the public with a choice of free programs during which to watch news, weather reports, and which will ensure the viewers of reasonable and non-discriminatory fees for the subscription programs. Those conditions point to common carrier rather than broadcast type regulations.

Here Mr. Webster pointed to the terminology of Sec. 3(h) of the Communications Act, which provides that "a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier."

Under the law, Mr. Webster said, radio broadcast is intended to be received by the public "directly or directly by the intermediary of relay stations." Since subscription tv involves a distorted signal, only those paying for it would be able to receive it intelligibly, Mr. Webster said, and immediately asked, "Is it a method of point-to-point communications closely analogous to the system of multiple addressed communications, i.e., programs addressed to selected receivers—is a subscription television service, in which only subscribers who pay a fee on a per program basis can view the program, a broadcast service as the American public knows it, or is it a common carrier service for hire? Is that segment of the population which either feels it cannot afford the subscription service or who does not want it, to be denied the right to view programs on publicly owned channels which are presently available to them on a no-charge basis? (Halite are Comr. Webster's.)

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Young & Rubicam's Moran tells Premium Adv. Assn. of America the broadcast media can "sell premiums to people who can't even read or write." Radio and premiums or tv and premiums can be used to healthy advantage, he says.

Radio and television are "two of the most powerful media used to promote premiums," media that "can sell premiums to people who can't even read or write," Joseph A. Moran, Young & Rubicam's director of radio-tv, said Tuesday in an address before the premium conference of the Premium Advertising Assn. of America, at the Hotel Astor, New York.

(For an article by Mr. Moran on development of radio and television commercials, see page 118.)

Many Y & R clients, "notably Borden, Lipton and General Foods, for many of their programs, have used a combination of radio and premiums or television and premiums to healthy advantage," Mr. Moran reported. Speaking as a consumer instead of an advertising man, he said that through the reactions of his three sons, two of whom he has seen and hear via radio and television he has one of the largest collections of premiums in existence.

Long before going to school and learning to read and write, they could repeat full descriptions of broadcast premium offers, complete with directions for obtaining them, Mr. Moran said. "They have rings and compasses and windfinders and telescopes and magnifying glasses and stamps and trading cards and airplanes and magic tricks and puzzles and beans and badges and official comics and they didn't miss a correct address once.

"Yes sir, radio and television can sell premiums to people who can't even read or write. Wait 'til we start selling premiums in color, and three dimensions. That'll be the day."

Manufacturers of radio and tv sets and appliances find premiums effective in attracting people into their dealers' stores and in getting them to buy their brand instead of some other line, according to Seymour Mintz, vice president in charge of advertising of Admiral Corp. Premiums also are of value in combattng cut-price stores, he said. "We have found that when we offer a dinette set to customers buying an Admiral product they do not ask for cut prices on merchandise."

Premiums are being used in the sale of tv sets, where trade-ins of small screen sets for large screen present a problem for the retailer in dealing with customers who think their old sets are worth $20 to $100 or more while he knows he can't resell them for more than $15 or $20. "Many of our dealers have found that instead of taking the old small screen tv in trade, they offer the customer a dinette set or some other particular premium and tell him to keep his old set," Mr. Mintz said.

Use of premiums in the retail food field was described by Donald R. Grimes, president, Independent Grocers' Alliance, and L. R. Bressler, purchasing agent, Stanley Home Products, who told how his company buys and uses premiums. Conference which lasted from 9 a.m. until noon Tuesday, was held in conjunction with the annual Premium Show, at the Astor Monday through Thursday.

WBA Sets Annual Meet

EDUCATIONAL tv activity of the state of Wisconsin will be discussed by the Wisconsin Broadcasters Assn. when its members convene for the annual WBA meeting at the Plankinton Hotel in Milwaukee Oct. 6, Ben Laird, WDUX Green Bay, WBA president, has reported. Annual election of officers and plant for 1953-54 also will be taken up.
Live Talent, Live Audience

The area WNAX-570 covers is immense and predominantly rural. Rural folks like live talent. WNAX-570 delivers it, with 30% of our air time live and local.

Big Aggie Land meets station personalities on the air and in person. The WNAX Bohemian Band regularly tours our coverage area—Minnesota, the Dakotas, Nebraska and Iowa. On Saturday nights a sizable group travels to various towns presenting The Missouri Valley Barn Dance. Wynn Speece takes Your Neighbor Lady, her kitchen program, on a series of summertime picnics.

Les Davis, dean of Midwest coaches, covers major sports events play-by-play and on-the-spot. The popularity of these and other WNAX-570 personalities is attested by 31,462 requests for picture postcards of our “talent” in a recent 77-day period. And by Diary Study ratings: our average 1/4-hour rating is twice that of any one of the 45 other stations mentioned in the Study.

To sell live and lively in our countrypolitan market, see the Katz man.

WNAX-570
Yankton-Sioux City
A Cowles Station
Represented by The Katz Agency
CBS Radio
WAY URGES NEW RADIO ASSOCIATION

KVVO's William B. Way, as president of Associated Tulsa Broadcasters, says industry needs new 'militant' radio organization devoted only to aural broadcasting and not committed to serve television as well.

PROPOSAL to form a "militant radio organization" with a name such as "Federa tion of American Radio Broadcasters" has been made by William B. Way, KVVO Tulsa, circulating stations as president of Associated Tulsa Broadcasters Inc. The idea could be carried out through state organizations, he suggested. Mr. Way also said that radio lacks "a trade journal that stands up for radio and radio only."

"For years we have not deemed it consistent or reasonable to support the NARTB," Mr. Way wrote, "not because we have any conflict with NARTB but the fact that they are supposed to represent both broadcasting and television is to our mind inconsistent and this cannot be properly done in one organization."

Pros and Cons

Asked what reaction he had received from broadcasters, Mr. Way telegraphed B'T: "So far all pros and no cons. Advise later."

Comments sent to B'T included these, in excerpted form:

Allen B. Woodall, WDAK Columbus, Ga.- "All of our stations, and I am interested in four, sincerely feel that NARTB can, and is, doing the job for the industry. If your boys want an organization to 'stand up for radio and radio only,' you would get solidly in behind Broadcast Advertising Bureau."

Ben Strouse, WWDC Washington- "What this country needs least is another trade organization. From the sales end—our life blood—BAB in my estimation is doing a tremendous job for radio and radio only. The services that NARTB is effectively rendering to our industry are numerous. WWDC has just saved half of its substantial annual NARTB payments through the savings it made on tower insurance as a result of NARTB's intensive work.

"I believe we are singularly blessed in this industry with an effective, able trade press. The most important segments of the press have in my opinion given radio a fair shake. In short, I could not more vehemently disagree with the sentiments in your letter and that, despite the fact that I have great admiration for the work your organization has done locally. State associations have their value but they should work with NARTB and BAB and not against them. I would frankly work actively to fight the formation of unnecessary and additional trade organizations."

Frank Procter, WTIS Jackson, Tenn.— "Have written Bill Way would consider new radio association only after radio broadcasters have given NARTB and BAB sufficient support to prove their worth. Too few stations belong to these organizations from which all broadcasters benefit. Only two of six Tulsa stations listed as members NARTB."

Joseph L. Brechner, WGY Silver Springs, Md.— "I have found NARTB and Broadcast ing  Tel ecasting eminently fair in telling radio's story. Until conditions change, I think it would be a mistake to have another trade association or a new trade magazine as suggested."

Attempt to Discredit

Robert E. Williams, WFML (FM) Washington, Ind.- "You are vainly attempting to discredit one of the strongest industry organizations I have ever had the privilege to work with. Possibly the operator rule change did not affect your station, but for everyone that it did not, a half-dozen were benefited. You get out of an organization only what you put into it. I am amazed that a man of your years of experience is not familiar with the Federation of State Broadcasters. May I ask if you ever, in your apparent years of membership in the NAB, wrote as many letters or worked as hard for the association as you apparently are against it?"

OFFICERS and directors of the Texas Assn. of Broadcasters met for their semi-annual directors' meeting at the Kratiser Ranch, owned by Tom Kratiser, general manager of KGMA-AM-TV Amarillo. Ranch is 20 miles north of the Texas city. L to r: Mr. Kratiser; J. M. McDonald, KFDA-AM-TV Amarillo, TAB past president; Bill Deason, KYET Austin, TAB vice president; Richard Lewin, KTRE Lufkin; Ray Herndon, KTRH Houston; Barney Ogile, KGVM-AM-TV Weslaco; Boyd Kelly, KTRN Wichita Falls, president of TAB; George Marti, KCLE Cleburne; Louis Cook, KNOW Austin, secretary-treasurer of TAB. At the meeting the broadcasters planned details of the TAB convention to be held Oct. 9 at Mineral Wells.

SCBA Sets 'Whinging'

SOUTHERN California Broadcasters Assn. will hold its 1954 "Whinging" Oct. 14 at Inglewood Country Club. Chairmaned by Mark L. Haas, vice president and program director of KMPC Hollywood, the afternoon golf tournament and evening dinner and entertain ment is open to SCBA male members and friends.

BAB'S PLANS UNIT DRAFTS CAMPAIGN

Local-national drive to boost radio will be coordinated by the new Plans Committee.

PLANS for BAB's coordinated, local-national level drive to broaden advertiser acceptance of radio's sales effectiveness were developed last week at the first meeting of the bureau's new 22-man Plans Committee, with Oct. 1 set as campaign kickoff date.

As a corollary move the committee also established a subcommittee to study and de velop ways of advancing the sale of nighttime radio.

The drive will be conducted by local committees working in conjunction with BAB headquarters personnel to sell the sales power of radio to national advertisers and their local representatives simultaneously. The project will be coordinated so that, at the same time BAB headquarters executives are calling on a national advertiser, the BAB committees throughout the country will be calling on the advertiser's district managers, distributors, jobbers, etc.

Subcommittee to study promotion of nighttime radio sales consists of Oliver Treyz, ABC; Ridgway Hughes, NBC Radio; George Bristol, CBS Radio; James Tyler, Mutual, and from station representation firms, Gene Katz of The Katz Agency and Robert Meeker, Robert Meeker Assc.

Other focal points of discussion at the meeting, held Wednesday at BAB headquarters in New York and presided over by committee Chairman Donald W. Thornburgh of WCAU Philadelphia, included further development of joint sales efforts by all stations in a community banding together to sell advertisers on the use of radio, wider use of radio as a means of promoting radio, and merchandising radio advertising.

BAB President William B. Ryan and other BAB executives conferred with the new committee, formed a few weeks ago in a merger of the promotion and research committees [B'T, Aug. 31]. All committee members were on hand except Arden X. Pangborn, WOAI San Antonio, and Mr. Treyz, who was represented by Gene Acosta, also of ABC.

Members of the committee:

Station executives: Edward Breen, KYFD Fort Dodge, Iowa; Al Cadwell, KOAT Albuquerque; Charles E. Crutchfield, WBOC Charlotte; George J. Higgins, KMBC Kansas City; Howard Lane, KQON Portland, Ore.; W. D. Williams, KROK Los Angeles; Henry Johnston, WAPI Birmingham; Leo J. Tini, WJFK New York; J. F. McGuiness, WRC Washington; William A. McGuiness, WGN Chicago; Arden X. Pangborn, WOAI San Antonio; Louis Katz, WPOS New York; WJNO Indianapolis; F. C. Sowell, WLAC Nash ville; George E. King, WOR New York; Owen F. Uhl, WQAM Miami; Walter L. Westaff, KIDO Boise, Idaho; Ralph N. Weil, WOY New York.

Network officials: George Bristol, CBS Radio; Oliver Treyz, ABC; James Tyler, Mutual and Ridgway Hughes, NBC Radio.

Station representative presidents: Eugene Katz, The Katz Agency; Robert Meeker, Robert Meeker Assc.
Now on the Air

KHQA-TV
THE TELEVISION STATION OF
WTAD

Serving the
KEOKUK - HANNIBAL - QUINCY AREA
IOWA MISSOURI ILLINOIS

CHANNEL 7

KHQA-TV, QUINCY, ILLINOIS
Channel 7
Effective Radiated Power—Video 316,000 Watts,
Interim 36,300 Watts
Audio 158,000 Watts
Interim 18,150 Watts
804 Feet High
Tower Height 886 Feet Above Average Terrain
1539 Feet Above Mean Sea Level

For availabilities write:
Walter J. Rothschild, National Sales Manager
Lee Stations, Quincy, Illinois

Broadcasting • Telecasting
September 28, 1953 • Page 49
Arkansas Broadcasters Bar
Tv, Fm Membership Bid

MEMBERS of the Arkansas Broadcasters Assn., rejected a proposal to admit tv and fm stations to membership at a meeting held Sept. 13-14 in Little Rock.


A sales clinic was conducted by Kermit Richardson, KGHI Little Rock.

RTNDA Sets Awards Judging
For Radio-Tv News Oct. 2

JUDGING for the 1953 radio-tv news awards given by the Radio-Television News Directors Assn., has been set for Oct. 2, it was announced last week by Northwestern U., Evanston, Ill.

The contest will take place at the Orrington Hotel.

The competition is sponsored annually, by RTNDA in cooperation with Northwestern's Medill School of Journalism, with awards for outstanding radio and television news operation.

Judging is to be done by Sol Taishoff, editor and publisher of B&W; E. R. Vadebevoncur, president-general manager of WSYR-AM-TV Syracuse, N. Y., and Erle Smith, radio newsman and former news director of KMBK Kansas City, Mo. Both are professors of journalism and radio-tv chairman at Medill, is head of the awards committee.

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In the NEW Pittsburgh...
On the NEW
KQV...

Nationally Famous Disc Jockey
JOE DEANE Brings You
Two New Sales Packed Shows!

There's definitely something new in Pittsburgh radio this Fall! He's Joe Deane, one of the nation's leading disc jockeys. Joe is already the talk of the town with his two KQV platter shows—the fresh new "Morning Mayor" from 6:30 to 9:30 a.m. Monday through Saturday... and the sparkling new "Deane-Agers Show" from 4:20 to 5:45 p.m. Monday through Friday. Even in his first week, Joe rang up an outstanding sales success story for a teen-age cosmetic!

Wherever we go, people tell us these are the two best buys in Pittsburgh Radio this Fall! Who are we to argue? And look at these attractive availabilities and rates!

Morning Mayor:
Fourteen-minute segments, rotating basis, six days a week, $225, fully commissionable.

Minute announcement: $17.50, 6:30—8:29 A.M.
$30.00, 8:29—9:30 A.M.
Station Break: $10.00, 6:30—8:29 A.M.
Discounts as earned.

Deane-Agers Show:
Quarter-hour, $85 base plus minimum AFRA talent rate.
Minute announcement, $30
Station break, $22
Discounts as earned.

Joe is backed all the way by a strong lineup of top-rated CBS shows. It's a combination that can't miss. And we can prove it if you'll call or write!

KQV
NOW CBS RADIO
Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles
Coming to Oklahoma City...

KTVQ TELEVISION

CHANNEL 25

on the air October 11!

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

Watch Oklahoma City...Watch KTVQ Television

SELECTED PROGRAMS

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

JOHN ESAU, President

or

H-R TELEVISION, INC.

NEW YORK 17, N. Y.

CHICAGO 1, ILLINOIS

SAN FRANCISCO, CAL.

HOLLYWOOD, CAL.

35 E. Wacker Dr

110 Sutter St.

Equitable Bldg.

Grunin Bldg.

CHRYSLER BLDG.

3-2606

Randolph 6-6431

3-2407

1480

GOVERNMENT

FCC's intentions. But it seemed generally agreed that the Commission's queries probably were prompted by complaints from stations who say they have experienced difficulty in getting network affiliation, or, in the case of small affiliates, that they haven't been getting as much network programming as they'd like.

Prime objection of network legal experts, however, was directed against the mass of records to be combed and the volume of detail. It appeared unlikely that FCC will get all its requested information in the form prescribed, but network spokesmen said they would do the best they could.

CBS-TV, for example, found that to supply the clock-hour program figures and compensation data for the Jan. 1 to Aug. 31 period specified by the Commission would require—since Jan. 1 and Aug. 31 fall in midweek—more than twice as much working time as if the data were shown for full weeks ending on Saturdays. Accordingly FCC, in a letter approved CBS-TV's submission of this data for the period Jan. 5 to Sept. 5.

ABC-TV authorities pointed out that affiliates do not always give immediate reports on which network sustaining shows they carry and expressed fear that answers to FCC's questions in this category may be incomplete.

DuMont spokesmen had no comment respecting FCC's letter.

Text of Mr. Woodyard's letter to FCC:

Within a few days we expect to place in operation our uhf television station for which we hold a construction permit for ch. 22. As we launch this station we are hampered by severe handicaps which seriously threaten the development of uhf television.

Because there have been two uhf television stations operating in Dayton for more than four years, practically every home in the area has a television set. Yet, hardly any of them are equipped to receive a uhf station. Any medium of communication depends upon audience circulation. This, in turn, is governed by how rapidly the people convert their present sets or buy new ones to receive our ch. 22 signal. This, in turn, will largely be determined by the caliber of the programs we are able to offer in competition against the two established network uhf stations.

Therefore, we have discussed the matter of a network affiliation with officials of the DuMont Television Network and the American Broadcasting Co. In the case of DuMont, we have been informed that we will be permitted to carry only those programs for which time cannot be cleared by the vhf station, WHIO-TV. This station is operated by the James Cox interests, who also control the only two daily newspapers in Dayton, as well as radio station WJOH. In the case of the American Broadcasting Co., we have been informed that we can expect no affiliation at this time, no effort will be made by that network to place programs on our station, and we can only expect to carry programs from the network if the advertiser and/or its advertising agency specifically requests ABC to place the program on our station.

Thus, the two existing vhf stations, with the blessing of all four television networks, will monopolize nearly all the network programs, despite the fact that it is obviously impossible to accommodate all of the programs at the desirable five times convenient for Dayton citizens. Therefore, WIFE on ch. 22 will lack those programs which will expand the circulation and audience for the station vital for the station's survival. Without network affiliation, many outstanding public service and sustaining programs will be denied the people of the Dayton area, as they have in years past, even though we are now ready and able to broadcast such programs.

We feel our public service obligations most sincerely. The corporation which holds the construction permit for WIFE is owned by 74 local people, many of whom have widely diversified business and philanthropic interests. They want to serve the public interest of Dayton...with WIFE.

Although we realize our public service obligations as set forth by precedent and rulings of the FCC, we now find that it will be most difficult for us to discharge these obligations. We further appreciate that there is not at the present time a legal code by which the FCC can require the networks into aiding us to broaden and widen our audience. Furthermore, we also appreciate that the policies of the networks are now largely determined by the interests of the advertisers and their advertising agencies, and not in accordance with the spirit under which the FCC operates.

Surely, these facts would indicate that there may be a condition of restraint of trade in the Dayton area, which in turn will deny the people of Dayton the very benefits for which the FCC made uhf allocations. Unless some relief is secured, this may very well stifle the development of uhf television in the Dayton area.
All Southern California in ONE GIANT ECONOMY PACKAGE

MAKE THE WHOLE SALE AT A WHOLESALE RATE!

Do it with KBIG, the convenient, efficient way to reach the whole Southland direct from Catalina!

Not just America's Third Market (Los Angeles), or America's 25th Market (San Diego), or America's 62nd Market (San Bernardino)—but all of them PLUS lots more in between. A total of over six million people, at a KBIG base hour rate of only $118.

KBIG Does it Alone? Yes, KBIG's 10,000-watt signal focuses all its strength on its market and wastes none out to sea. Booming across salt water (finest known conductor of radio waves), KBIG covers Southern California's mainland from Santa Barbara to Mexico. KBIG helps you to make the Whole Sale, to all the Southland, at Wholesale Prices—as little as $9 a spot! One medium, one set of copy, one bill.

Prove It To Yourself! Compare KBIG's base hour rate ($118) or base minute rate ($18) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the BIG Buy, the best way to make the Whole Sale at the Wholesale Price.

Availabilities Will Never Be Better! Call Meeker or us—get the whole KBIG story—and place your schedule on

10,000 WATTS AT 740

KBIG

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

REPRESENTED BY Robert Meeker Associates, Inc.

John Poole Broadcasting Company

6540 Sunset Blvd., Hollywood 28, Calif. • Hollywood 3-3205

KBIG Los Angeles • KBIF Fresno • KPIK-TV Los Angeles • KBIC-TV Sacramento
FTC SOFTENS POLICY ON 'FREE' IN ADS

Revised ruling allows 'honest' use of the term—but not as device for deceiving public.

DRASTIC softening of the Federal Trade Commission's policy since January 1948 on use of the word "free" in advertising was contained in an FTC policy statement Sept. 18 accompanying dismissal by that body of its complaints against Walter J. Black Jr., trading as The Classics Club and Detective Book Club.

The FTC, under the new policy, revised its interpretation of "free" to permit its use to describe goods given without cost upon purchase of other merchandise so long as the term is used "honestly" and not as a "device for deceiving the public."

Under FTC's former "administrative interpretation" published in the Federal Register Jan. 30, 1948, the agency had prohibited the use of "free" to describe merchandise to which any strings were attached.

Use of "free" will be considered unfair or deceptive in future, FTC said, under these conditions:

"(1) When all of the conditions, obligations or other prerequisites to the receipt and retention of the 'free' article of merchandise are not clearly and conspicuously explained or set forth at the outset so as to leave no reasonable probability that the terms of the advertisement or offer might be misunderstood; or

"(2) When, with respect to the article of merchandise required to be purchased in order to obtain the 'free' article, the offerer either (1) increases the ordinary and usual price; or (2) reduces the quantity; or (3) reduces the quantity or size of such article of merchandise."

Carretta Opinion

In an opinion written by Comr. Albert A. Carretta, FTC's majority opinion said that a person enrolling in the Detective Book Club upon accepting a "free" book for such enrollment, obligated himself to buy additional books during the ensuing 12 months. Chairman Edward F. Howery and Comrs. Lowell B. Mason concurred in the FTC opinion, while Comrs. Stephen J. Spingarn and James M. Mead, although concurring in the complaint dismissal, dissented from views expressed in FTC's majority opinion. Comr. Mead said he would file a separate opinion later.

Posing the question, FTC said U.S. businessmen are entitled to a clear and unequivocal answer, saying that the practice of offering an article free upon purchase of another article has been in use almost a hundred years. Describing "free" as a comparative adjective with no definite and absolute meaning, FTC cited a Pennsylvania court case in 1973 where use of the word was contested.

Educ. Fm Procedure Revised

REVISION of noncommercial educational fm license procedure to conform to procedure now employed for regular am and fm stations was announced by the FCC last week. Under the new procedure, noncommercial educational fm licenses will expire upon a geographic basis rather than a frequency basis at the same time licenses of stations located in contiguous areas expire. License renewal applications must be filed 90 days prior to the expiration of the license. The next renewal of license granted will run for the full three-year period.
WNJR Employes Protest Proposed Stations Transfer

PROTEST was made to FCC last week by a group of 17 employes of WNJR Newark calling for hearing on the pending transfer applications whereby the Newark Evening News Pub. Co. sells WNJR and acquires WVNJ there. The employes challenge program representations made to the Commission in view of proposed reduction in staff.

The Evening News has sold WNJR for $145,000 to Rollins Broadcasting Inc., operator of WJWL Georgetown, Del.; WRAD Radford, Va.; WFAI Fayetteville, N. C., and WRAP Norfolk, Va. [B*T, Sept. 7]. The News has purchased WVNJ from Arthur Walsh and associates for $96,750 plus assumption of 4% bearer notes which totaled some $300,000 as of July 1.

Both independent outlets, WNJR is assigned 5 kw on 1430 kc, directional night, while WVNJ is assigned 5 kw on 620 kc, directional day and night.

The employes' petition contends Rollins will cut the staff of WNJR in half and suspects, because of a blind box trade advertisement, that WNJR will be programmed to the Negro audience. Similarly, the petition charges major programming changes will be made at WVNJ.

Because of the many "unanswered questions" involved in both transfer applications, the employe group asks hearing.

Gwynne Sworn in for FTC

JOHN W. GWYNNE, Waterloo, Iowa, attorney who served seven terms as a GOP Congressman (1935-48) from Iowa's 3rd District, was scheduled to be sworn in late Friday for a seven-year term as a member of the Federal Trade Commission, succeeding Stephen J. Spingarn, New York Democrat, whose term expired Friday after he had filled the last three years of an unexpired vacancy. Mr. Gwynne's appointment, confirmed by the Senate Aug. 3 after President Eisenhower nominated him July 30, gives Republicans a majority on the FTC.
VOA Uses New, $5 Million Transmitter in Munich

U. S. Information Agency’s Director Streibert says the Voice’s longwave transmitter is many times more powerful than strongest commercial radio station in U. S. Signal carries to satellite areas on frequency also used by Radio Moscow, cutting down Soviet propaganda effectiveness.

A $5 MILLION longwave transmitter “is now sending a stronger Voice of America behind the Iron Curtain,” Theodore C. Streibert, Director of the U. S. Information Agency revealed Thursday. The new U. S. station is located near Munich in Germany.

Mr. Streibert is former board chairman of MBS. He took office as head of the new USIA in August.

He said the transmitter has its power furnished by a 4,800 kw diesel plant. The transmitter was described as “many times more powerful than the strongest commercial radio station in the U. S.”

Mr. Streibert said the station began testing Aug. 15 and now is sending regular programs on the European longwave broadcast band to Soviet satellites near Germany, Austria and Yugoslavia. The new facility augments existing shortwave and medium facilities now operated by Voice in Munich, he said. The station is on 173 kc, one of several frequencies also used by Radio Moscow.

On Air Full Power

Mr. Streibert said, “Since our new Munich station has been on the air full power, it is clearly heard by the peoples of the satellite countries where heretofore Radio Moscow was the predominant longwave station. At the same time it has materially reduced the ineffective coverage of Western Europe and the satellite countries by Soviet broadcasters.”

The new station broadcasts in 11 languages. Programs total seven hours, 15 minutes daily; about 80% of them originating in New York. Programs are shortwaved to Munich from where they are relayed. The other programs are prepared and broadcast in the German city.

The Munich longwave facility is operated by 13 American engineers and technicians and 30 local employees. Estimated annual cost of operation is about $400,000. Construction was begun February 1952.

1953 Composite Week

DATES constituting the composite week for 1953 program log analysis in connection with renewal applications of all am, fm and tv stations whose licenses expire in 1954 were announced by FCC last week. The dates:

Sunday Dec. 28, 1952
Monday Jan. 19, 1953
Tuesday March 31, 1953
Wednesday April 15, 1953
Thursday May 7, 1953
Friday July 24, 1953
Saturday Sept. 12, 1953

FCC drew attention to the fact that additional program data may be submitted if the applicant believes the statistics based on one composite week do not adequately reflect program service rendered.

PHENIX CITY PROTEST DENIED

PROTEST by the City of Phenix City, Ala., against FCC’s grant of vhf ch. 4 at adjacent Columbus, Ga., to Columbus Broadcasting Co., was denied by the Commission last week on the ground that the new tv grantee promised in its application to carry programs of interest to Phenix City.

The Alabama city had charged that Columbus Broadcasting, representing a merger of WRBL Columbus and the Ledger-Enquirer (WGBA), there would effect further concentration of mass media control [B*T, Sept. 21, 14; Aug. 31]. Phenix City alleged that the newspapers slanted news against it and in favor of Columbus, which charges were denied.

Comr. Frieda B. Hennock dissented, indicating her desire for further inquiry concerning the charges.

Applications Filed

Meanwhile, transfer applications were tendered at the Commission last week for sale of WGBA as required in the ch. 4 grant. R. W. Page Corp., 51% owner of the ch. 4 permittee and publisher of the Ledger-Enquirer, has sold WGBA for $25,000 to Roy M. Greene and associates; owners of WPKN Phenix City, who in turn have sold WPKN for $30,000 to L. H. Christian and C. A. McClure, principal owners of WRFV Athens, Ga.

The present WPKN owners proposed to move WGBA to Phenix City while the prospective buyers of WPKN will transfer it to Columbus. WPKN is assigned 1 kw day, on 1270 kc while WGBA is on 1460 kc with 1 kw fulltime, directional. WGBA is affiliated with ABC and MBS.

Brown Protests WARC Sale

GORDON P. BROWN, operator of WAYS Rochester, N. Y., petitioned FCC last week to reconsider its approval for the sale of WARC Rochester by S. W. Townsend and associates for $105,000 to Star Broadcasting Co., licensee of WAGW Geneva, N. Y. [B*T, Aug. 31]. Mr. Brown charged that in acting on the sale, FCC failed to consider his earlier protest that WARC refused to allow WAYS to rebroadcast network programs of sponsors who desire their programs to be rebroadcast by WAYS. Alleging violation of Sec. 325(a) of the Communications Act, Mr. Brown contended the transfer is not in the public interest.

WDCR, WTIC Propose Vhf Ch. 3 Tv Merger

Hartford contest is reduced to two applicants, WTIC and Hartford Telecasting Co. If WTIC wins, it will give WDCR principals part interest.

THREE-WAY contest for vhf ch. 3 at Hartford, Conn., was narrowed to two last week as pioneer competitors WDCR and WTIC there concluded an agreement which will join their radio and tv activities in the area. WTIC's bid wins out in contest with Hartford Telecasting Co. WDCR gives up its own ch. 3 application.

Should the application of Travelers Broadcasting Service Corp. (WTIC) win out over Hartford Telecasting Co., according to the WTIC-WDCR pact, WDCR would be sold and Connecticut Broadcasting Co., WDCR licensee, would purchase “a substantial minority interest” in Travelers. Travelers would continue operation of WTIC-AM-FM in addition to the tv station.

To Be Directors

Franklin M. Doolittle and Walter B. Haase, respectively president and vice president of WDCR, in which they are principal stockholders, would become directors of Travelers and hold executive positions in that company.

Mr. Doolittle would become vice president in charge of engineering. The present WDCR employs “will have employment preference in the necessary expansion of the WTIC organization,” the announcement stated.

The proposed merger of WDCR and WTIC in the event of a ch. 3 grant was made public in a joint statement by Mr. Doolittle and Paul W. Morency, vice president and general manager of WTIC.

Meanwhile, Hartford Television, headed by contractor Clifford S. Strike and broadcaster Capt. Harry C. Butcher, filed with FCC an amendment of its ch. 3 bid to show expansion of ownership and stock subscription among local and New York businessmen. Capt. Butcher is owner of KIST and part owner of vhf ch. 3 KEYT (TV) Santa Barbara, Calif.

European Group Says U. S. Is Stalling on Global TV

A REPORT from Strasbourg, France, last Thursday said The Council of Europe accused the U. S. of delaying the development of international tv. The report was by the council’s Committee on Cultural and Scientific Questions.

The report asserted American stalling on standardizing world copyright laws has set up a roadblock to a worldwide tv network. Reason: Copyright bottleneck prevents exchange of program material. The report, which also said European nations are making big strides in developing tv technical facilities, was up for debate in the assembly session.

Waco, Des Moines Hearings

TWO MORE comparative tv hearings were scheduled by FCC last week for Des Moines and Waco, Tex. Both will be heard in Washington commencing Oct. 23. Seek vhf ch. 8 at Des Moines are KSO and KRTN. Vhf ch. 10 contestants at Waco are KWTX and Waco TV Corp.
L. A. (Bud) Blust, Jr., vice president-general manager of KTUL, Tulsa, and KFPW, Fort Smith, is a staunch believer that Radio is the greatest mass medium of advertising.

With 17 years of Radio sales and management experience behind him, Blust is well acquainted with the problems of radio advertisers—and has the "know how" to make radio produce results for the client’s advertising dollar.

Blust started with KTUL in 1940 in the sales department, progressing as sales manager and assistant general manager. He was named vice president and general manager August 15, 1953.
Consider KMPC, KCBS, KBIG Renewals Jointly, Latter Urges

RENEWAL applications of KMPC Los Angeles and KCBS San Francisco should be made part of the same proceeding involving its own license application, KBIG Long Beach, Calif., told the FCC last week.

KBIG, owned by John H. Poole, began operating from Catalina Island off the coast of Southern California almost 40 years ago, on 740 kc with 10 kw daytime only. When its application for license was filed, KMPC, on 710 kc with 30 kw day, 10 kw night, directional, objected that there was overlap between its 25 mv/m contour and that of KBIG. This is contrary to FCC regulations. At the same time, CBS' KCBS opposed the grant of the KBIG license on the ground that KBIG's signal cut into its 0.5 mv/m contour. The Commission, last June, ordered a hearing on the KBIG license application.

Petitions seeking the inclusion of the license renewal applications in that hearing were filed by KBIG on the ground that neither KMPC nor KCBS objected when it was originally granted a CP, nor when it applied for its program test authority, under which it now operates. Since it is on the air under "competent" authority it should not be alone in undergoing a hearing, KBIG averred, but should be considered along with the license renewal applications of KMPC and KCBS. Thus, if the Commission does find interference, as alleged by KMPC and KCBS, it will have to determine who among the three stations should rectify the situation, KBIG reasoned.

UHF Licensee Seeks to File For New Duluth VHF Channel

WFTV (TV) Duluth, operating on uhf ch. 38, petitioned FCC last week for modification of the temporary processing procedure rules so as to allow it to file a competing application for uhf ch. 12, proposed to be allocated there in substitution for uhf ch. 32. WFTV does not feel that a post-thaw pioneer station should be penalized by forbidding it to seek a uhf assignment made available after the Sixth Report.

FCC has issued an initial decision to grant uhf ch. 6 to WDSM Superior, Wis. KDAL and WECB Duluth are in contest for ch. ch. 5, but if ch. 12 is added, it is expected that one of the two will amend to the new channel. WFTV explained that if all three uhf stations are approved, they will acquire the top three networks and it will be left without a network service. WFTV said it has pioneered tv there "at a considerable loss to date."

WJIV's Petition Turned Down

PETITION of WJIV Savannah, Ga., requesting FCC to dismiss the competitive uhf ch. 3 tv application of WSAV there, was turned down last week by the Commission on the ground that WJIV's change of station and construction on the part of WSAV cannot be resolved prior to the completion of the hearing now in progress. FCC said the petition has been rendered moot by the fact that the hearing is scheduled for further hearing today (Monday) by Examiner James D. Cunningham.

16th Turned Back

DELETION of the 16th post-thaw tv permit, that of WNOR (TV) Northampton, Mass., for uhf ch. 36, was announced last week by FCC. Regional TV Corp., headed by John S. Begley, owner of WACE Channel 9, Mass., said it was returning the WNOR permit because a study showed it is economically unwise to establish a third uhf station in the area with two uhf channels in nearby Connecticut. WNHC-TV New Haven is operating on uhf ch. 6. At Hartford, uhf ch. 3 is in contest.

WIND Transfer Granted By FCC

WITHDRAWAL of H. Leslie Atlass Sr., Philip K. Wigley and the Chicago Daily News from principal ownership of WIND-AM-TV Chicago was approved by FCC last week after satisfactory explanation of questions which the Commission had posed earlier concerning the transfer [B'T, Aug. 31]. Total consideration involved is $2.9 million.

All stock in Johnson-Kennedy Radio Corp., WIND licensee and WIND-TV Permittee, is transferred to WIND Mass., a new firm of the three, only the Chicago Daily News has part interest in WIND Inc.

The Commission had expressed concern because of continued interest in the WIND properties by other members of the Atlass family. H. Leslie Atlass Sr. was required by the Commission to give up his entire WIND holding as condition to granting of ch. 20 for WIND-TV; since he is vice president of the CBS Central Division and general manager of CBS' WBWM-AM-TV Chicago. He received $564,495 for his Johnson-Kennedy stock.

FCC, excepting Comm. Frieda B. Hennock who dissented, approved the transfer after Mr. Atlass agreed to transfer the interests of two children who reside with him, Frank and Harriet, to H. Leslie Atlass Jr., as voting trustee. John T. Carey, vice president and 5.5% owner of WIND Inc. and WIND-TV sales manager, also agreed to resign as officer and director of Atlass Amusement Co., owned by Frank, Harriet and H. Leslie Atlass Jr.

Mr. Wigley sold his entire interest in Johnson-Kennedy for $1,126,566 to provide for his heirs, four of whom hold stock in WIND Inc. The Chicago Daily News also received $1,126,566 for its Johnson-Kennedy stock and has purchased 27.7% of WIND Inc. for $12,500.

Four members of the Atlass family are stockholders in WIND Inc., including Ralph Atlass (11.19%), president of the new corporation and manager of WIND-AM-TV. Ralph is the brother of H. Leslie Sr. WIND Inc. has issued 9,000 shares of stock at par value of $5.

Seek Ch. 8 for Selma, Ala.

WGWC Selma, Ala., petitioned FCC last week for the allocation of ch. 8 there, contend- ing uhf ch. 58, already allocated, is not usable economically because the population of the area is too scattered. Selma's 1950 population was 22,840.

FCC, CBS Briefs Say Zenith Lost Right for TV Hearing

BECAUSE Zenith Radio Corp. failed to participate in the tv allocation proceeding and in the WGBK (TV) case, for the thermal hearing, it lost its right to a comparative hearing, the FCC and CBS said last week in briefs filed with the U. S. Court of Appeals in Washington.

The briefs were filed in answer to Zenith's argument that the FCC's denial of its 1948 application for ch. 2 Chicago earlier this year. The case (No. 11772) arose when the FCC finalized its tv allocations table, deleting ch. 4 from Chicago and substituting therefor ch. 2. When the Commission announced the license of WGBK on ch. 4 (part of the Paramount case), it also approved the sale of the station to CBS, requiring it to move to ch. 2. Zenith's request for a permanent stay order was denied by the court, which permitted the Commission to temporarily assign WBMM-TV (successor to WGBK) to cbh.

That CBS and Zenith might still be involved in a comparative hearing became a possibility two weeks ago when the FCC sent "McFarland" letters to each indicating that CBS' application for renewal of WBBM-TV could not be made without a hearing in view of Zenith's pending application for the station's assignments. It claimed the Commission must hold a comparative hearing on its application and CBS' move of WBBM-TV from ch. 4 to ch. 2.

Date for oral argument before the Court of Appeals has not yet been set.

ODM Returns TPC to Government Scene

THE HIGH POLICY Telecommunications Planning Committee is operating again. Its return on the government scene was announced last week by Director Arthur S. Fleming, Office of Telecommunications. The committee advises ODM on telecommunications matters necessary to national defense by setting policy on the allocation of the radio spectrum to government use.

The original committee was set up May 15, 1952, by Haraden Pratt, ITT executive who is telecommunications advisor to the President. His post was abolished in June. A fortnight ago, William A. Porter, Washington radio attorney, took over as assistant director of ODM in charge of telecommunications [B'T, Sept. 14].

Mr. Porter will be chairman. Names of other officials who will serve on the committee were not given. The vice chairman will be an FCC Commissioner. Other agencies to be represented are State, Treasury, Defense and Commerce Deps.; Central Intelligence Agency, U. S. Information Agency; Bureau of the Budget (observer only).

Baker Meets With FCC

WARREN E. BAKER, newly appointed general manager of WBBM (TV) Chicago, participated in his first regular Commission meeting last week after reporting for duty Sept. 18. Mr. Baker, former executive assistant to Oswald Ryan, chairman of the Civil Aeronautics Board, was named to the FCC post in August succeeding Benedict P. Cottone, who resigned to enter private law practice [B'T, Aug. 24].

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A Grappler for FCC

WHAT price fame (on television?) FCC may get a new "headache," because of a recent action of the National Wrestling Alliance. At its fifth annual convention in Chicago, the mat group sanctioned a complaint by some grapplers that stations are showing old television films of "un-dated" matches, to the wrestlers' financial distress. Officers suggested the "injured" participants file their protests with FCC.

Quick Decisions Seen In Three Channel Bids

PROSPECTS for prompt initial decisions in three tv hearing cases appeared last week upon approval of petitions by a competitive applicant in each case to withdraw its bid.

FCC allowed R. F. Schoonover to give up his uhf ch. 42 application at Topeka, Kan., leaving free for approval the ch. 42 bid of Alf M. Landon, operator of WREN Topeka. Tri-City Tv Corp. dimissed its uhf ch. 51 at Saginaw, Mich., freeing Booth Radio & Tv Stations Inc. (WSGW) there.

At Baltimore, WFBR gave up its application for uhf ch. 18, leaving un contested the bid of Chesapeake Tv Bestig, Inc.

Doerfer Recommends Local Aid on Interference Problems

SUGGESTION that local governments work more in cooperation with FCC to overcome instances of local communication interference was voiced last fortnight by FCC Comr. John C. Doerfer at the Washington meeting of the National Institute of Municipal Law Officers.

Comr. Doerfer recommended that detection and proof of interference be on the federal level. "The facts could then be submitted to the local officials who, if they acted wisely and promptly, could retain control over their local affairs," he said. Through this policy, Comr. Doerfer indicated, FCC could devote major efforts to education or contacting of manufacturers concerning equipment or appliances causing interference.

Comr. Doerfer said he is personally in accord with the FCC's policy to continue educational television reservations for "a reasonable time." In his opinion, "education is a state function, not a federal one. Hence, I would favor a policy of continuing the reservation of such channels for a reasonable time long enough for the respective states to determine whether they themselves wish to utilize them in their educational functions."

KUSD Seeks Night Games

KUSD Vermillion, S. D., has asked FCC for permission to broadcast night football games of the U. of South Dakota, it has been announced by Keith Nighbert, station manager. The station, which is run by the university, is daytime only with 1 kw directional on 690 kc. Five games have been scheduled for broadcast while three others await FCC action.

Wisconsin's brightest spot... Madison.

For complete market and station data, write WIBA, Radio Park, Madison 5, Wis.

Valued by WIBA listening!

WIBA has more listeners in Metropolitan Dane County among families listening 6 or 7 days or nights per week than all other Madison stations combined! For better results at lowest cost per family always use WIBA.

A Rich Radio Audience

Daytime Listening Data

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September 28, 1953 • Page 38-A
Field Operations

raising the total number of Commission exam-

ers to 14. Mr. Hardy formerly was chief, Field Operations and Legal Control, Office of Prior Stabilization.

The Commission also announced appoint-

ment of Edward C. McKenzie, formerly with the Allen Property Division, Justice Dept., as attorney in the FCC Office of Opinions and Re-

views.

Mr. Hardy, prior to OPS service, was with Veterans Administration and during the war was a colonel in the Advocate General's Office. Before the war he was in private practice of corporate law in Chicago and New York. He received his LL.B. degree in 1911 at Cornell. Mr. McKenzie from 1946-50 served as civilian attorney with the Army in Tokyo. He received his I.L.B. degree in 1930 from the U. of Wis-

consin and for a time practiced law at Menasha, Wis.

Dallas, Houston, Durant Hearing Case Issues Set

REVISED issues were announced by FCC last week in the hearing scheduled on the appli-

cation of Texas Star Broadcasting Co. for a new station at Dallas on 740 kc and the bid of KTRH Houston to change its daytime di-

tirectional antenna on that channel. No date is set for the case, long in litigation before FCC and in the courts.

The issues involve the extent of interference which may result to KSEO Durant, Okla. An-

other issue includes a determination of whether the qualifications of Texas Star are affected by "changed circumstances" as to the ability of part owner Roy Hofheinz, now mayor of Houston, "to devote as much time to the pro-

posed operation as was contemplated at the time of the original hearing."

After the original hearing, FCC awarded a new-station permit to Texas Star for 10 kw day, 5 kw night on 740 kc directional and denied KTRH's application. KSEO appealed the decision and the court remanded the case to FCC for further inquiry. KTRH's bid was put back into the case by FCC order earlier this year [B&T, June 1].

FCC Grants Two Am Cps, One Fm During Week

ONE fm and two am construction permits were granted by FCC last week.

Clarence E. Franklin, engineer at WBAL-TV Baltimore, Md., was granted a new am sta-

tion at Parkersburg, W. Va., for 1050 kc with 250 w daytime. The second am grant went to Abbeville Broadcasting Co. for 1380 kc with 1 kw day, 2 kw night; S. C. Abbeville Broadcasting is a partnership of T. Lamar Sim-

mons, owner of Cruise-In Theatre, Lillington, N. C., and M. T. Pack, manager of WPVG Fuquay Springs, N. C.

A new Class B fm station on ch. 290 (105.9 mc) with effective radiated power of 20 kw and an antenna elevation of 214 ft above average terrain for Bay Shore, N. Y., was granted to Great Bay Shore Broadcasting Co.

Share-Time Breaks

SHARE -TIME stations may delay switching breaks for short periods where crucial program material such as a foot-

ball play is involved, FCC advised last week, while permitting studio and facilities for production and airing of commercials for both stations.

The explanation of policy was set forth in a letter to WTCN-TV, Minneapolis, which shares time on vhf ch. 11 with WMIN-TV St. Paul. As to switching breaks, FCC agreed that in "crucial" circumstances such as action in a football game, the station could remain on the air for a brief time period necessary before signing-off to the other outlet, but "it should be emphasized that such period should be of an ex-

tremely brief duration."

On Permission

Respecting the request for permission to produce and broadcast all commer-

cials for both stations in the WTCN-TV studios "so that continuity in production staff and efficiency can be maintained," the Commission wrote:

It is pointed out that the fundamental concept involved in share-time operations is that the FCC will control only the channel, being completely separated and independent in their operation since they are two distinct licensees of this Commiss-

ion. While the desired arrangement would appear to involve substantial questions as to the separation of the two opera-

tions, the Commission believes that no definite answer can be made to your in-

quiry. It is the responsibility of the lis-

censees and permittees involved to op-

erate independently and the Commission will determine whether that obligation has been carried out on an overall review of the several practices and arrangements entered into, since a particular practice, while permissible when standing alone, may be found to be one of several factors which, viewed as a whole, establish a lack of independent operation. In short, the Commission recognizes that the practices engaged in by share-time licensees or permit-

tees may take on a variety of forms and, in certain "crucial" circumstances, believes it inappropriate to advise licensees on the validity of each particular practice of an isolated or indi-

vidual basis. In conclusion, we emphasize that the several practices and permittees must govern their actions so as to maintain separate, independent operations.

FCC Argues on Tv Allocations Legality in Logansport Case

LEGALITY of making the tv allocations table part of its rules was argued a fortnight ago by the FCC in its brief to the U. S. Court of Ap-

peals in Washington in the Logansport Broad-

casting Corp. (WSAL. Logansport, Ind.) case (No. 11601).

Commission also countered other arguments of the Logansport station that its failure to assign vhf ch. 10 to Logansport and Owens-

boro, Ky., instead of to Terre Haute, violated the equitable distribution of frequencies provi-

sion of the Communications Act, that the Sixth Report and Order differed "materially" from the Third Report, and that the FCC abandoned its assignment principles enumerated in the Third Report when it issued its Sixth and final order on the tv allocations.

Throughout the allocations proceedings and subsequently, WSAL has sought to have vhf ch. 10 assigned to Logansport and to Owensboro in lieu of Terre Haute. The Commission denied the Logansport petitions, and the Indica-

tion appealed to the Court of Appeals earlier this year. No date has yet been set for oral argument.

In its argument in behalf of its right to establish a table of allocations, the FCC re-

ferred to the court's decision last month in the Peoples Broadcasting Co. case [B&T, Aug. 10]. The court ruled that the Commission had the right to incorporate the table of allocations in its rules. The Peoples' case involved the change of WAGL-TV Lancaster, Pa., from ch. 4 to ch. 8.

'Sound Reasoning'

In the Logansport situation, the Commission claimed that its decision to assign ch. 10 to Terre Haute was based on sound reasoning (Terre Haute is larger than either Logansport or Owensboro and one of the assignment prin-

ciples was to allocate a vhf channel to the larger cities because they covered a wider area). Emphatic was the Commission's premise that there should be no distinction between vhf and uhf that the allocation table was based on a national television service, not two types of service.

Matthews Identified As Ex-NBC Consultant

J. B. MATTHEWS, former staff member of Sen. Joseph R. McCarthy's (R-Wis.) investi-

gations subcommittee, was on NBC's payroll during the years 1946-48, an NBC spokesman has admitted to B&T.

Mr. Matthews quit the McCarthy unit in July during national controversy over an article he wrote on Communists in the Protestant clergy. He, Sen. McCarthy and eight others are being sued for $5.1 million in an assault-libel-conspiracy charge by Drew Pearson, new columnist and radio-television commentator. During pre-trial questioning in Washington, D. C., Mr. Matthews testified he once had functioned as a paid consultant for NBC on "un-American activities of persons appearing on radio and television."

The network spokesman said Mr. Matthews had been "retained by an executive who is no longer with us." The executive involved was not identified.

According to the NBC spokesman, payments to Mr. Matthews were in varying but "very modest" amounts and made at irregular inter-

vals.
'Round-by-Round’ News Permitted by N. Y. Court

In a compromise decision, New York court denies IBC's motion to enjoin WOV New York from making round-by-round summaries of the title bout last week, but forbids present-tense re-creations.

IN a compromise move, a decision was handed down last Tuesday in New York State Supreme Court permitting radio and television stations to carry a "news report summary" at the conclusion of each round of last Thursday night's Marciano-LaStarza heavyweight championship fight.

The ruling by Justice Irving I. Levey resulted from a motion for injunction by the International Boxing Club against WOV New York, which had indicated intention to carry a description of the action at the end of each round and a re-creation at the end of the bout, "if we see fit" [BET, Sept. 21].

The court decision revoked the IBC directive to wire services which limited radio and tv stations to reporting a 75-word summary of the fight's progress at the end of every three rounds, and at the same time blocked any station intentions of re-creating the bout while it was in progress. There were reports that some stations might undertake to present recreations, complete with sound effects, in which case IBC officials said they would "take appropriate action."

Under terms of Justice Levey's ruling any radio or tv station may broadcast the wire services' "news report summary," but is banned from presenting a blow-by-blow description or phrasing the reports in the present tense.

The ruling held:

"This motion for the injunction pendente lite is granted in connection with Items (A) and (B) of the moving papers and denied as to Item (C) to the extent that the defendant is limited to broadcasting at the conclusion of each round a news report summary of what has transpired. As modified herein above, the motion with respect to Item (D) is also denied.

"This disposition is effective in substantial accord not only with respect to the requests of the plaintiffs, but also with representations of the defendant corporation as expressed in the affidavit of its vice president and general manager."

Items (A) and (B) in IBC's motion referred respectively to a blow-by-blow description of the bout and to an account in the present tense. Item (D) enjoined WOV from "advertising or representing in any manner" that it intended to take any action described in Items (A), (B) and (C).

Ralph N. Weil, executive vice president of WOV, hailed the decision, declaring that WOV had succeeded "in upsetting the news blackout" and calling the ruling "a historic victory for the principle that a news broadcaster, like a newspaper, is free to publish all the news as soon as it can be legally obtained."

Acting Secretary

DEE W. PINCOCK, acting legal assistant to FCC Chairman Rosel H. Hyde, has been designated by the Commission to be acting secretary during the vacation of William P. Massing, who was named acting secretary upon the resignation of T. J. Slowe.

WILS-TV

CHANEL 54  LANSING, MICHIGAN

NOW ON THE AIR

Here are conversion findings of Michigan State College study...

MICHIGAN STATE COLLEGE

EAST LANSING

SCHOOL OF SCIENCE AND ARTS

DEPARTMENT OF TELECOMMUNICATIONS AND RADIO INSTRUCTION

Conclusions that may be reached from this survey include:

A sampling of 1 in 30 is a fairly accurate reflection of the total set owners in this area, Lansing and East Lansing. (Set ownership based on a Board of Water and Light Survey of December 31, 1952.)

The fact that 11.7% of set owners have already installed UHF prior to WILS-TV going on the air is a good indication of owner acceptance.

The additional facts that 13.7% of the set owners already have or are going to convert, and that 24.1% in one way or another have indicated an interest in UHF show that there is a considerable desire and demand for an additional TV program service in this area.

Sincerely yours,

Robert P. Crawford, P.E.
Director, Radio-TV Training
Speech Department,

NETWORK PROGRAMMING—from ABC and DuMont

LOCAL PROGRAMMING—the only Lansing station with exclusive local programming—news, sports, weather, kids, kitchen, westerns and music.

Represented nationally by

O. L. TAYLOR COMPANY

September 28, 1953 • Page 58-C
NINE START TV COMMERCIALLY; WVEC-TV BEGINS IN HAMPTON

NBC-TV affiliation in Tidewater taken by new outlet as WTAR-TV completes switch to CBS-TV.

NORFOLK, Va., got its second tv signal last week—WVEC-TV (Hampton) on uhf ch. 15—and for the first time since 1950 Tidewater Virginians were watching NBC programs on a station other than WTAR-TV. WTAR-TV officially switched to CBS-TV affiliation last week [At Deadline, Sept. 21].

WVEC-TV went on Sept. 19, with a half-hour inaugural program featuring NBC stars Margaret Truman, Faye Emerson and Skitch Henderson and FCC Comr. Robert T. Bartley. Week also saw first tv signal in Augusta, Ga., when WJBF-TV put out a vhf ch. 6 test pattern five days after receiving its Sept. 16 CP [B*St, Sept. 21]. Using a 500-w DuMont transmitter, shipped the day of the grant, station used temporary crossed dipole, planned to have RCA 5-bay antenna in operation this week. With arrival of DuMont 5 kw transmitter, expected to begin tests Oct. 15 and commercial programming a week later.

WVEC-TV was one of nine stations to take to the air commercially last week. The nine were...

ARIZONA
KOOL-TV Phoenix, vhf ch. 10, represented by Blair-Television Inc. (share time with KOY-TV), Oct. 11. KOY-TV Phoenix, vhf ch. 10, represented by Blair-Television Inc. (share time with KOOL-TV), Oct. 11.

KVOA-TV Tucson, vhf ch. 4 (NBC), represented by Raymond, Sept. 27.

KTVF-TV Yuma, vhf ch. 11, represented by W. S. Grant, Oct. 4.

CALIFORNIA
KIEM-TV Eureka, vhf ch. 12 (ABC-Television, CBS-Television, DuMont and NBC-TV), represented by Blair-Television Inc., Sept. 27. (DuMont), Sept. 27.


KCCO-C (TV) Des Moines, vhf ch. 46, represented by Weigel Television Inc., Sept. 27. (DuMont), Sept. 27.

KICO (TV) Salinas, vhf ch. 28, Fall.; KCOG-T (TV) Tulare-Fresno, vhf ch. 27, represented by Foyejo TV Inc., Oct. 15.

COLOMBIA
KXRO-Colorado Springs, vhf ch. 13 (NBC), represented by Joseph Hershey McGillicuva Inc., Sept. 27. (DuMont), Sept. 27.

KIPN- (TV) Loma Linda, vhf ch. 14, represented by Adam Young TV Inc., Oct. 1.

KBIQ- (TV) Boise, vhf ch. 5, represented by Hollingbery Co., Oct. 15.

WASHINGTON
KNAV (TV) Spokane, vhf ch. 1, represented by Adams-Midwest Co., Sept. 27. (DuMont), Sept. 27.

WAPA (TV) Panaca, vhf ch. 15, represented by Adams Young TV Inc., Sept. 27.

KCCO (TV) Camas-Wash., vhf ch. 1 (CBS), represented by Weigel Television Inc., Sept. 27.

KOMR (TV) Dubuque, vhf ch. 15, represented by Weigel Television Inc., Sept. 27.

KTVK (TV) Phoenix, vhf ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

KWXK (TV) Pocatello, vhf ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

ILLINOIS
WTVI-TV Peoria, vhf ch. 16, represented by Edward Petry & Co. (TV Div.), Sept. 27.

WVEC-TV Hampton, Va., vhf ch. 15 (NBC), represented by Joseph Hershey McGillicuva Inc.

SCHEDULED to have been completed Sept. 20 is transmitter building of KCEN-TV Temple, Tex., only vhf between Dallas and Austin. Building houses ch. 6 equipment, office space and stand-by studio. Station plans regular programming Nov. 1 from 670-ft. tower, due to be finished this week.

DESIGNED to protect KOYA-TV Tucson, Ariz., from RF grounding and static interference from three am transmitters located within 1,000 ft., engineers are shown here soldering sheets of copper which completely underline floors of station's transmitter and projection rooms. Ch. 4, NBC-affiliated station, was due to begin operations Sunday.

WICS (TV) Springfield, Ill., vhf ch. 20, represented by Adam Young TV Inc., Oct. 1 (began testing Sept. 15).

IOWA
WMT-TV Cedar Rapids, vhf ch. 2 (CBS), represented by The Katz Agency, Sept. 27 (granted STA Sept. 8). (CBS), Sept. 27.

KCGY (TV) Fort Dodge, vhf ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KEHT (TV) Henderson, vhf ch. 50 (CBS), represented by Meeker TV Inc., Sept. 27 (granted STA Sept. 9). (CBS), Sept. 27.

WKLO-TV Louisville, vhf ch. 23 (ABC-TV and DuMont), represented by O. L. Taylor Co., October.

LOUISIANA
KTAG (TV) Lake Charles, ch. 23 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Oct. 15.

KREO-TV Monroe, vhf ch. 4 (ABC-TV, CBS-Television, and DuMont), represented by H-R Television, Sept. 27.

MASSACHUSETTS
WTAM-TV Boston-Cambridge, vhf ch. 56 (DuMont), Sept. 27 (granted STA Sept. 18).


MINNESOTA
WJON-TV St. Cloud, vhf ch. 7, represented by William G. Rambo Co., late October.

MISSISSIPPI
WCCO- (TV) Meridian, vhf ch. 36, October.

WCGT-TV Meridian, vhf ch. 13 (ABC-Television, CBS-Television and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI
KCMO-TV Kansas City, vhf ch. 5 (ABC), represented by The Katz Agency, Sept. 27 (began testing Sept. 9). (CBS), Sept. 27 (granted STA Sept. 8).

KFFQ-TV St. Joseph, vhf ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27 (granted STA Sept. 8).


MISSOURI

KZTV (TV) Reno, vhf ch. 12, represented by Pearson, Sept. 27.

NEW MEXICO
KGGM-TV Albuquerque, vhf ch. 13 (CBS-TV), represented by Weigel TV Inc., Sept. 27 (granted STA Aug. 8).

WQCT-TV Gallup, vhf ch. 41 (ABC), represented by Bolling Co., Sept. 15.


NEW YORK
WNYT-TV Albany, vhf ch. 41, (ABC) represented by Bolling Co., Sept. 15.

WECT (TV) Wilmington, vhf ch. 18 (NBC), represented by Headley-Reed TV Inc., Oct. 1.

WFTO-TV Winston-Salem, vhf ch. 58 (ABC), Sept. 27.

BROADCASTING • TELECASTING
Big Mo Is Ready to Go!

ABC, CBS Programs
KSTM-TV is a basic affiliate of the American Broadcasting Company. In addition, "Big Mo" will carry many popular CBS shows as well as novel local productions. The best in programming ... KSTM-TV's promise to St. Louis!

$750,000 Modern Plant
A brand new $750,000 plant gives KSTM-TV the very latest and best in equipment, studios and offices. Centrally located in the heart of metropolitan St. Louis, "Big Mo's" facilities are on a par with the nation's best.

A Million Plus Viewers in St. Louis
St. Louis is the nation's eighth market ... a wealthy and prosperous home port for "Big Mo." There are more than 500,000 television sets in the area ... tangible evidence of the popularity of good television entertainment.

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
KSTM TV
ST. LOUIS
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL
Is Your Light Under a Bushel?

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

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

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

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

The best proof of a station’s prominence in a market is what the station does in producing results for local and national spot advertisers.

WGN-TV’s the station for results in Chicago—opening the fall television season with twelve top national and regional advertisers sponsoring programs in Class A time (7:00-10:00 P.M.)

If results are what you want—at lowest possible cost—it’s WGN-TV in Chicago.

RHODE ISLAND

WPRO-TV Providence, vhf ch. 12, represented by Blair-TV Inc., Oct. 15.

SOUTH CAROLINA

WIS-TV Columbia, vhf ch. 10 (NBC), represented by Free & Peters Inc., October.

TENESESEE

WJHL-TV Johnson City, vhf ch. 11, represented by John E. Pearson TV Inc., October (granted STA Aug. 27).

WAGU-TV Knoxville, vhf ch. 6, represented by Avery-Knodel Inc., Oct. 1 (Test Patterns began Sept. 30).


WHBC-TV Memphis, vhf ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 25).

Pennsylvania

WMYR-TV York, vhf ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 12.

WFMU-TV Erie, vhf ch. 28 (DuMont), represented by Headley-Reed TV Inc., October.

WHBN-TV Philadelphia, vhf ch. 12 (ABC, CBS), represented by H-R Television, Oct. 11.

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FORMAL ground-breaking last Tuesday for construction of Storer Broadcasting Co.'s home office building at Bay Harbor Island, Miami Beach, Fla., includes (1 to r) Shepard Broad, mayor of the Town of Bay Harbor Island; John L. Volk, architect; Leon C. McAskill, publisher of the Storer-owned Miami Beach Florida Sun; Stanton P. Ketttler, vice president for Storer's Southern District, and Miller N. Babcock, managing director, WGBS-AM-FM Miami.


WBFY-TV Wilcox, vhf ch. 3 (WBC), represented by O. L. Taylor Co., October.

TEXAS

WDTM-TV Danville, vhf ch. 24, represented by George P. Hollingbery Co., Oct. 1.

WSDA-TV Harrisburg, vhf ch. 3 (NBC-TV), represented by Devney & Co., Oct. 1 (granted STA Sept. 15).

WTVK-TV Longview, vhf ch. 33, represented by Forjoe TV Inc., Sept. 27.


KNUC-TV Houston, vhf ch. 36 (DuMont), represented by Forjoe TV Inc., Sept. 29.

WEST VIRGINIA

WVNA-AM Charleston, vhf ch. 49 (ABC), represented by Weed TV, Sept. 30 (began testing Sept. 19).

WDRF (TV) Parkersburg, vhf ch. 15, Oct. 1.

WHOS-TV Wheeling, vhf ch. 7 (NBC), represented by George P. Hollingbery Co., Oct. 12.

WISCONSIN


WOKY-TV Milwaukee, vhf ch. 19 (ABC, DuMont), represented by H-R Television, Oct. 1 (Test Patterns Sept. 15).

ALABAMA

KPIA (TV) Anchorage, vhf ch. 2 (ABC, CBS), Oct. 15.

William Dowdell Dies

WILLIAM DOWDELL, 54, one-time news editor for WLW Cincinnati, died in Rome, Italy, last Wednesday. He was owner and editor of the Rome American News, a weekly newspaper.

Mr. Naylor

BROADCASTING • TELECASTING
advantages of the modern concept to AM broadcasters

Functional, simple, economical — these are the qualities which make up the modern concept in automobiles, houses or furniture.

It's true of Collins' new one-kw transmitter too. Go beyond the simple lines and handsome two-toned gray exterior — look into the engineering that puts the 20V high on the list of cost-conscious broadcasters.

You'll find simplicity . . . the 20V is entirely contained in a single ruggedly-constructed cabinet; the unit occupies up to 75% less space than ordinary one-kw transmitters.

You'll find functional convenience . . . all controls are located on the front; blower cooled tubes; oversized components; terminals quickly accessible from the rear; all tubes visible at a glance.

You'll find minimum operating and maintenance costs built into the 20V . . . a result of extensive research and new engineering techniques.

These qualities added to Collins experience and on-the-job testing result in superior performance, maximum dependability.

Whether you're planning a new station, increasing power or replacing an obsolete one-kw transmitter, get all the facts about the Collins 20V.

Your nearest Collins Office will serve you.
WOI-TV COMMERCIAL

Iowa broadcasters protest educational outlet's continuing commercial programming after other tv stations come to the state. The Bureau of Internal Revenue wants a 47% cut of the profits.

WOI-TV Ames, Iowa, has the blessing of the State Board of Education in its desire to continue operating as a commercial station but it faces (1) a U. S. Internal Revenue Bureau levy of 47% on its profits and (2) the vigorous opposition of Iowa telecasters.

Strongly worded resolution opposing WOI-TV's commercial operation was adopted at a Wednesday-Thursday meeting of Iowa Broadcasters Assn., held in conjunction with the NARTB District 10 meeting at Cedar Rapids (see NARTB story page 44).

IBA said continued WOI-TV operation after TV is on the air in Des Moines, Fort Dodge and Waterloo is an invasion of private rights, destructive of private enterprise and a "fearsome threat to freedom of speech and freedom of the press."

"sales service"
that helps sell time

John F. Pott, President, WJR, Detroit, says:

"We consider it good sales service to our present and prospective clients to provide coverage, market data and other information about the Goodwill Station in an ad next to the WJR rate listing in STANDARD RATE & DATA."

8 ways a Service-Ad in SRDS helps sell time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations right then.
8. It provides a "last chance" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Two committees were named by IBA. On the legal committee are Edward Breen, KVFD KQT V (TV) Fort Dodge, and Dietrich Dirks, KCOM Sioux City. Members of the steering committee are Paul Norris, KFMB Marshall-town; William B. Quarant, WMT Cedar- rids; Ken Gordon, KDFH Dubuque, and Gene Flaherty, KCSI Sioux City.

Mr. Breen has written a letter to the Interim Committee, Iowa State Legislature, condemning WOI-TV's commercial status and calling for legislative action.

The state board of education will contest the Federal tax ruling in the courts. It instructed Marion Hirschberg, Ames attorney, to handle the case. He said the station has a gross income of around $500,000.

The state Board of Education had received a ruling by R. C. Danaup, chief of the Bureau of Internal Revenue's Exempt Organizations Branch, contending WOI-TV is not a related part of the educational process of an exempt institution. This would require a tax of 47% on profits earned since Jan. 1, 1952.

The Danaup letter pointed out that only 1%42 hours of the weekly broadcast time of the college station are devoted to educational programs and all receipts are from commer- cial sources except for those from Ford Foundation.

The state board had authorized WOI-TV to continue commercial telecasting indefinitely at a meeting held Sept. 11. This was a change in policy. Heretofore it had been understood that WOI-TV would cease commercial operation when commercial stations went into operation in the state.

Mr. Breen denounced the board action and said he may appeal to the courts. "As a publicly-owned institution, I don't think Iowa State has any right to go into the advertising business on a large scale," he said.

WGR To Put $1 Million in Tv; Fitzpatrick Moves to Buffalo

WGR Buffalo is earmarking $1 million in television, according to Leo F. Fitzpatrick, board chairman of WGR Broadcasting Corp. Mr. Fitzpatrick, who has moved his residence from Detroit to Buffa-lo to take a more active part in WGR's affairs, said the money will be used to obtain a second tv outlet to service Buf-falo and the western New York area.

Mr. Fitzpatrick said nearly $100,000 already has been invested in our preliminary plans.

WGR is an applicant for vhf ch. 2 in Buffalo. His move to Buffalo, according to WGR, will permit Mr. Fitzpatrick to concentrate on the continued development of radio broadcasting and in the station's tv application.

WGR has purchased 90 acres on Whitehaven Rd., Grand Island, where a transmitter and building, including offices, studios and laboratories, will be built as soon as the tv application is granted. The station said it anticipated a hearing on the WGR application within the next three months.

Mr. Fitzpatrick, formerly an owner of WJR Detroit, divested his interests including those in WGR Cleveland and KMPC Los Angeles, when he purchased WGR in 1946.
DENIM INIQUITY

or, the law of supply and demand has teeth in it

We used to think farmers and ranchers had a lock on denim. Then dudes took up Levis, rivet pockets and all. Chipp in New Haven made Yale safe for faded blue jackets, and you could even pry a denim number out of Brooks. One of our local merchants got carried away and laid in a supply of assorted plaid, brass-buttoned, denim smoking jackets. Luckily an orchestra was passing through and took all but one off his hands. That one hung around until the merchant was sick and tired of it. One day he finally told a clerk to get rid of it or leave Texas. He returned from lunch to find the clerk dazed, his clothes tattered, pretty well roughed up, but triumphant. "I don't have to leave Texas," he exulted. "It's sold!

The merchant, full of late compassion, told him he needn't have gone so far as to take a beating from a customer just to sell the old thing.

"Hell, the customer liked it fine. My trouble was with his Seeing-Eye dog."

 Folks around Amarillo who buy so much that they averaged $5,794 per family in retail sales last year (highest in the nation) can take their denim or leave it alone. But KGNC—radio and TV—is woven into the fabric of the Panhandle and beyond. For availabilities to suit, see the O. L. Taylor Company.

KGNC AM-TV
Amarillo

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company
Modern Art Takes a Licking!

Did you know we had a real artist in town? Yes sir! Our Handy Jackson was a contributor to the Sculpture Exhibition over at the Centerville Fair last week.

His work was streaky pink and curved all around—sort of streamlined. Caused quite a big stir. Nobody was sure what it was supposed to represent, but some people liked it and thought it was good art. Handy gave me the lowdown:

"Why, it was nothing but a piece of cattle salt our cows have been lickin' at for months. I just had it mounted. Fooled a lot of folks—one fellow even wanted to buy it!"

From where I sit, Handy's "modern art" shows how some people can go astray. Some even get to be "experts"—especially about the other fellow's business. Whether it's art or music, or a simple thing like choosing, say, beer or milk with a snack, we should live and let live. There's no call for any of us to set ourselves up as a "model" for others!

Joe Marsh

Copyright, 1963, United States Brewers Foundation
Our primary coverage area is the rich Red River Valley ... both Minnesota and Dakota sides ... from the Canadian border, South, to include Fargo-Moorhead. KILO is the heart center of the area.

A Conlon survey shows we consistently own over 51% of the audience in our immediate area.

We have been at it for 30 years! We know our people. More important —they know us!

Affiliations count heavy in our country. We have a tie-in with the Grand Forks Herald on promotion; our affiliation with WCCO gives us their ace newsmen, Cedric Adams, for our 10:00 p.m. News.

Because we are such an ideal "test" market ... national advertisers in the first 6 months of this year ... used us as a spot test market—more than at any time in the last 5 years.

September 28, 1953
KNXT (TV)'s New Rate Card Increases Basic Hour Costs

NEW KNXT (TV) Hollywood rate card No. 2 has increased the station’s Class A time from $1,350 to $1,750 per hour for 7-10:30 p.m. Sunday-Saturday, according to James P. Walker, general manager. Class B and C rates were increased from $375 to $450.

Other increases include: Class B rates from $1,000 to $1,150 per hour, 6-7 p.m. Monday-Saturday, 5-7 p.m. Sunday, 10:30-11:30 p.m. daily; Class C rates from $600 to $700 per hour, noon-6 p.m. Monday-Saturday, noon-11 p.m.-midnight daily; Class D rates from $300 to $350 per hour for all other time.

New rates went into effect Sept. 15. Advertisers under contract to the station, as of that date, will be protected for six months under rate card No. 1, Edmund C. Bunker, station manager, said. In advising sponsors and agencies of the change, he said set ownership in the KNXT signal area has increased 78% to an estimated 1,895,700 families since rate card No. 1 was established Dec. 1, 1951.

Mitter Buys WRJM

WRJM Newport, R. I., has been sold by Columbus O'Donnell for $32,500 to Milton E. Mitter of New York, it was announced last week. Sale of the 1 kw daytimer on 1540 kc is subject to FCC approval. Mr. Mitter has been with a number of stations in the East and most recently was president of American Adv. Assoc., Newark. Sale was negotiated by Blackburn-Hamilton Co.

KATV (TV) Adds Staffers

SEVEN people have been added to the KATV (TV) Pine Bluff, Ark., staff, James P. Walker, general manager, said last week. KATV, CBS affiliate to be on vhf ch. 7 with 80 kw effective radiated power, expects to be on the air by Dec. 1.

Bruce Compton, formerly at WJTV (TV) Jackson, Miss., has been named sales manager, and David W. Crockett, who formerly managed KPLN and KAMD at Camden, Ark., and more recently has been an account executive at KTHS Little Rock, will hold a sales position in Little Rock, together with George Dickinson, formerly an account executive with KXL.R Little Rock, Mr. Walker said.

Rex Cole, a Pine Bluff resident who formerly had his own brokerage business, has been appointed Pine Bluff sales representative. Roy Pickett and Louis Brown join KATV from KTUL Tulsa as program director and chief engineer, respectively. Don Curran, new sales promotion manager, formerly was at KOMA Oklahoma City.

Mr. Walker, who formerly managed KFPW Fort Smith, Ark., said construction of transmitter building and studios “is moving along nicely.”

Free & Peters Moves

FREE & PETERS television division has moved eastern sales and administrative offices to larger quarters in Room 1707, 444 Madison Ave., N. Y. 22. Telephone number remains Plaza 1-2700. Move joins tv division of station representative firm with radio division on 17th floor of building.
Tidewater Virginia’s Powerful UHF Station

WVEC-TV chooses GPL cameras for Flexibility and Performance

Focus of nationwide attention is NBC’s new UHF outlet at Hampton, Va., which blankets the rich Norfolk market. With a test pattern on the air in advance of Fall network programming, UHF converters sold at over 1,000 per day in this area.

“For our local programs, which come from both our studio and surrounding towns,” says WVEC president Thomas P. Chisman, “we had to pick cameras for flexible, portable use. We chose two General Precision camera chains, with remote control of iris, lens change and focus. We can take these GPL’s in and out of a field truck easily, and in the field the remote controls are especially useful. In our film studio we’re using two GPL Projectors.”

WVEC-TV picks GPL for portable flexibility. Networks pick the same cameras for sheer quality. New or existing stations can have both, with GPL equipment, covering every requirement from cameras to transmitters.

Write for data, and compare.

General Precision Laboratory

IN CORPORATED
PLEASANTVILLE NEW YORK

Camera Chains • Film Chains • Field and Studio Equipment • Theatre TV Equipment • GPL-Continental Transmitters

During studio construction, station president Chisman and chief engineer William C. King, Jr., examine GPL camera. “Heat, dust and dirt really gave this camera a beating,” says King, “but it never showed it.”

Export Department: 13 East 40th St., New York City Cable address: Arlob

Cable address: Prelab

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CBS-TV, NBC-TV OUT TO BEAT TIME LAG

Networks plan 'hot kinescope' systems to enable showing of TV programs on East and West Coasts at approximately the same hours. Initial trials came with the time change yesterday. At the same time, NBC-TV reduced transcontinental circuit charges.

NBC-TV and CBS-TV reported last week they were all set to go with new approaches to overcome the three-hour time difference between the East and West Coasts (Closed Circuit, Sept. 21), effective with the change back to standard time yesterday (Sunday).

NBC-TV said that by means of "quick kinescopes" its programs would be presented on the West Coast at the same clock hours they are seen in the East. At the same time NBC-TV announced a substantial reduction in East-West and West-East transcontinental circuit charges, also effective yesterday.

CBS-TV took a somewhat different approach to the cross-country time lag, although it too is based on the hot kinescope. Programs that are telegenic in New York between 6 and 7 p.m. New York time will be recorded by hot kinescope and released on the West Coast between 6 and 7 p.m. Pacific time. Those released in New York between 10 and 11 p.m. EST will go through "live" to the coast and thus will be seen there between 7 and 8 p.m. PST. Those which are released in New York between 8 and 10 p.m. EST will be seen via kinescopes on the West Coast between 8 and 10 p.m. PST, some on the same day, some a week later.

Both NBC-TV and CBS-TV planned to make their West Coast quick kinescopes in Los Angeles and originate them there for their respective affiliates in that area. Non-interconnected affiliates, of course, would put on the kinescopes one or more weeks after the original telecast.

While CBS-TV's plan applies only to its evening programs, NBC-TV said the only one of its own shows which will not conform to the new Pacific Coast scheduling pattern "will be those which by nature require simultaneous transcontinental release."

George Frey, NBC vice president and di-

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NBC executives at the radio affiliates meeting in Chicago were (1 to r): Seated, Fred Horton, in charge of radio network sales; Charles Denny, vice president in charge of owned and operated stations; Ted Cott, operating vice president of the radio network; William F. Finshribber Jr., vice president in charge of the radio network, and David C. Adams, vice president for administration. Standing, John West, vice president in charge of the Pacific Division; Manie Sacks, staff vice president of NBC and RCA; Robert W. Sarnoff, vice president in charge of the Film Division, and Joseph W. Heffernan, vice president for finances and services.
MILWAUKEE-Tops In The Nation—WEMP-Tops In Milwaukee

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

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

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

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

COMPLETE COVERAGE—ALL MAJOR MILWAUKEE AND WISCONSIN SPORTS...
rector of tv sales, who announced that network's plan, said that "for the past 12 months NBC has been conducting an extensive re-
search project to determine the most desirable method of scheduling network programming on affiliated stations in the Pacific Coast time zone. We are convinced that this plan... will be of considerable advantage to advertisers and the viewing public."

Merle S. Jones, CBS-TV vice president in charge of CBS owned stations and general sales, who led in the development of the CBS-TV plan over a period of many months, said it was his network's belief that hot kinescoping certain shows but sending others through "live" would lead to development of a stronger block for West Coast viewers.

The CBS-TV plan was announced by William H. Hylan, vice president in charge of network sales, who explained its workings in a letter to advertisers, agencies, and clients. He said the plan should benefit both sponsors and viewers.

As an example of how the hot kinescope system works, Kudner Agency, New York, agency for Buick, reported that NBC-TV's "Buick-Belle Show," which originates in New York at 8 p.m. EST on Tuesdays, will be kinescoped to seven California cities at 8 p.m. PST on the same day: Los Angeles, San Diego, Santa Barbara, Fresno, San Francisco, Bakersfield, and Chico.

ABC-TV and DuMont said they planned to continue with their established systems of sending East Coast origination to the West Coast live, or via delayed kinescope.

The reductions in NBC-TV's transcontinental circuit charges brings the east-west charge down from $1,000 to $200 an hour and the west-east charge from $2,000 to $500 an hour.

**NBC-TV Evening Time Sold As Dow Buys on 'Show of Shows'**

NBC-TV's available evening commercial time was marked "sold out" last week as the network reported sales to Adolph Ltd., Lewis Howe Co., and Dow Chemical Co., which disposed of the last 10 minutes available in Your Show of Shows [BT, Sept. 14].

Purchase by Dow Chemical was one of four made by that company in NBC-TV time in its first use of network television [BT, Sept. 14]. Other sales reported by NBC-TV during the week included one to Consolidated Cosmetics on Kate Smith Hour, one to A. C. Gilbert Co. for 12 participations in Today, effective Nov. 24, and one to Crowell-Collier Pub. Co. for six Today participations, effective Sept. 18.

**NBC Spot Sales in Detroit**

Creation of a Detroit office of NBC Spot Sales with Allen W. Kerr in charge of tv sales [BT, Sept. 21] and Robert Miller handling radio sales, was announced last week by Thomas B. McFadden, NBC Spot Sales director. The Detroit office opens Oct. 15. Mr. Kerr formerly was with H-R Representatives and previously served with WCBS New York, Hearst Radio, and Transit Radio. Mr. Miller moves to Detroit from the Spot Sales staff in Cleveland. He joined NBC-owned WTAM-WNBK (TV) Cleveland in 1948. NBC Spot Sales also has offices in New York, Cleveland, Chicago, Los Angeles, San Francisco, Atlanta and Charlotte.

**ABC UPS UNDERHILL TO TV PROGRAMS VP**

CHARLES M. UNDERHILL, national director of ABC's tv program department since August 1951, has been named vice president in charge of ABC's television network programming, Robert E. Kintner, ABC president, announced last week.

Mr. Underhill graduated from Harvard U. in 1930. His first position was with BBDO on such network programs as The Kate Smith La Palina Program, Happy Wonder Baker, The O'Neill and Ruth Etting. He was with BBDO until 1942, serving several years as head of its motion picture department.

He was in the U. S. Navy from 1943-1945 as writer-producer of educational and short feature motion pictures, then joined RKO-Pathé as head of commercial production. He joined CBS in 1948 as director of tv programs and was appointed general manager of CBS' tv program department before going to ABC.

**NBC's 'Three Plan' Detailed to Agencies**

NBC last week sent agencies details of its "Three Plan" which offers one-minute participations in three 15-minute Monday-Friday programs, with a minimum purchase of three a week for four consecutive weeks [BT, Sept. 21]. Announcements will be scheduled on a non-rotating basis, three to a quarter-hour, but only one for any advertiser in a single 15-minute period.

Programs included in the plan and the price of a single participation in each are: Second Chance, 11:45 a.m. -12 noon, $2,250; It Pays To Be Married, 5:45 -6 p.m., $2,025; Fibber McGee & Molly, 10 -10:15 p.m., $3,200. NBC estimates that the morning series will have a rating of 3.3, the afternoon show a rating of 3.7 and the evening series a rating of 4.0. Discounts are allowed for 78 or more participations as follows: 78-116 participations, 4%; 115-155, 6%; 156 or more, 8%.

Participations in the "Three Plan" unsold by Nov. 1 will be released to stations for local or national sale.

**DuMont to Offer Symphony**

COMPLETION of arrangements for televising weekly concerts by the Chicago Symphony Orchestra on the DuMont TV Network was announced last week.

The symphony will be sponsored locally by the Chicago Title & Trust Co., with WGN-TV as originating outlet, starting Oct. 7. It was understood DuMont would offer the hour-long concert to its stations on a cooperative sponsorship plan. Telecast will be each Wednesday, 7:30-8:30 p.m. CST. Agency is the Buchen Co.
MBS SETS LINEUP FOR PROGRAM PLAN

AS PART of Mutual's new plan to pay stations in "top-quality" programs instead of cash (B&T, Aug. 31), the network announced last week the addition of 18 new "star-name" shows, effective Thursday and thereafter. The new programs are:

Nightmare, starring Peter Lorre, Thursday, 8:30-9 p.m., EST; Mr. District Attorney, starring Jay Jostyn, Sunday, 3:30-4 p.m., EST; Counter-Spy, with Don McLaughlin, Monday, 8:30-9 p.m., EST; High Adventure, starring George Sanders, Tuesday, 8:30-9 p.m., EST; Bulldog Drummond, starring Sir Cedric Hardwicke, Wednesday, 8:30-9 p.m., EST; Starlight Theatre, starring Madeleine Carroll, Friday, 8:30-9 p.m., EST; The Woody Woodpecker Show, with Mel Blanc, Saturday, 10-11 a.m., EST; Welcome Ranch, with Vic Bellamy and the Pine Mountain Boys, Monday through Friday, 4:30-5 p.m., EST; The Three Sams, with Betty Clooney, Thursday, 7-8 p.m.

Spotlight Parade, Monday through Friday, 10:25-11 a.m., EST, with the following segments and their stars: "Star Spotlight," with Joe King, 10:25-10:30 a.m., EST; "Spotlight on Food," with Duncan Hines, 10:30-10:45 a.m., EST; "Spotlight on Sports," with Al Helfer, 10:45-10:55 a.m., EST; "Anniversary Spotlight," with David Ross, 10:55-11 a.m., EST; "Spotlight Story," with Edward Arnold, 10:55-11 a.m., EST; "Spotlight on Humor," with Arlene Francis and Bill Cullen, 10:55-11 a.m., EST; and news programs with H. K. Baukage, Monday through Friday, 4:45-5 p.m., EST; Everett Holster, Monday through Friday, 5-5:15 p.m., EST, and Ed Pettitt, Monday through Sunday, 11-11:15 p.m., EST.

Under its new affiliation plan, to go into effect Thursday, Mutual will give affiliates a total of 14 hours of free programs a week as payment for carrying network commercial shows, and these 14 hours may be sold locally on a national spot basis. The amount of time "optioned" by the network is reduced from nine hours a day to an average of five, and in the event Mutual sells any time outside the "option" periods, net receipts from such sales will be turned over to the station except for a 15% "selling commission" for MBS.

CBS-TV AAB Elects Saddler as Member

ELECTION of Owen Saddler, executive vice president and general manager of KMTV (TV) Omaha, to the CBS-TV Affiliate Advisory Board was announced last week in a design to expand board membership as the number of television affiliates increases.

Other members of the board, which confers with network officials on programs common to network and stations, are Glenn Marshall Jr., general manager of WMBR-TV Jackson ville, chairman; E. K. Jett, vice president and director of television, WMAR-TV Baltimore; James C. Hannah, vice president and general manager, WEWS-TV Cleveland; Philip C. Lasky, general manager, KPIX (TV) San Francisco, and Clyde W. Rembert, general manager, KRLD-TV Dallas.

KMTV (TV) has been a CBS-TV basic station since 1950.

The little tube that... earned its way

HERE'S A NEW RCA Beam Power Tube, scarcely more than a year old, that has quickly made a great name for itself because of its outstanding versatility.

Already a favorite in marine, mobile and amateur transmitters, the RCA-6146 has also won a place as a buffer, video amplifier, and low-level modulator in the new RCA 1-kw UHF Television Transmitter.

The RCA-6146 is rated for operation up to 175 Mc and combines low cost, small size, high power sensitivity, and unusual ruggedness.

Your RCA Tube Distributor carries a complete line of RCA Tubes in stock. Call him for fast and friendly service.
ABC-TV'S $750,000 FALL PROMOTION SET

To promote ABC-TV's fall programming and stars, the network today launches a $750,000, nine-week promotion campaign.

A NINE-WEEK, $750,000 advertising campaign to promote ABC-TV's fall programming and stars is being announced today (Monday) by Mitchell DeGroot, ABC director of advertising and promotion.

The campaign is believed to involve the largest advertising appropriation ever set aside by a national network, the announcement said. Its major features will be newspaper advertising, subway poster campaigns, a jingle campaign, and special filmed station identifications on ABC's five owned and operated stations.

Of the $750,000 total appropriation, Mr. DeGroot said $225,000 will be spent on newspaper ads and the special car card campaigns.

"We believe," Mr. DeGroot asserted, "that ABC has created an advertising campaign for its fall programming that will encompass the greatest nation-wide visibility any network has yet accomplished. The campaign, which we have launched, has been undertaken after long and exhaustive study and research, and we are confident that it will have the desired effect of establishing the name of the ABC-TV network, together with its new properties and stars, firmly in the minds of nationwide viewers."

Focal points of the drive, which opened Sept. 13 with the start of the newspaper campaign, center around ABC's five owned TV stations—WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—with all copy pointing up these stations' ch. 7 positions and stressing "everybody's talking 7."

During the nine-week period which started Sept. 13, officials reported, ABC is inserting a total of 131,180 lines of advertising in 19 daily newspapers in the five cities where there are ABC-owned tv stations.

The subway poster campaign will be conducted in New York and Chicago, using 4,000 cards in one city alone.

The jingle campaign employs recordings by a Dixieland jazz band and chorus emphasizing the "Everybody's Talking" theme. The recordings are used as station breaks on ABC-owned radio and tv stations, starting last Friday.

Also, Mr. DeGroot said special film trailers have been prepared for use by the owned outlets in promoting stars and programs, and promotion kits with copy, pictures, mats and other materials have been distributed to owned stations and ABC-TV affiliates.

WAYS-TV Joins ABC-TV

WAYS-TV Charlotte, N. C., will become an affiliate of ABC-TV beginning Nov. 1. It was announced last week by Alfred R. Beckman, national director of ABC's radio and tv station relations department. WAYS-TV (ch. 36) is owned and operated by the Inter-City Advertising Co. of Charlotte Inc. James Poston is general manager.

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Hoover To Be on 'Excursion' FORMER President Herbert Hoover agreed last week (B&W, Sept. 7) to appear on Excursion, the Ford Foundation's TV Radio Workshop television program, on Oct. 18 (NBC-TV, 3:30-4 p.m.). His appearance follows that of the only other living former President, Harry S. Truman, on Excursion on Sept. 20.

NBC o&o's Begin Network-in-Network Initial telecast of the plan in which network-owned stations will use each other's programs put 'Falkenberg's Diary' of WNBW (TV) on WNBW (TV).

The COORDINATED television programming network within a network—plan of NBC's owned-and-operated stations division was launched last week when Jinx Falkenberg's Diary was fed by coaxial cable on Monday from WNBW (TV) New York to WNBW (TV) Washington.

The new programming concept, according to Charles R. Denny, vice president in charge of NBC's o & o divisions, calls for exchange of top flight local programs during hours when the co-axial cable is not in use by the network.

NBC's o & o tv stations are WNBW (TV) New York, WNBW (TV) Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago and KNBH (TV) Los Angeles.

WNBW (TV) carries Jinx Falkenberg's Diary every weekday from 7:45-2:30 p.m., New York time. Since the Washington "feed" begins at 2 p.m., WNBW (TV) audiences will receive a half-hour version of the show.

Sponsorship for the program is available through NBC Spot Sales on a two-city basis, according to Thomas B. McFadden, director of NBC Spot Sales, and will be offered on a multiple city basis when co-ordinated programming is in full operation next month.

Mr. Denny said that the second and third programs to be featured under the plan will be available, starting next Saturday. On that date, he said, the Creative Cookery program from WNBQ (TV) will be fed to WNBK (TV) Cleveland, WNBW (TV) New York and WNBW (TV) Washington from 11 a.m.-12 noon, EST. From 12 noon-12:30 p.m. EST Richard Willams' Here's Looking at You program from WNBT (TV) will be fed to the same stations carrying Creative Cookery.

The first major radio effort under coordinated programming, according to Mr. Denny, will be Light Up Time, a half-hour nightly music and news show, Monday through Friday, to be heard over WNBG New York, WRC Washington, WTAM Cleveland, WMAQ Chicago and KNBC San Francisco, starting Oct. 5. It will be sponsored by the American Tobacco Co. for Lucky Strike cigarettes.

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MANUFACTURING

MORLOCK TO HEAD NEW GE ENTITY

FORMATION by General Electric Co.'s Electronics Division of a Commercial Equipment Department to concentrate the division's efforts in expanding markets in such areas as monochrome and color tv station equipment, industrial radio and microwave communications and germanium products, was announced last week by Dr. R. Baker, GE vice president and division general manager.

Announcing appointment of William J. Morlock, general manager for commercial department activities since 1951, as general manager of the new department, Dr. Baker said the GE Electronics Division has five product departments. The others: Tube, Radio and TV, Government and Components.

Mr. Morlock, a native of McKeensport, Pa., and an Ohio State U. graduate, joined GE at Syracuse in January 1948 and served in several executive engineering positions before his appointment in June 1950 as assistant manager of the Commercial and Government Equipment Department. The new department activities he most recently headed were designated earlier this year as a sub-department.

Before joining GE, Mr. Morlock helped develop interior communication and sound equipment for the U. S. Navy. He also worked for other government agencies, and was a wartime committee member of the Oce of Scientific Research and Development. Before the war he served several years as manager of distributive products engineering for RCA.

17 Television Stations Get Equipment Shipments

FIRST helical tv antenna contract for a vhf facility has been signed by GE, with delivery to WHEC-TV and WVET-TV Rochester, N. Y., sharing time on ch. 10, scheduled for next spring. Antenna, designed for uhf, will be mounted on top of the six-story WHAM-TV antenna on Pinnacle Hill, outside New York state city.

GE also reported it has shipped 12 kw uhf transmitters to KTXT (TV) Tyler, Tex. (ch. 19) and to WKJG-TV Fort Wayne, Ind. (ch. 33). It also shipped some units of a ch. 61 transmitter to WMJ-TV New Orleans.

To KCBJ-TV Minot, N. D., now operating, DuMont shipped a 5 kw amplifier for the vhf ch. 13 station.

Federal reported it shipped complete equipment, including transmitters and studio gear, to WTSK (TV) Knoxville, Tenn. (ch. 26) and WACH-TV Spartanburg, S. C. (ch. 33). RCA shipped a 25 kw transmitter to KTVH (TV) Hutchinson, Kansas, operating since last June. It also shipped 50 kw transmitters to KLZ-TV Denver (ch. 7) and WHBQ-TV Athens, Ga. (ch. 26). The company's 3 kw transmitter was shipped to KNOE-TV Monroe, La., 1 kw uhf transmitters were delivered to KGTV (TV) Des Moines (ch. 17), WLAM-TV Lewiston, Me. (ch. 17), WDAN-TV Danville, Ill. (ch. 24), WVTM, Neenah, Wis. (ch. 42), WFIE (TV) Evansville, Ind. (ch. 62) and WSIL-TV Harrisburg, Ill. (ch. 22).

Broadcasting  Telecasting
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"Still Doing The Real Job For The Advertiser"

24 YEARS
Of
Public Service

1929
WCKY

1953

50,000 Watts of Selling Power

The L. P. Wilson Station
CINCINNATI
"We are proud of the story of WCKY, but any feeling of pride is subordinated to a feeling of humility, because of our realization that a broadcaster bears a tremendous responsibility to the people—and to the nation. WCKY remains dedicated to the public service. It will never lose sight of the fact that it serves because it serves."

**Operation Service**

L. B. Wilson
President and General Manager WCKY

"Service is radio's primary function, and audience, it's elementary asset."

On this simple premise, L. B. Wilson, President and General Manager of WCKY, Cincinnati, dedicated a part-time 5,000 watt radio station in Covington, Kentucky, just 24 years ago—September 16, 1929.

In its beginnings, WCKY operated from the top floor of an inconspicuous building in Covington. The young station floundered for two years, when its President laid aside his banking and other business pursuits, to give the station his full time. Mr. Wilson breathed showmanship, business acumen and experience into the enterprise. It took root. A new attitude was created at WCKY, based on the observation that "...day in, day out, broadcasting requires exacting care".

The station attracted nation-wide attention with its slogan "WCKY, Covington, Ky.—One Minute from Cincinnati", and it's motto "The Fastest Growing Station in America". Expansion was the key word. This was in the early thirties—a factor which prompted Jack Snow to write in Radio Daily "...L. B. is one of the few optimists in a gloomy shadowed depression era".

WCKY refused to remain static. It began to feed programs to the network. In 1933 the station won a Billboard Award for outstanding exploitation. The L. B. Wilson station survived the depression. Writer Snow authored another article in which he said "...the staff is being enlarged constantly; local programs are being improved, and in every way WCKY is striving to fulfill the purpose of all radio stations...TO PROVIDE PUBLIC SERVICE".

The station's Chief Executive became actively engaged in the radio industry's development. He was elected to the Board of The National Association of Broadcasters; Treasurer of The Independent Radio Network Affiliates and a Director of The International Radio Club. In 1935 Mr. Wilson declined a possible Republican Gubernatorial nomination, and in 1936 the station won the Variety Award for Showmanship.

The Ohio Valley's worst flood in history struck the Greater Cincinnati area in 1937. Of all local radio stations, WCKY was the hardest hit, and was forced to use an emergency Diesel unit, when electric power failed. Personnel worked around the clock, under the severest handicaps of cold, makeshift equipment and discomfort—but WCKY stayed on the air, serving as an official source for emergency bulletins. When Louisville and Ashland Ky. stations were forced off the air, WCKY added the emergency flood bulletins of these communities, to its already almost superhuman local load.

That same year, in July, WCKY dedicated its new 10,000 watt transmitter. Local staffers gave L. B. 10,000 chocolates. He had appropriate cards printed, and sent most of the sweets to friends and associates in radio, as a gesture from the WCKY employees.

On July 27, 1939, from behind its new 50,000 watt, bringing its signal within ear-shot of half the nation, WCKY made a straight-forward announcement: "...This is WCKY—an powerful as Any Radio Station In The United States". The statement was not a boast. In a brief dedication ceremony Mr. Wilson said: "WCKY has no blurred vision of dominating the broadcasting field, nor of denying to its competitors the right to live and serve. We are proud of the story of WCKY, but any feeling of pride is subordinated to a sense of humility because of our realization that a broadcaster bears a tremendous responsibility to the people and to the nation...WCKY remains dedicated to the public service. It will never lose sight of the fact that it serves because it serves. We believe in the American system of radio, and in the American system of Government, and stand pledged to support both without reservation, and without sparing of effort. WCKY has one purpose—to serve the listener."

With the move to 50,000 watts, WCKY made another move—it transferred its studios and offices to Cincinnati, better to serve its audience.

This was a crucial time for American radio. The world spoke of "War In Europe". The network covered the conflict, and WCKY stepped up its public service, delivering messages of the precious heritage of Americanism to hundreds of civic groups, schools, clubs and other organizations, through the constant public appearances of its "Goodwill Ambassadors"...Oliver Kaye,...Wauhilla LeHay and Milton Bacon.

Then...we were in the war. WCKY took over Cincinnati's famous Fountain Square; set up an official Bond Booth, and in 1943 sold hundreds of thousands of dollars in bonds. The station sent its Mobile Unit into the three-state area for metal scrap, bond drives, blood donor appeals. It utilized its "Miss America" contest for "smokes" and "bond drives"; turned over its air personnel to War Agencies, and instituted a number of inspirational programs, including "Call To The Colors"...a dramatic pause in the city's activities, observed throughout the war in the downtown area daily, at retreat.

A dramatic production "Let Freedom Ring" was aired, the only commercial being an appeal for bloody by The Red Cross. In the week of
March 20, 1943, 2801 pins of blood were donated through the Cincinnati Red Cross, topping a previous high of 900 pins. WCKY received the highest commendation award from the National Red Cross Headquarters for this program.

Letters began to reach the station from battlefront listeners, and the Marines on Guadalcanal reported that WCKY was the only American station received regularly. An early morning program for these troops was started, bringing the voices of loved ones to the far off troops, and both Liberty and American Magazines, reported on the station’s contribution to overseas troop morale, through its special programs.

Long a network affiliate, the L. B. Wilson station in 1945 made a decision to become an independent, feeling that through its own programming, based on its intimate knowledge of the audience, it could give better service than was available through existing network programs. After an exhaustive study, block programming was established. Said Mr. Wilson: “Block programming is one solution for economically sound operation by independent stations. It requires courage, startling departures, research and planning. But it will bring audience prestige and accomplishment. Its prime purpose is ADDITIONAL SERVICE FOR THE LISTENERS.”

The new format brought programs to WCKY listeners which have become almost nationally institutional. “Make Believe Ballroom” - “The Jamboree” - “Daily Hit Parade” - “Waltz Time” - “Nighttime” - “News” - “National News” - “Sunday Night.”

This new concept of programming met with such enthusiastic acceptance, that by February 1947, WCKY had received 90,000 approving letters and cards from its listeners.

In the early months of 1946, WCKY established its own New York office, better to serve the agencies and advertisers, who more and more were utilizing the station to reach maximum audiences. Thomas A. Waln was appointed Eastern Sales Manager.

In the basic music-news format which came with block programming, news assumed a major function. A new department was built, with writers, reporters and newscasters working as a unit to grow into one of the nation’s largest radio station news bureaus. A clear policy was established - “there will be no compromise, no coloring, no withholding of news, local, regional, national or international.”

In 1948, WCKY extended its daily air time to 24 hours. A civic series “The Fountain Speaks” was aired, and The Cincinnati Public Library, Recording Division, requested a complete series of recordings of the programs - still being used by schools and civic groups. “Official Answer” was the station’s reply to listener’s queries on putative friends provided by those in authority. A Safety Essay scholarship was offered by the station and The Junior Chamber of Commerce, and a school for High School students who wanted to learn radio techniques, was inaugurated.

On a state-wide level, the station aired a series of “Report To The People” by Ohio’s Gov-
Administrative

JEANETTE HEINZE
Ex. Sec. & Traffic Mgr.
22 years

R. M. FLEMING
11 years

ESSIE RUPP
Continuity & Music Dir.
16 years

CEIL SPRECKELMEYER
Auditor
2 years

JUNE ANN MCDONOUGH
Asst. Traffic Mgr.
6 years

WILLIAM BRADSHAW
Promotion Asst.
4 years

GEORGE MOORE
Local Sales Mgr.
24 years

MIKE SPANAGEL
Account Executive
1 year

NEW YORK OFFICE

THOMAS W. WELSTEAD
Eastern Sales Mgr.
5 years

MARY FLYNN
Associate
2 years

GILBERT FULLER
Studio Control Engineer
5 years

GEORGE HANNA
Transmitter Engineer
5 years

In front of -- and behind the WCKY microphones --

Technical

ARTHUR GILLETTE
Studio Tech. Sup.
20 years

NORMAN PONTE
Transmitter Supervisor
6 years

BUD SPENLEN
Studio Control Engineer
17 years

JACK DICKERSON
Transmitter Engineer
10 years

L. B. WILSON
Pres. & Gen. Mgr.
24 years

Air Personalities

REX DALE
“Make Believe Ball Room”
5 years

LEO UNDERHILL
“Breakfast Time”
5 years

NELSON KING
“Hit Parade”– “Jamboree”
7 years

MARTY ROBERTS
“Jamboree”– “Nightriders”
2 years

NORMAN MATLACK
Transmitter Engineer
5 years

JAMES RANNEY
Transmitter Engineer
5 years

CARL BESSLER
Studio Control Engineer
5 years

ADRIAN LENTZ
Studio Control Engineer
13 years

MARTY ROBERTS
“Jamboree”– “Nightriders”
2 years

NELSON KING
“Hit Parade”– “Jamboree”
7 years

WCKY Insert
September 28, 1953
-- the loyal people who make WCKY go -- and grow

C. H. TOPMILLER
Exec. Vice President
23 years

Air Personalities

WAYNE BELL
Staff Announcer
1 year

BOB FLAHERTY
"Night Hawks"
3 years

GEORGE WINTERS
Staff Announcer
4 years

WILLIAM BELL
Staff Announcer
4 years

WAYNE BELL
Staff Announcer
1 year

BOB FLAHERTY
"Night Hawks"
3 years

GEORGE WINTERS
Staff Announcer
4 years

WILLIAM BELL
Staff Announcer
4 years

is an attribute which is reflected in the service rendered to the station's advertisers and listeners.
"In The Public Interest"

For all of its 24 years, WCKY has served the people of the community: the civic, charitable and other worthwhile organizations and institutions of Greater Cincinnati. Here are some of the facets of that wide-spread and diversified service... "in the public interest".


Annual Christmas parties bring cheer to underprivileged children. At right, Santa arrives at Cincinnati's airport.

One of 14-car train carrying WCKY listeners to Ohio State Fair.

Constant cooperation with Police safety dept. keeps WCKY listeners aware of safety problems.

WCKY's Leo Underhill receiving Community Chest award from Chest Director Brenton Grant.

Cleveland, Chattanooga and Cincinnati editors join L. B. Wilson in round table chat.

Fire prevention Day brings annual cooperation with Cincinnati's fire fighters.
City Mgr. Kellogg reports on Cincinnati's affairs.

Air ace of aces Capt. Don Gentile's homecoming at nearby Piqua, O. is covered by WCKY microphones.

Navy Choir broadcasts to the nation from WCKY.

WCKY's microphones bring listeners a meeting of city's Safety Council.

The Day The Japs surrendered.

The weather—"direct from the Weather Bureau"

. . . long a daily WCKY service.

Rex Dale frequently brings cheer to Children's Hospital fans.


A once lonesome G.I. in Korea shares his thousands of letters received thru a WCKY appeal.

June Haver, movie star, auctions thoroughbred colt for $100,000 in War Bonds to Benjamin Katz, Pres. Gruen Watch Co.

Boy Scout camp visited by WCKY mobile unit.

Rex Dale's "Chapel" program during an Easter service.

Senator John Bricker, with former Ohio Gov. M. Y. Cooper at Hamilton Co. fair.
By Their Words ---

1953 RED CROSS FUND


Public Health Federation

American Cancer Society

GIRLS' WEEK

United Minorities of America

Cincinnati Civic Center

County of Hamilton

Ohio Chamber of Co

46th Annual

Christmas Seal Sale
WCKY’s constant and effective cooperation with civic, charitable and other worthwhile organizations and projects, is reflected in the literally thousands of letters of appreciation received annually.
Our sincere thanks to those in the high places of nation, state and industry, who have recognized this milestone in WCKY's continuing progress "in the public interest".
Sales Promotion helps WCKY’s Advertisers realize fullest measure of results

WCKY’s famous travelling News-O-Graph sign overlooking historic Fountain Square, flashes news and advertising messages to a daily traffic circulation in excess of 200,000.

Colorful jumbo postcards remind retail outlets in Greater Cincinnati area of product advertising on WCKY, to help increase their sales.

We’re sending women your store for Lydia Pinkham Vegetable Compound.

From neighbors to grandmothers they’ll turn to your store for Lydia Pinkham Vegetable Compound and tablets, and return every day.

WCKY is telling your customers the dramatic story about the MUSTEROLE.

To help you SELL when the demand is present, WCKY is telling your customers about the great results they’ll get with MUSTEROLE.

We’re telling the world about MUSTEROLE.
Special displays, such as this Gulf Oil station poster being viewed by C. H. Topmiller, Exec. V.P., and Earl Hemming, Gulf local manager, are frequently provided.

A monthly newsletter and Digest gives advertisers, agencies and retail stores a quick story of current developments in radio.

- - - and final proof of Performance
IN GREATER CINCINNATI—

and throughout the entire Southern and Central United States

WCKY's

50,000 WATT—24 HOUR SIGNAL CARRIES THE PROGRAMS WHICH GARNER THE LISTENERS

In Cincinnati, WCKY's low rates and high ratings, give the lowest cost per thousand—radio, TV or newspapers. WCKY's "first place" in Out-of-Home listening gives a big, big bonus audience.

And—throughout the South, WCKY gives the Largest Audience (average nightly audience, 823,530 families); Lowest Cost (6.1¢ per thousand families) and Sales Results (22% mail increase, 1st 6 months '53, versus same period '52)

—and

WCKY'S Advertisers
Garner The Sales

WCKY SELLS!
A Station Is Known by
The Advertisers It Keeps

These advertisers... and many others... use WCKY's huge in-and out-of-home coverage to build sales.

There's room in this gallery of Leaders for YOU.

The Sellingest Station
In the Nation

FIFTY GRAND OF SELLING POWER
Edward J. Nally Dies; Was First RCA President

FUNERAL services were held Thursday for Edward Julian Nally, 94, first president of RCA, who died at his home in Bronxville, N. Y., last Tuesday. He served as RCA president from its formation in 1919 until 1923.

Mr. Nally, who entered communications work in 1875 as a messenger boy with the Western Union Telegraph Co. in St. Louis, had completed 50 years of active association with the industry at his retirement in 1925. He continued his directorship with RCA until 1950, when he retired.

Before joining RCA as president and a director in 1919, Mr. Nally had risen to top executive positions with Western Union, the Postal Telegraph-Cable Co. and the Marconi Wireless Telegraph Co. of America, which he served as vice president and general manager. Mr. Nally became associated with RCA when that corporation acquired the property of the Marconi organization.

He resigned from the RCA presidency in 1923 to become managing director of international relations of RCA.

Mr. Nally was an honorary member of the Wireless Veterans Assn., the Overseas Press Club of America, NBC 20-Year Club, and RCA Communications 25-Year Club.

Avco Corp. Reorganizes Electronics, Appliances

REORGANIZATION of Avco Mfg. Corp. appliance and electronics divisions into four units has been announced by J. D. Shouse, Avco vice president, who stated the moves were taken following recent integration of Crosley and Bendix divisions.

Each unit will have a general manager in direct authority over its operations. The breakdown: Home appliances, Parker H. Erickson; radio and television, L. F. Cramer; government products, C. G. Felix, and administration, L. W. Adkins.

Other appointments announced by Mr. Shouse included: T. H. Mason as general sales manager for Crosley and Bendix kitchen appliances; J. L. Armstrong as general sales manager of Crosley and Bendix home laundry equipment; W. A. MacDonald as director of merchandising and advertising; C. E. Bick, national service manager, home appliances; H. E. McCullough, general sales manager for Crosley radio and tv; R. K. White, advertising and sales promotion manager, and R. H. Schneberger, national service manager.

Gates Ships 5 Am Units

GATES RADIO Co. said last week it had shipped am transmitters during the previous week to WHUN Huntington, Pa. (1 kw) and the following new stations: WAIF Decatur, Ala. (250 w); WEKY Richmond, Ky. (250 w); WBAW Barnwell, S. C. (250 w), and WLBN Lebanon, Ky. (1 kw).

MANUFACTURING SHORTS

Admiral Distributors Inc., L. A., will start construction of $400,000 tv and appliance center at 6565 E. Washington Blvd. shortly, with completion scheduled by end of year.

Allen B. DuMont Labs Inc., Clifton, N. J., announces development of new crank-operated camera dolly which is light, strong and can be easily maneuvered on tv studio floors.

General Electric, Syracuse, N. Y., announces addition of five new tubes to "Five-Star" high-reliability line.

Crosley Div. of Avco Mfg. Corp. announces new 17-inch and new 21-inch table model tv sets, both with non-glare picture window and removable glass front for cleaning picture tube face.

Telenic Industries, Indianapolis, Ind., announces production of new compact uhf sweep generator.

Allen B. DuMont Labs Inc. has released bulletin on new DuMont Type 322-A cathode-ray oscillograph, available from Technical Sales Dept., Allen B. DuMont Labs Inc., 760 Bloomfield Ave., Clifton, N. J.

AmpereX Electronic Corp., N. Y., announces addition of new tube to its line of twin tetrode tubes, type 6252, lower power version of AmpereX type 5894/AX9903.


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GET THE PLUS AUDIENCE IN YOUNGSTOWN

That's getting the lowest cost per thousand plus the BIG WBBW bonus audience. C. E. Hooper shows WBBW's share of audience increased and delivering MORE for all periods.

A. C. Nielsen reports 97% of all radio homes in Mahoning County tune in WBBW.

Of three network stations in the Youngstown Market, WBBW is FIRST! Dollar for dollar, it gives the advertiser, the best advertising buy in Youngstown. Ohio's third largest Market. Compare the rate. Compare the weight.

WBBW

ABC IN YOUNGSTOWN, O. 97% of all radio homes in Mahoning County REPRESENTED BY FORJOE

Youle Gets Patent

CLINT YOULE, WNBQ (TV) Chicago's "weather man," has been granted a patent for a trademark using the sun and his signature on his own local program. The patent was granted about two weeks ago by the U. S. Patent Bureau. Mr. Youle applied about a year and a half ago, having designed a new line of weather instruments and sold them under the corporate name, Clint Youle Enterprises. He sold about 1,000 rain gauges and 10,000 thermometers. Not quite satisfied, Mr. Youle has designed a new thermometer which he hopes to have manufactured and introduced around Oct. 1.

Fred Henry, program director, KLAC-TV Hollywood, father of girl, Sept. 18.

Jack Nelligan, senior account executive at WGBI-TV Scranton, Pa., father of girl.


John L. Butterworth Jr., WFIL-AM-TV Philadelphia engineering department, and Anna May Palovcak were married Sept. 19. Walt Beaulieu, assistant supervisor in WFIL-TV engineering department, and Jeanne Catlett will be married Oct. 17.

Louis G. Jacobs, recently returned to WTMJ-TV Miami promotion staff after U. S. Army service, and Margaret Gaby will be married Oct. 3.

Palmer Payne, newsman for WKNE Keene, N. H., and Connie Mitchell were married recently.

Mrs. Edna W. Gordon, 29, wife of Sherwood R. Gordon, owner of WSAI Cincinnati, died Sept. 11. Death was attributed to polio.

Networks

Loy R. Lee, formerly NBC merchandising district supervisor in southeast, appointed assistant manager of NBC merchandising department, N. Y. Rolland C. Bourbeau appointed district supervisor in southeast to succeed Mr. Lee. Before joining NBC, Mr. Bourbeau was merchandising director of WBAL Baltimore, NBC affiliated station.

Arthur B. Donegan appointed to newly-created post of manager of publicity-promotion for ABC's WABC New York and Ernest E. Stern named acting publicity manager of ABC, succeeding Mr. Donegan.

Merritt W. (Pete) Barnum named producer of Excursion on NBC-TV [CLOSED CIRCUIT, Sept. 14] for tv-radio workshop of Ford Foundation. He replaces Jerry Stagg. Mr. Barnum was with NBC as executive producer and manager of new program development.

Harry J. Boyle, program director of CBC Trans-Canada network, named director of programs and tv, for Ontario, at Toronto. H.
Over 31,000 kids swarmed Portland's Jantzen Beach Amusement Park for the annual KEX "Kiddie Fun-Day" in July (this year sponsored by Armour & Co.). Portland grocery stores reported a near-stampede with youngsters calling for KEX-Armour "Fun-Money", as advertised on KEX.

In addition to "Fun-Money" rides, the kids thrilled to the big KEX "Uncle Bob" show, pictured above.

Another outstanding KEX success story.

For details on KEX action-producing campaigns, see FREE & PETERS

KEX Oregon's Only 50,000 Watt Station ABC AFFILIATE IN PORTLAND © WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free and Peters, except for TV; for the television stations NBC Spot Sales
of merit from Los Angeles County mission Varieties, awarded national certificate Oct. 1954.

Lucille Ball and desi Arnaz, co-stars of CBS-TV's I Love Lucy, named chairman of Radio-Television-Recording-Advertising Charities Inc. 1954 fund raising campaign, which starts Oct. 1.

Harry Kaplan, producer-m.c., CPRN Meet the Misfits Variety, awarded national certificate of merit from Los Angeles County branch of American Cancer Society for series of broadcast.

Manufacturers

Willi L. Dunn, vice president in charge of sales engineering, television-radio division of Raytheon Mfg. Co., elected president of Magnescote Inc. He succeeds Glenn D. Roberts, who remains as company director and consultant.

Raymond S. Perry elected president of Federal Telephone & Radio Co., Clifton, N. J., succeeding Henry C. Roemer. Latter returns to parent International Telephone & Telegraph Corp. as vice president for administration.

Edward W. Stone, manager of electronics sales for southern district, Graybar Electric Co.'s Atlanta office, appointed sales engineering district manager of Standard Electronics Corp., subsidiary of Claude Neon Inc.


Ned J. Marandino, superintendent of television set production, Sylvania Electric Products Inc., appointed manager of new tv set plant in Batavia, N. Y.


Ernie Kohler appointed sales representative for products of Raypar Inc., Chicago, headquartering in Cleveland.

Representatives


Charles F. Dywer, spot sales, sales service and guest relations staff of ABC, to television sales staff of Chicago office of The Katz Agency Inc., station representative.

Services


Government

Edward O. Ansell, formerly acting administrative assistant to Chief, Field Engineering and Marketing Bureau, FCC, transfers to Applications Branch, Television Facilities Division, Broadcast Bureau, as electronic engineer.

Curtis H. Plummer, FCC Broadcast Bureau Chief, father of girl, Andrea Lynn, Sept. 7.
LET'S NOT PLAY PEEK-A-BOO WITH FACTS!

The ostrich plays peek-a-boo on the theory that what it doesn't see, can't hurt.

Advertisers buying the Philadelphia market are being invited to make like an ostrich. The invitation, via full page ads, is by a local network station using only the four network stations figures of a recent survey* to show "preference" by local and national advertisers.

The peek-a-boo fact in this story is WPEN. The peek-a-boo figures are of WPEN leadership.

Here is the proof — with WPEN, Philadelphia's leading Independent Station, leading all network stations in this market.

NOTE
This ad is just to set the record straight. More important is the RESULT history that brings more advertisers to WPEN. Just ask us for details.

*Source: Broadcast Advertisers' Report—Philadelphia Week of July 5, 1953, 6 A.M.-12 Midnight—Sunday Through Saturday

WPEN HAS MORE

MORE ADVERTISERS BUY WPEN
60.0% more than network station A
81.0% more than network station B
81.0% more than network station C
34.0% more than network station D

MORE NATIONAL ADVERTISERS BUY WPEN
48.0% more than network station A
53.0% more than network station B
82.0% more than network station C
53.0% more than network station D

MORE LOCAL ADVERTISERS BUY WPEN
73.0% more than network station A
119.0% more than network station B
79.0% more than network station C
17.0% more than network station D

MORE ADVERTISERS BUY WPEN EXCLUSIVELY
139.0% more than network station A
216.0% more than network station B
238.0% more than network station C
100.0% more than network station D

MORE NATIONAL ADVERTISERS BUY WPEN EXCLUSIVELY
243.0% more than network station A
360.0% more than network station B
586.0% more than network station C
269.0% more than network station D

MORE LOCAL ADVERTISERS BUY WPEN EXCLUSIVELY
85.0% more than network station A
163.0% more than network station B
127.0% more than network station C
39.0% more than network station D

We Insist... Preference is for WPEN

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles
IATSE Names Cooper Interim Representative

CARL COOPER, IATSE international vice-president on the West Coast, will temporarily operate the union’s Hollywood office until a replacement is made for Roy M. Brewer, international representative, who recently resigned in a disagreement over policy with international president Richard Walsh. Mr. Cooper also is heading current IATSE negotiations for a new basic agreement with the major motion picture studios.

Mr. Brewer reportedly will join Allied Artists Productions in an executive capacity.

CBS-TV, IATSE Agree

WAGE increases of as much as 47% in some categories are included in the new CBS-TV Hollywood collective bargaining contract signed by IATSE. Scenic Artists Local 816. It covers all scenic artists and title men.

Retrospective to last July 1 and running through Dec. 1, 1954, the agreement gives head scenic artists an increase from $132 to $200 for a 40-hour week. Lead men, a new classification, receive $190 per week and journeymen $177.20 weekly as compared to the former $132. Title men now receive $132.50 weekly, an increase of $22.

Beside establishing an eight-hour minimum work call, the contract provides for overtime pay, and gives several other improved working conditions.

NABET, ABC Reach Terms

FOUR-YEAR escalator contract, affecting 1t promotion-publicists and retroactive to May 1, 1953, has been negotiated by National Assn. of Broadcast Employees & Technicians with ABC Western Division. Under the new set-up, monthly wages will be raised from $420 to $610 over the four-year period. The old contract gave the publicists an average monthly salary of $375.

NABET has just started negotiations with ABC Western Division on a contract for wage increases and improved working conditions for 10 building maintenance employees, two carpenters, two electricians, two painters and one gardener.

NABET, IATSE Controversy

PROSPECT of a full-scale jurisdictional union dispute between the CIO's NABET and AFL's IATSE at WBKB (TV) Chicago and perhaps other TV stations was held out fornaught ago in the wake of controversy over remote operations. Evidence of an all-out battle was seen as WBKB averted a last-minute strike which jeopardized a telecast of the opening of the new St. Peter's Roman Catholic Church in downtown Chicago. NABET—National Assn. of Broadcast Employees & Technicians—threatened the strike in a continued bid for control over lighting and other remote operations which it claims is in its contracts with stations. IATSE has been handling these details.

Similar jurisdictional disputes have arisen in other parts of the country between NABET and IATSE—International Alliance of Theatrical and Stage Employees.
Here's one that hasn't cost you a cent in taxes! If this power dam were built by the federal government, the millions of dollars of construction cost would come from money you pay in taxes or be added to the national debt. But this is not a government dam. It was built without one cent of tax money. In fact, it will pay taxes—its full share—to local, state and federal governments. It’s the Cabinet Gorge Dam located deep in the mountains of northern Idaho and completed recently by the Washington Water Power Company—one of more than 250 major power projects currently being built by business-managed electric companies.

When tax-paying, business-managed electric companies can build, finance and operate giant power projects, isn’t it extravagant for the federal government to spend your tax money to build them?

This important question for U. S. taxpayers is raised by America’s Electric Light and Power Companies*

*Names on request from this magazine
ARGENTINE TV SURVEYED BY JWT

Japan's 1st Commercial TV—JOAX Tokyo—Now on Air
JAPAN's first commercial TV station (JOAX).
Yes, WREC leads the field in the rich $2 billion Memphis market. Hooper, Pulse and Standard Audit & Measurement Survey unanimously acclaim WREC-600 as Memphis' top radio station. Join the list of advertisers who gain "better half" coverage of both the rural and metropolitan audience with a single schedule on WREC. You'll be pleased to learn that rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man today.
FIRST VHF HELICAL ANTENNA DEVELOPED GIVES ROCHESTER A "COMMUNITY TOWER"

All G-E Equipped WH EC-TV and WVET-TV to Share Pinnacle Hill Tower with WHAM-TV!

General Electric antenna engineering has not only aided in solving the zoning laws of Rochester, which permit just one tower, but in doing so G.E. offers to the industry an ideal method of combining VHF with UHF antenna mounts. Utilizing a helical design for VHF transmissions it is also possible, where tower strength will permit, to mount two UHF helicals on the same platform for future station expansion. In such applications, the advantages of eliminating cost for tower construction and simplicity of installation are bonus to the multiple benefits inherent with General Electric's helical design.

The Rochester situation as regards WHEC-TV and WVET-TV, the nation's first VHF station to order a VHF helical, at present calls for interim operation on Channel 10 with a one-bay batwing, mounted on the tower, plus a G-E 5 KW transmitter to effect 5 KW ERP when they go on the air in November. Both outlets will have separate, all G-E equipped studios for live network and remote programming in downtown Rochester. On alternate days, WHEC-TV (owned by Gannett Newspapers) will program during the daytime hours and WVET-TV will take over evening programs to the 800,000 market population in a 60-mile radius.

May, 1954 is the currently established target-date for installation of their VHF Helical antenna on the Pinnacle Hill tower now being used by WHAM-TV. The VHF helical antenna will consist of a "smoke-stack" structure 29' in diameter and 30' long. Around this a 38' diameter helix is wound to provide a gain of 7.2 and boost final power in the neighborhood of 125 KW. G-E engineers are now at work modifying this design for low channel application as well as high channel. Low channel station requirements are currently being sought to assist in this program.

Clearly indicative of how station officials feel about the G-E VHF Helical design for "community tower" installations are the following comments: "The new G-E VHF helical antenna solves the problems we faced in Rochester," said Mr. Ervin F. Lyke, President & Gen. Mgr.—WVET-TV. "Its multiple advantages, notably its simplicity and economy, should prove to be a strong moving force for VHF television operations."

"Yes", agreed Mr. Bernard O'Brien, Chief Engineer, WHEC-TV, "in the VHF helical, G.E. has come up with a television 'first' of great value to the industry."

INDUSTRY'S FIRST VHF HELICAL ANTENNAS OFFER NUMEROUS ADVANTAGES!

Heretofore, most UHF advancements stemmed from VHF developments. In this instance the procedure has been reversed. General Electric engineers, recognizing the proved-in-operation effectiveness of the Helical design investigated its application to VHF-high channels. This has resulted in a VHF helical adaptation that offers these advantages to the broadcasting industry:

1. ECONOMY . . . use of a community tower permits multiple antenna installations.
2. SIMPLE CONSTRUCTION AND NEAT APPEARANCE.
3. HIGH GAIN plus MINIMUM NUMBER OF FEED POINTS.
4. LESS WIND LOAD on tower.
5. REMOVABLE PANELS make coaxial cables readily accessible.
6. HIGH POWER CAPACITY.
7. SEPARATE AURAL AND VISUAL LINES might result from possible inherent diplexing.

Published by the General Electric Company, Electronics Park, Syracuse, N. Y.
Electronic Spot Buying

**NBC SPOT PUTS ITS WARES ON DISPLAY**

A NEW kind of spot salesmanship was unveiled last week by NBC Spot Sales which, remembering always to think of the customer first, has named the technique "Electronic Spot Buying."

Essentially, ESB involves using television to sell station time to timebuyers in the same manner that advertisers use this medium to sell their products to the public, with demonstration the key-note. Instead of describing to a New York timebuyer a program on WNBQ (TV) Chicago, for instance, and quoting ratings and other statistics, the NBC spot salesman now can take him into the new Electronic Sales Room in New York's RCA Building and let him view the program for himself, brought in from Chicago by closed circuit television.

In the demonstration given Wednesday noon to some 300 timebuyers in New York, Chicago and Los Angeles (and previewed for the advertising press the day before) five tv shows originating in as many cities were presented "live" to prospective buyers, each show getting five minutes of the half-hour overall presentation, which was conducted by Steve Allen, who did not miss the opportunity to let his audience know that one evening of his five-a-week late night show on WNBQ (TV) New York was still available.

Other programs shown off during the ESB demonstration were *Inga's Angle* from WNBQ (TV) Washington, five minutes of fur fashions; *Animal Playhouse with Uncle Wynee* from WNBQ (TV) Chicago, children's program featuring small animals; *Skinner Spotlight* from WPTZ (TV) Philadelphia, a tv feature column, and *Jack McElroy Show* from KNBH (TV) Hollywood, audience variety program.

Welcoming the New York timebuyers, Charles R. Denny, vice president for NBC's owned and operated stations division, said that Electronic Spot Buying service will go into regular use this week. Three sessions for agency timebuyers to see specific programs on out-of-town stations represented by NBC Spot Sales already have been scheduled for this week and next, he announced. Through this new exclusive NBC Spot Sales service, he said, "the advertising agency man and the client can view in New York any local program in any of the cities represented by our organization."

Thomas B. McFadden, director of NBC Spot Sales, said: "This new sales dimension goes a long way in eliminating blind spot buying. This complements the established services offered by NBC Spot Sales such as supplying market facts, ratings, cost-per-thousands and promotional material."

This closed circuit live demonstration service is available to advertisers and their agencies in Chicago and Los Angeles as well as New York, and for radio as well as video programs, it was stated. Station facilities can also be shown to interested buyers via ESB.

Fully equipped to facilitate spot buying, electronically or otherwise, the new sales room of NBC Spot Sales in New York has a radio monitor and receiver system, a 27-inch tv set for either on-the-air or closed circuit reception, a projection room for presenting kinescopes, movies or slides, transcription equipment and a display wall, which may be lighted completely or in sections to highlight pieces of visual promotion material. Walls of the reception room carry mock tv screens showing talent and programs of the 18 stations represented by NBC Spot Sales. Each station has its own screen and material will be changed frequently to cover all programs on all stations every few months.

Guests arriving at the demonstration were presented with orchid leis from KGU and KONA (TV) Honolulu. When they returned to their offices after lunch, awaiting them were large packages, wrapped in green paper adorned with large silver spots to tie in with the NBC Spot Sales promotion theme: "Some Spots Are Better Than Others." Inside the boxes were gifts from other stations represented by NBC Spot Sales, each typifying the market the station serves.

There were golf balls from WRC and WNBW (TV) Washington, baseballs autographed by members of the Yankee and Dodger teams from WNBC and WNBQ (TV) New York, candied fruit from KNBH (TV) Hollywood, baked beans, brown bread and Indian pudding from WBZ-TV Boston, and a meat cleaver from WMAQ and WNBQ (TV) Chicago. WRGB (TV) Schenectady was represented by a string of Christmas tree lights, WPTZ (TV) Philadelphia by a cigarette lighter and WTAM and WNBK (TV) Cleveland by an ash tray. KPTV (TV) Portland sent a stereo, KSD and KSD-TV St. Louis a wallet, WNBC San Francisco two bottles of chianti.

**Features**

- A special report on a year's operation by the world's first commercial uhf station. Page 110.
- A veteran agency radio-tv executive tells about commercials and how they got that way. Page 118.
- Radio network showsheet. Page 120.
- How an 11-man uhf station got into the black in 30 days. Page 122.
A MILLION people up and down Western Oregon's Willamette Valley and its mountainous flanks have just completed one year's service as the first commercial proving ground for ultra-high frequency television.

The Sept. 19-20 weekend was notable in TV history as the anniversary date of KPTV (TV) Portland, only uhf station ever to celebrate a birthday.

In the 12 months since KPTV emitted its first program the eyes of the television world have been focused frequently and inquiringly on this Ch. 27 station. Literally hundreds of broadcasters, telecasters, technicians, manufacturers and public officials have made official pilgrimages to Portland on a common mission—to see if uhf really works.

One year of uhf in Portland yields an important and seldom disputed revelation:

* KPTV is an economic success and has provided a technically adequate signal over a surprisingly wide area.

In other words, Portland has embraced uhf as exemplified by KPTV, and tens of thousands of families—some say a hundred thousand—are pleased with their year of television.

So it has been demonstrated that a station operating on a uhf channel, even with low power for that part of the spectrum, can serve a metropolitan community, its environs and well beyond.

That is the capsule version of one year of uhf in Portland. However, the story of Portland television must take into account the special setting that existed one year ago when Herbert Mayer, president of Empire Coil Co. and operator of WXEL (TV), a vhf outlet in Cleveland, startled the electronic world by pioneering its first uhf commercial station.

The Portland setting was made-to-order for the first uhf commercial proving ground.

First, Portland had no television aside from fancy antenna arrays that groped with some success for KING-TV Seattle, 130 miles to the north.

Second, KPTV was reasonably assured of at least a year of one-station service. Enjoying that favorable environment, KPTV (NBC-TV) has operated profitably. Now, however, it faces competition—and soon.

A second Portland station, KOIN-TV (CBS-TV), has a transmitter in place and a radiating ready to meet its Oct. 15 target date. At this point KPTV faces (1) a competitive station with (2) a Ch. 6 vhf signal—reversing the usual post-freeze pattern found in many cities.

Given that background, Portland can look for another interesting and excite television year. But that is Chapter 2, a chapter that can't be written for many months. Even so, the lessons to be learned from Chapter 1 are numerous, informative and fascinating.

The Coverage Story

Before the economic aspects of Portland's uhf can be appraised it is necessary to review the coverage story, recognizing widespread interest in the ability of a uhf signal to saturate a rugged terrain.

KPTV is telecasting a signal rated at 17.6 kw, using the historic hand-made transmitter that RCA-NBC operated at Bridgeport, Conn., for three years in an effort to field-test the untried band that offered hope for full national video service.

The slot radiator is mounted atop a 250-ft. tower on Council Crest, a plateau standing 1,050 feet above Portland's business area.

Quiet, conservative Portland, which is growing faster than its older inhabitants care to concede, is proud of the fir-draped hills that mark some of its residential areas and the mountains that challenge propagation traits of the Ch. 27 KPTV transmitter. These elevations, some of them astonishingly abrupt, provide shadow areas where TV pictures are obtained only by means of high-flying yagis and bow-ties, or are not obtained at all.

How serious are the shadows?

Russell K. Olsen, KPTV general manager-chief engineer, and William McAllister, station operations engineer who was one of the RCA-NBC attending physicians at the Bridgeport laboratory, offer population, propagation and shadow maps indicating that good signals are available to over 90% of the population in Portland's three-county metropolitan area. They offer a map showing that when a new 540-foot tower is installed this fall, the shadow problem will be more than half licked (see page 116).

Then they point out that a new 10 kw RCA amplifier for the 1 kw driver is on order. Coupled with higher tower and higher-gain antenna, KPTV will penetrate practically every populous area with a signal approaching 200 kw, they contend.

What do the distributors and service companies think of KPTV's uhf signal?

J. G. Severson, one of Philco's larger distributors who has the Western Oregon and Southern Washington territory, told B*T: "Uhf to me is a perfect picture and a perfect installation." He said his crew have found that KPTV reaches out 40 miles to Salem and well beyond, with a 10-foot mast adequate for most locations in that city where several thousand sets have been installed. Many technicians like the tricky uhf better than vhf.

Mr. Severson conceded there had been some faulty installations at first but training schools took care of that problem. He operates AW Service Co., as well as Appliance Wholesalers, and generally charges around $30 for a high-gain bow-tie antenna with corner reflector mounted on a five-foot mast.

The antenna is his own design.

The Philco receiver's built-in antenna is...
By J. Frank Beatty

adequate, however, for 20% of installations, he said, with a much higher ratio in Portland proper. His service plant installs an all-wave tuner in the center panel of Philco sets for $55 additional. When vhf comes, his firm will fix antennas to receive both uhf and vhf for under $20.

He personally prefers uhf, he said, because it avoids man-made interference across the picture.

Tom Lowey, sales manager of Eoff Electric Co., Motorola distributor, says uhf is doing "a terrific job." Some problems arise but service crews nearly always find a very good signal, he said, though noting shadow spots along the southwestern hills toward the Lake Oswego residential area and Rocky Butte, for example. While the signal is a thin layer in some spots, his crews can find it "in 99% of cases," he told B*T.

Eoff's Motorolas are equipped with an all-wave tuner at the factory. Like most of them it includes an amplifying step. Mr. Lowey said the built-in antenna works in 55% of locations in the Portland city limits, with another 15% using a yagi atop the receiver. On outdoor jobs he uses three types of antennas, preferring all-wave v- and v-but using yagis if necessary.

During Portland's tv year, Mr. Lowey added, radios have been selling well and they're moving faster right now than a year ago—a trend that has been found all around the nation.

These two distributors' views are typical of wholesaler-retailer opinion.

Some fear has arisen that all-wave tuners converting Ch. 27 to Ch. 5 will suffer interference from Ch. 6 when KOIN-TV takes the air. A local newspaper column started a young panic but several set manufacturers explain they have investigated similar situations around the country and they scoff at these fears. Some of the strip tuners are giving trouble, they agree.

How many of its potential million viewers is KPTV serving?

Right now, Mr. Olsen claims, 310,000 families or 950,000 people live inside the 500-1000 microvolt contour in Western Oregon and Southern Washington. Addition of the 10 kw amplifier and a higher antenna will add 35,000 families or around 120,000 people, he predicted, plus another 15,000 people in the Portland shadow areas who are expected to get a good signal when the new tower is installed.

On the basis of figures compiled by John D. Jenkins, of the Portland State Extension Center, KPTV estimates there are 106,000 sets in an area ranging from around Longview, Wash., in the north down south of Corvallis. Possibly half of this area is now included in the secondary service contour.

The Receiver Story

Mr. Jenkins told B*T his estimates are based on distributor figures and checked against Radio-Electronics-TV Mfrs. Assn. reports. He said not all distributors are currently supplying data.

Using an oft-mentioned 28% saturation figure, the three-county Portland area would appear to have nearly 87,000 tv homes.

At any rate, somewhere between a fourth and a third of homes in the KPTV service area have tv sets. While this is not a high figure, Portland natives pointedly reminded that the area doesn't catch fire easily and they boast of its steady but unspectacular development (an estimated 100,000 people since 1950). With a touch of civic pride they add, "Let Seattle bust its seams. We like it this way."

That's the general coverage situation, based on the best information available—and naturally different estimators have different ideas.

Now how about the economics of KPTV's first year?

Mr. Mayer, a sage industrialist who isn't given to revealing all his business secrets, told B*T the first year at KPTV has been "very satisfactory from a fiscal standpoint."

"We made the turn in January and have been in the black ever since the first quarter of the operating year," he said.

No financial figures on KPTV operations are available. An educated guess by B*T, based on examination of the station's schedules, suggests that business volume is now running at a rate of somewhere around a half-million dollars a year, possibly more.

While Mr. Mayer didn't care to comment on the operating figures of the station, he did express considerable satisfaction at the fact that earnings have been available to contribute "very substantially" toward KPTV's capital expansion program.

Spot and time availability have been virtually sold out since the beginning of the year, and profit-loss statements have assured the management.

Obviously business has been good at KPTV. It had better be, because the station has a large plant that is being expanded rapidly, plus a staff of 68, recruited locally. The investment is described like this: Transmitter, tower building at Council Crest, $187,000; office building improvements, studios, electronic equipment, furnishings, $340,000. That's a total of $527,000. Add $135,000 for a new tower-radiator this autumn and a 10 kw amplifier in 1954 plus a soon-to-arrive $15,000 remote truck plus another $50,000 in studio improvements and you have a grand total of $727,000.

Under Mr. Olsen's overall direction, the job of bringing in money to finance this operation is handled by Charles R. White, commercial manager. Mr. White was told the morning of Sept. 18, 1952, that KPTV had suddenly gone on the air with a test pattern and he could start selling. The first day he sold First National Bank and Davidson Bakery, locally. RCA was lined up as the first national sponsor. Spots went for $30 (20 seconds) and $25 (10 seconds). The next day he sold the Irelands and Pagoda restaurants, U. S. National Bank, King building supply, First Federal Savings Bank, Oregon Journal (KPOJ), Chrysler dealer and Flav-R-Pac frozen foods.

At the grand opening party Sept. 20 in the Multnomah Hotel Mr. White earned his lunch, and more, by selling a two-hour film show to guests representing Union Pacific Railroad and F. B. Connelly Co.

Since that time station revenues have risen steadily. Operating evenings only, KPTV was sold out by the end of its first three weeks. Hours were added steadily, and when the live camera chain arrived in April the station moved its starting hour to 9 a.m.

Right now KPTV is doing business with 164 advertisers and 89 advertising agencies. Like all operators in one-station markets it has to exercise fancy diplomacy as eager sponsors insist on Class A time and often have to settle for B or C. Many a grudge is nursed by the frustrated, but agency men concede the situation isn't very serious in
One year of uhf in Portland, as described to B&T by Herbert Mayer, president of KPTV (TV) and Empire Coil Co.:

"Very satisfactory results from a fiscal standpoint.

"In the black since the first of the year and improving right along.

"No availabilities in Class A. Most of Class B and Class C sold.

"Our revenues therefore have been sufficient to help us improve the earnings of our employees, add to our general facilities, and contribute to the welfare of Uncle Sam.

"Our main objectives as we started what has been an exciting and tremendously interesting first year have in good measure been achieved. These were: To provide the very best in programming; to render a worthwhile service to our advertisers; to make KPTV a happy place to work for an outstanding group of Portland men and women; to improve the working facilities of KPTV to give the best service, coverage and quality transmission."

comparison with some of the other one-station areas. Practically all of KPTV's early sponsors are still on the schedule. Portland's retail stores have lagged behind other business lines in embracing television. Arrival of competition is expected to stir activity and perhaps lure such retail giants as Meier & Frank, user of vast newspaper space, and Lipman-Wolfe into regular and extensive use of tv.

Some spotty recognition of tv's sales power is appearing. Giles K. Handy, manager and buyer of the Buster Brown shoe department at Lipman-Wolfe, second largest store, told B&T the new NBC-TV Smiling Ed McConnell program had drawn swarms of youngsters and parents into the store, with 3,000 comic books given away in a fortnight. He called this "a very good response" and said "quite a few Buster Brown shoes have been sold." Lipman-Wolfe has a tie-in spot on the program. Lucy Marlowe, KPTV merchandising manager, has KPTV labels pasted on all the store's shoe boxes plus other promotions. KPTV is just getting into active merchandising, a function that will get a shot in the arm as competition comes to Portland.

Philo Freezer Stunt

Another KPTV stunt was built around a Philco Freezer Week in August. Richard McNamara, assistant advertising manager of Appliance Wholesalers, joined in rounding up 95 Philco dealers who gave a metal plate to all who went into stores to look at freezers. Store traffic was heavy and interest in these major appliances was whetted by use of promotion devices and cooperation of Barbara Angel, who presides over KPTV's What's Cooking. Cost was trivial and everybody was happy.

KPTV is becoming increasingly active in the field of civic programming. Arrival of its RCA remote truck will permit expansion of outside origination, now limited to the facilities of an ingenious two-wheel trailer equipped with sliding racks and built-in wiring. Education officials have publicly expressed appreciation of KPTV's readiness to telecast local features and to place them in choice periods. First National Bank is happy about sponsorship of the famed Rose Festival Parade and the recent Shrine football game. William Swing, assistant to the manager, is in charge of KPTV public service programming.

Then there's The Toymaker, a gem of an idea and the talk of Portland since it took the air last May 11. Like many top programs it has a simple format—a teller of tales for the kiddies. And like many kiddie programs, it has developed a large teen-age and adult audience.

Frederick Giermann, veteran actor, is KPTV's toymaker. He tells little stories about the adventures of such toys as Ajax, the Elephant and Sneaky the Snake, all the while seated at a toyshop workbench.

Richfield Oil, one of the early sponsors, offered a comic book about the outer spaces. All 20,000 available copies were disposed of in five days; 5,000 more were sent from Seattle and these, too, were gone in a couple of days.

Other sponsors include Sperry Wheathearts, Plot-O Products, Grandma's Cookies, Doughboy plastic pools, Alpenrose Dairy and Toy House (retail). The program was developed by John R. Ralston Productions, which provides script and production.

Little Ajax, a grey elephant with flapping red-trimmed ears, can be found in suburban New York nurseries and possibly, if the truth ever comes out, in a few desk drawers of timebuyers who selfishly refuse to carry this Herbert Mayer promotion piece home for the youngsters.

The Toymaker has inspired a stack of endorsements from parents, educators, civic leaders and other community groups, and has attracted network feelers.

What about Portland radio during KPTV's first year?

Richard M. Brown, general manager of KPOJ (Oregonian Journal) and NARTB District 17 director, said Portland radio was hurt for a while last autumn, but by winter the aural broadcasters were working harder and selling with more vigor. All this led to better management and broadcasters are doing nicely since adjusting themselves to the new competitive picture.

H Quentin Cox, president of KGW (sold by Oregonian recently to KING-AM-TV Seattle and others), conceded tv left its impact but joined Mr. Brown in observing that radio business is fine, with station co-operating in meeting the common problem.

Howard Lane, president of KOIN (AM) and the embryo KOIN-TV, which gets under way in mid-October, said KOIN didn't feel tv's arrival. Right now he's busy getting ready to put KOIN-TV on the air. CP was granted last July 23. The GE 5 kw transmitter is in place atop Sylvan Hill, about the same elevation as KPTV and not far away.

With a 35 kw amplifier due to help kick the Ch. 6 vhf signal out over the hills and valleys, Mr. Lane promises 56 kw from a temporary tower and three-element antenna. Later a new radiator and higher tower will permit use of full 100 kw power.

A large downtown building is being overhauled and equipped as a second Portland tv center. Formerly a dance hall, the spacious structure includes two large (64x64 and 37x64) studios. Like KOIN, founded in 1923 and operated many years by the late C. W. (Chuck) Meyers, KOIN-TV will go in heavily for local live programming and public service features.

When VHF Hits Town

What happens in Portland television when KOIN-TV joins KPTV should be interesting to watch. KPTV points out that the Bridgeport uhf transmitter has amazed even its best friends by defying the line-of-sight traits of the upper band. There are shadows, of course, but at KPTV they predict that vhf will have shadows too, as a signal meets up with the tumbling topography of this area. They claim interference-free uhf needs fewer microvolts than required by vhf in fringe areas.

KPTV's executives state that the uhf transmitter has only been off the air a little over three hours in a year because of technical troubles. They react violently to reports that the RCA-NBC transmitter has often quit piquing for hours at a time.

KOIN-TV will take the air with a $500 basic hourly rate. KPTV started off at $250 a year ago, went up to $350 in February and is pondering the idea of Rate Card No. 3, possibly by late autumn.

The stations will have cable trouble from the start. They must share, along with three Seattle-Tacoma stations to the north, a single network channel. Portland television complain that the single coax from California passes only 2,900 kc and doesn't do that the way they desire. A radio link goes north to Seattle. AT&T leases the cable from Pacific
Detroit is the world's Motor City in usage, as well as in production. Autos and auto radios get plenty of mileage!

Two-thirds of Detroit area workers DRIVE to their daily employment. 12% of them drive 30 miles or more each day. Another 13% drive from 20 to 29 miles. Less than one-half of one percent ride on Detroit's one commuter railroad!

What a BONUS audience that represents for Detroit's radio advertisers!

In this market of 980,000 cars, WWJ is the favorite radio station. It has been for 33 years. And, because it delivers the most listeners per dollar, it's the most economical buy.

To put your product in the driver's seat in the Detroit market, put your story on WWJ.

THE WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEO. P. HOLLINGBERY COMPANY
Russell K. Olsen  
general manager, chief engineer

Telephone & Telegraph Co., it is pointed out.

KPTV hopefully looks forward to KOIN-TV's arrival as a means of getting off the one-station hook. Still to come are Ch. 8 and Ch. 12 stations, once FCC has sorted out a half-dozen powerful applicants. KOIN-TV is the result of a Ch. 6 merger by the S. I. Newhouse interests and Theodore R. Gamble, a union that forced the Newhouse group to sell KGW to a firm headed by KING-AM-TV interests.

Of interest to Portland are upcoming tv projects in Vancouver, Wash., just across the Columbia River to the north, as well as in Salem and other communities. Salem and Klamath just a few days ago were awarded additional uhf channels by the FCC.

KPTV will break out into a formal first birthday party Sept. 30, a year and ten days after the first programming started but on the anniversary of full commercial operation. The governor, mayor and others will join business and civic leaders in the Multnomah Hotel ballroom where the station's inaugural ceremonies took place just a year ago. Mr. Mayer will be on hand for the event. He has spent many weeks in Portland during KPTV's first year.

The guests will re-live the exciting moment in 1952 when the ballroom provided a setting for one of television's notable events.

Things started to happen, and fast, the moment FCC granted Mr. Mayer's application July 7, 1952. All the hazards of the commercially untried ultra-high medium confronted him. An additional, and quite genuine hazard loomed: "How to get a transmitter?"

In all the world there was only one fully tested and available uhf transmitter—the custom-made job that RCA-NBC had been testing since 1949 at Bridgeport. This $3 million experiment—known as KC2XAK—had been holding the attention of the electronic and advertising world ever since its erection. Manufacturers had used it as a proving ground to test uhf circuits and components.

Many covetous eyes were focused on the Bridgeport transmitter, among them Mr. Mayer's. Back in his mind was a conviction that he could pull the electronic coup of the era by slamming KPTV on the air months ahead of any reasonable forecast—provided he could latch onto KC2XAK's gear.

All the details of Mr. Mayer's successful effort to land the equipment haven't been told, and likely he's the only one who knows the full story. In any case he, as usual, set out to get it—and got it. Perhaps it was a realization of Portland's tv plight; or dogged Mayer determination; or his close connection with RCA as a supplier of components. It doesn't matter now. He got it.

RCA-NBC, Adler Communications and Empire Coil engineers started to dismantle KC2XAK Aug. 23, roughly a month-and-a-half after the KPTV CP had been granted. It was loaded on a truck and dispatched to Portland where it arrived a few days after a frantic Herbert Mayer had recovered from an attack of hammers-in-the-head induced by afternoon. This is Television Station KPTV Portland, the World on View, Ch. 27. We are signing on the air this 20th day of September, 1952, in accordance with authority granted to us by the Federal Communications Commission. . . . And so, let us now witness the inauguration of television in Portland and the first commercial uhf broadcast in history."

No one would have been surprised if the early days of tv in Portland had developed into dollar-snatching and signal-fumbling chaos. The setting was perfect. Distributors and dealers didn't know how to service vhf, let alone the somewhat more delicate uhf.

Fly-by-night stores and service firms were sure to unload all the junk they could collect on this novice community. Even the set makers were short of experience—to say nothing of receivers.

Fortunately, responsible elements of the community stepped in with a plan based on cooperation and integrity. Better Business Bureau, newspapers, radio stations, dealers, distributors and set manufacturers joined in what was called "The Portland Plan."

BBB drew up an advertising Code of Ethics to prevent misrepresentation and the business interests joined the movement. So Portland was ready when tv arrived and for the most part the public got good merchandise and good servicing at fair prices.

Portland still boasts it has the best tv distribution and servicing record in the nation, and The Portland Plan is still in effect.

Obviously Portland likes television. Few viewers realize their picture is different from any other city's picture—technically, that is. The sets have an extra gadget or two, but there are 21-inch known-brand table models that sell for around $200. Occasionally some uhf converters drift after they warm up and there's snow to be found in shadow areas.

Everything adds up to this conclusion—uhf has been a commercial success for one year in this major northwestern market.

(Map on next page shows how KPTV signal covers Portland area.)

William McAllister  
station operations engineer

Broadcasting • Telecasting
Use this new **KYW MAIL MAP**
to discover new prospects in the Philadelphia market area

Shows where listeners are, and where they're influenced to act

Are you getting your share of sales in all parts of the great Philadelphia market area? This new map will help give you the answer. Based on analysis of more than 100,000 pieces of mail, it shows exactly where... and with what intensity... listeners are influenced to send orders or inquiries to KYW.

In more ways than one, this new mail map makes a welcome addition to survey literature. It shows not only where the audience is... but also the extent to which listeners are influenced to act! For details, check KYW or Free & Peters.
How bad are the uhf shadows in Portland?

This population density map of the Oregon city prepared for B&T depicts (1) original shadow areas based on NBC-KPTV (TV) engineering measurements and (2) the areas to be removed from the shadows (portions denoted by parallel lines) when KPTV's new antenna adds another 250 feet to the radiator's height. Black areas will remain in shadows.

Shadow areas A, B and C lie in the residential districts west of the Willamette River. The shadow effects are due to the southwestern hills. Lined portions show how the higher antenna, with new radiator, will give added coverage. Each dot on the map represents 40 people, based on the 1950 U.S. Census.

Three shadow areas east and northeast of the radiator will be eased by at least half, according to the engineering predictions. They are caused by small hills—Mt. Tabor, Rocky Butte and Kelly Butte, each about 200 to 300 feet above the immediate neighborhood.

The shadow effects are computed on the basis of a relief map in which a tiny light was placed at a height comparable to the new KPTV radiator. The map then was photographed. In actual operation, KPTV signals were found occasionally in some of the shadow areas.

KPTV's new radiator will reach 540 feet above Council Crest, 290 feet above the present radiator.
HOW TO SELL MORE THROUGH WESTERN MARKET FOOD STORES

During the next 52 weeks KOA will invest more than $100,000 to move more merchandise through Western Market Food Stores. We are investing this money to back a new idea in food marketing. The plan has been tested—with fantastic results. It has been endorsed by virtually everybody in the Denver food distribution picture. We call our plan the KOA FOOD LEAGUE.

HERE'S HOW IT WORKS:

KOA offers you America's most "FOOD CONDITIONED" audience. And here's the device that we use to thoroughly "food condition" Western Market listeners. The KOA FOOD LEAGUE conducts 52 annual promotions — with a new product or related products featured each week. Perhaps we can best illustrate what happens by example. Suppose canned corn is the KOA FOOD LEAGUE "SPECIAL" for this week ...

Every day we present the KOA FOOD LEAGUE program from 10:15-10:30 A.M.—all about food and food-store-marketed products. The program this week features canned corn.

Every day KOA's first lady, Evadna Hommersly, devotes at least ten minutes of her HOME FORUM program to food, and specifically features canned corn.

Every day we saturate our schedule with a minimum of ten "editorial" announcements featuring canned corn.

Every day our schedule is supplemented with BRAND NAME advertising, promoting specific labels of canned corn.

Every day retailers throughout the Western Market—who have been advised of the promotion—feature in-store displays of canned corn.

Every day Western Market retailers will display special KOA FOOD LEAGUE point-of-purchase materials tied in with stocks of canned corn.

Every day Western Market newspapers will carry KOA FOOD LEAGUE advertising mats, tied in with retail shopper ads, and featuring canned corn.

Next week the KOA FOOD LEAGUE special may be catsup, tuna, rice or ice cream, or any combination of food-store-marketed products.

More than a series of weekly promotions

KOA FOOD LEAGUE specials enjoy accelerated sales during following weeks. The KOA FOOD LEAGUE product promotion creates new buying and use habits that have a continuing effect. Food manufacturers, brokers, jobbers and retailers agree that the tremendous impact of the KOA FOOD LEAGUE campaign must result in sales. Even without the "weekly special" device our "food conditioning" at the Western Market audience would result in more food sales. Actual tests show product sales increases up to 89% with radio alone being used. If your product is sold through Western Market food stores, this plan will increase your volume in huge, measurable quantities.

How the KOA Food League helps YOU

KOA is in the food business 'way up to here. We now have a full-time KOA FOOD LEAGUE DIRECTOR, a marketing expert whose only responsibility is to move more merchandise from Western Market food store shelves. His assistant is a food writer and broadcaster with many years of newspaper, agency and radio experience. These talented people, together with our Promotion and Merchandising departments, conduct the KOA FOOD LEAGUE program.

Copyright 1953, KOA, Inc.

KOA FOOD LEAGUE makes KOA America's most food-conscious broadcaster—delivering America's most "FOOD CONDITIONED" audience.

Call your Petry man or write us direct to assure your featured position in Western Market food stores. Better do it today.
ONE OF the surest ways to become unpopular in one easy sentence is to say, "I like radio and television commercials." And, in some quarters, the same condition can be achieved by saying—"I don't like radio or television commercials."

It is, of course, to be said for both sides. There's a lot to be done by our side. And one of the first things is a better understanding—and use of these wonderful tools.

No one should know better than those who use radio and television—and the advertisers who pay for it—that every moment of commercial time is a golden one, that the three minutes of sales messages in a half hour show is the reason for putting a program on the air. But it's such an obvious fact that all too often some of us forget it. Agancy planners, sometimes, when they budget the talent for a radio or television show for 10, 20, 30, 40, 50 thousand dollars—and allow only a handful of dollars for commercials—the only reason the show's being put on.

Or production men, occasionally, when the show's too long at rehearsal, and they don't want to lose that wonderful gag, "Who's that lady I see you walking down the street with?" "That was no street, that was an alley"—they turn to the poor commercial writer and say, if it's a live one, "Try and squeeze 15 seconds out of the commercial, huh?"

Yes, all too often, too many people—not advertisers, though—overlook the value and potency of those selling minutes. For when they are used adroitly, radio and television can deliver really outstanding advertising values.

Maybe the reason for that lack of commercials' acute importance in some of our minds is because we're apt to take them for granted. There's a lot to be said for our courtship.

Which is why I don't think it would be amiss, right now, we all took a fresh look at commercial copy—not just as it stands today but as it also stood, flat-footed, about 20 years ago.

How can we keep on going forward if we've already forgotten some of the lessons we learned—the hard way—but a few years ago. And the first of them all is simplicity.

Look what happened. When radio commercials were first written, they were written by the left-hand of a right-handed copywriter. Which was perfectly natural. Who else would write them? Wasn't radio just another medium? But writing for the eye, with illustrations and headlines, and type-settings and visual tricks was, as you well know now, entirely different from writing for the ear, where words, sound effects and music had to do the job. The copywriter who wrote ads about coffins that were so effective you could hardly wait to die to get into one of them found that the same words on the air left listeners unmoved, not looking forward to dying a bit.

Talking Like People

And so dialogue was born, a step in the right direction albeit a faltering one. Some far-sighted advertising man said, "Let's make these commercials sound like people talk. Let's make them conversational."

But who had to try to do that? The same copywriters, good copywriters too, but whose background and experience didn't require that they know conversational showmanship. And little dramas like these began to unfold. The announcer would say, "And now let us eavesdrop on the home of Mr. and Mrs. Smith, a typical American family." And another man's voice would fade in with, "I don't feel hungry tonight, pet. I've had a busy day at the office and I'm tired." To which a female voice would reply, coyly, "But, Jack, wait till you taste what we have for dinner tonight. It's positively yummy!" Then, reluctantly he'd say, "Oh, all right." Then a slight pause. Suddenly, he'd grunt and mumble ecstatically, "Mary, I didn't know you were such a wonderful cook." To which the girl would gigglingly reply, "I'm not, silly. I bought that pineapple pan-dowdy at the grocer's!"

At which point the announcer, abruptly unleashed, would burst in with:

"And you, too, can get this same appetite-inviting, husband-delighting pineapple pan-dowdy at your grocer's." And from there he'd go on—and on—and still on—telling you the ingredients, where they came from, their nutritional value, how good they tasted, how grand they looked, how they were made by eager craftsmen whose parents all were married, and with a recipe thrown in—everything except the picture of the factory. And don't think that wouldn't have been in, too, if there'd been television then.

And yet, when you look back on it, it was perfectly natural. Magazine ads told complete stories; why shouldn't radio ads? But there were usually two commercials in a program. So it began to get monotonous twice as fast.

It was at this point that Young & Rubicam said, "You can't make showsmen out of advertising men. We've tried it. So let's see if we can make advertising men out of showmen. Let's get people who know about the spoken word, people who've been in the theatre and in pictures, who've written, and acted, and teach them advertising."

And they did.

Thus forming the first group of people whose job it was to write radio advertising exclusively—the first radio commercial department in the history of advertising.

Not long before the formation of this unit one George Gallup was also brought into the organization, and he began copy research, which very quickly began to embrace radio. He made the first audience measurements, gave us the first sponsor identification figures, and the first penetration-of-sales-points figures.

The kind of commercials we were writing
Keystone’s “Baby”... 60 Million Customers in a Growing Market!

It's true! Hometown and Rural America is on the increase... in areas throughout the land. Keystone coverage of this market has proven itself to many successful users... and what better audience for your product story than the over 15 million Keystone families who by nature are avid radio listeners?

Here is a responsive market that also includes hard to reach military installations... and an ever-growing population in areas that buy all the way across the board... a natural market place for your product.

Do yourself the favor of learning more about the versatile Keystone market and its flexible opportunities to merchandise. Learn how it can work for you and your “baby.”

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

TAKE YOUR CHOICE
A handful of stations or the network... a minute or a full hour... it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than “spot” cost for some stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
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IN THE BLACK IN 30 DAYS

IT TOOK more than a Doubting Thomas to put a uhf station on the air back in mid-June, when word of the fiasco at Roanoke began to get around. But Tom K. Cassel, partner-general manager, went ahead and started program- ming on WTVF (TV) Elmira, N. Y. (uhf ch. 24), "amid the copious tears and clucking tongues of alleged wellwishing neighbors," to use financial ruin was the only achievable goal of tv in a market smaller than the big fifteen."

Mr. Cassel's unwillingness to share this gloomy viewpoint was reinforced when WTVF went into the black one month later.

For the benefit of "all who like stories with a happy ending," says Manager Cassel, WTVF's rosy sales picture came about, not through gigantic block sales of time at high card rates, but by "many small sales" to satisfied clients.

Mr. Cassel handles over a lot of credit to local set dealers and servicemen, "whoever has accounted for 9,500 conversions and sets in the primary area, with the number growing as fast as installations can be made."

Also not to be overlooked, says the WTVF manager, is the station's staff of 11, "whose pride and pleasure in working 17 hours a day for seven days a week has put the station on a firm, engineering and programming foundation." In fact, Mr. Cassel thinks WTVF's small, well-organized staff is the key to its successful operation. It includes a manager, two salesmen, a bookkeeper-receptionist, a photographer-newsman, a program director-announcer, an announcer, a film man, a chief engineer and two engineers. Overseeing the effort is Chief Engineer Bob Beurket, who has provided "a clear, steady picture since June 15, with no apparent defects, either in failure," and Program Director Jim Pattison, who has arranged for 38 hours of programming per week, with only 6½ hours of network.

Manager Cassel is quick to add that the market itself has no little bearing on WTVF's success. There are 112,400 families in the coverage area, he says, with an annual income of $419,465,000 —78% higher than the national average.

WTVF's services on a spot basis have been used by national accounts such as Sun Oil, Borden's Cheese, Oldsmobile, Bell Telephone, Shinola, Rival Dog Food and Schlitz. Its 8 local accounts are H. S. Bennett (optician), Fairview Tavern, Ritz Beauty Salon, Central Radio, Farmer's National Bank of Athens, Pa., Rosenberg's Dept. Store, J. P. & M. Sullivan and Spirawks.

All four tv networks feed WTVF. The station has an evening network program on its schedule Aug. 31 and has scheduled eight hours to begin by Oct. 1.

Joe Cook: One night I was riding along in my buggy—I talked to my girl—Miss MacCillicadiddy. But she was so cold to my kiss and my hug that I asked her to please tell me why. She said: "Let us go to the circus tonight And while there you look up above!" We did, and my poor, lovesick heart slipped a beat.

When I saw who had stolen my love . . . Oh—he flew through the air with the greatest of ease. I saw the daring young man on the flying trapeze His face full of smiles, and his hair full of grease Had stolen my sweetheart away. I said: "He's a blackguard—he's false, and he's vile! Oh, how could you fall for his cunning and guile!"

She said: "I was won by his dazzling white smile— Just look, and you'll see for yourself!"

I watched as he swung from his perilous perch And turn one or two somersaults; But a big gust of wind gave his trapeze a jolt And bounced out his teeth—they were false! Oh, they sailed through the air with the greatest of ease. And landed right there by my startled girl's knees, I said: "Don't you see, dear—he never could please For the man, like his teeth, is just false!"

But I'd learned my lesson—I went home that night I swore I'd get my own teeth clean and bright

in those days—and this is only 18 or 19 years ago—went like this. And this is the complete, actual, as-broadcast sales story on the Colgate House Party —starring Joe Cook: Announcer: She is not fair to outward view As many maidens be Her loveliness I never knew Until she smiled at me. Don't you feel the same way—that a warm, brilliant smile can make even a plain person attractive? Then you can understand why I urge people so earnestly to be careful of the kind of toothpaste they use—because their smiles can be no brighter than their teeth. If any of you ladies and gentlemen have discolored teeth, don't give up hope of having an attractive smile. Because discolored teeth are simply stained teeth, stained by things you eat and drink and smoke. And those stains can be removed, but only by a dentifice with two cleansing actions. Most toothpastes have only one. That's why your teeth may still be discolored, even though you brush them regularly. But Colgate's Dental Cream and Gin, on the other hand, has two cleansing actions a dentifice must have to rid your teeth of all discolorations, a penet- rating foam that washes away most of the stains, and a gentle polishing action which removes all the rest of the stains, and, in addition, polishes your teeth to a brilliant, sparkling lustre. If you prefer powder, Col- gate's Dental Powder gives the same amazing results. So if you want a brighter smile, you want brighter teeth. And you'll get brighter teeth if you get Colgate's! Try it! . . . remem- bering this . . . we back up every claim we've ever made for Colgate's with the most startling and reliable evidence. Myself, I asked her to please tell me why. She said: "Let us go to the circus tonight And while there you look up above!" We did, and my poor, lovesick heart slipped a beat.

When I saw who had stolen my love . . . Oh—he flew through the air with the greatest of ease. I saw the daring young man on the flying trapeze His face full of smiles, and his hair full of grease Had stolen my sweetheart away. I said: "He's a blackguard—he's false, and he's vile! Oh, how could you fall for his cunning and guile!"

She said: "I was won by his dazzling white smile— Just look, and you'll see for yourself!"

I watched as he swung from his perilous perch And turn one or two somersaults; But a big gust of wind gave his trapeze a jolt And bounced out his teeth—they were false! Oh, they sailed through the air with the greatest of ease. And landed right there by my startled girl's knees, I said: "Don't you see, dear—he never could please For the man, like his teeth, is just false!"

But I'd learned my lesson—I went home that night I swore I'd get my own teeth clean and bright

BROADCASTING • TELECASTING
If my girl liked smiles—then I’d have to smile right.
So I bought some Colgate’s Tooth Paste.
I scrubbed every molar and cuspid and then
I looked in the glass on my shelf—
And honest-to-goodness, my teeth were so bright
That I fell right in love with myself!
But, I won back my girl with the greatest of ease
She won’t look at men, even on a trapeze.
And I must thank Colgate’s Tooth Paste, If you please.
For your smile is as bright as your teeth.

Please don’t misunderstand me. I’m not holding that up as an example of the ideal commercial. That was almost 19 years ago.

It was just a first step toward better commercials. But the audience applauded it. Almost all of the New York radio editors carried a story about it. And we got fan mail on it. But more important, product identification and sales penetration was the highest of anything we’d tested up to that time.

Also at that time, we began reading our commercials to clients instead of presenting them as we did copy. Because the most natural thing for an advertising manager to do when he sees a piece of copy coming through the door under a contract man’s arm is to reach for his pencil. Which is always sharpened. But a commercial is a fleeting, overall impression. Either it makes the listener—who hears it but once—fall in love with a product. If the idea of the commercial and the words expressing that idea don’t sell you completely the first time you hear it, the commercial is no good.

We also began having our commercial writers attend client meetings. For if any policy changes had to be made, the man, or woman, who wrote the commercial should make those changes. Because a good commercial is like a chain. Each sentence links into the one that’s gone before. Each sentence should have the same carry-over to the next one that each episode of a daytime serial has.

And the changing of a word or a phrase by a person who hasn’t built that commercial can often result in the loss of listener-interest at the point the change is made.

Changes in Rehearsal

We also started the practice of commercial writers attending dress rehearsals, armed with the authority to make any on-the-spot changes necessary to make the commercial more a part of the show or to change the pitch of the sales message in the show. This was another step forward, for just as better shows are built at rehearsals, so can better commercials be built.

And grave mistakes can be avoided. I remember one Sunday night some years ago listening to Charles Boyer in a love story. It was sponsored by a cosmetic firm. As the first half of the broadcast reached its romantic climax Mr. Boyer and the inevitable girl were on mike alone. He was making love to her—that is, as much love as continuity acceptance and the Legion of Decency permitted. But she wasn’t having any. Not at the old AFRA rates, anyhow. However, gradually she began to give in. As Boyer breathed down her bodice, she ended the act with a weakening, “No—no—no.” And without any applause, or musical curtain, or any-

thing, the announcer suddenly boomed in with, “What is it every women wants to lose?” “Her heart,” he said, after a slight pause. But it was too late. The boat had sailed. Had the commercial writer and the production man known what the other was doing, that wouldn’t have happened.

There’s just one more thing I’d like to touch on, a practice which hinders the creation of better commercials. Too many of us are guilty of thinking in terms of the number of minutes we have to sell in—rather than how can we best sell our products regardless of time limit. You know I mean, of course, the 10% of program-time limit which we all respect, except on local programs, or disk jockeys. If you can do an intelligent, effective, pleasing sales job on a half-hour show in two minutes, do it in two minutes and get off. If it takes the full three minutes, that’s O.K., too. But let’s be guided by our judgment, our ability, our salesman ship, and our hearts—not by our stop-watches. For it’s not how much or how little you say but how you say what you say that counts. Very often even a 30-second commercial can irritate more people, create more ill-will and invite more criticism than a five minute one—were five minute commercials permitted. You know the kind I mean—commercials which take only a half a minute to deliver—a delivery with all the ease of child-birth—and with so many trip hammer product mentions that you want to run—not walk—to the nearest exits.

A Word About TV

What about television commercials?

There isn’t a thing we’ve discussed about radio copy that doesn’t apply to this newest and most effective tool of advertising yet devised. Effective—oh, gee. Our tests over the past four years have shown that sponsor identification in television is about double that of radio. Even when a show has been on radio for seven years—and the same show on television only seven weeks.

The same thing holds true for penetration of sales points. The average is double for television.

And why shouldn’t it be? Think of what the copywriter has to work with! For his television commercial he can draw on radio, movies, the legitimate theatre, musical comedy, magazines, newspapers, billboards, animation—yes, and even skywriting. The only thing he’s limited by is his imagination. And his client’s budget.

Advertising has come a long way in the creation of good—selling—radio commercials. When you compare their age and their effectiveness with that of publication copy a loud cheer is in order for their rapid growth and great accomplishments. And the same can be said with double emphasis for television commercials.

But right now—even the best isn’t good enough. New ideas are needed—new methods are indicated—new understanding is necessary. But I’m sure that the same kind of ingenuity and inventiveness and research and experience and judgment which made commercials so effective so quickly for ideas, ideals, products, premiums and services will make them more effective.

Mike’s Day—

There was a hum in the air—things were beginning to look up for Mike—he was going to build a new, large radio audience from SESAC’s Transcribed Library.

Suddenly the door bell rang—Mike pushed back his new glasses and dashed for the front door.

It was his favorite radio postman with a large package for him—and it came from SESAC.

Mike couldn’t wait to open it up—imagine all those things—

* Sales Aids that Sell Time for You
* Network-Calibre Scripts
* Bridges, Moods and Themes
* Music for Every Type of Program and Sponsor

The Lowest-Priced

Complete Program Service

Now Mike could set up Operation SESAC with many fine program aids—and build that large radio audience.

write for details

SESAC Transcribed Library

475 Fifth Ave., New York 17

September 28, 1953 • Page 123
Consumer Markets is the market data book especially prepared for use in making up advertising schedules.

As such, it is the most usable, complete single source for advertisers, agency people engaged in market research and media selection, and for station managers who have a story to tell to prospective advertisers.

how Consumer Markets provides data that helps advertisers and agencies buy time.

In one volume for quick reference, the new CONSUMER MARKETS will contain data on cities, counties, metropolitan areas, states and regions throughout the U.S. Here are the three major kinds of useful information that are fully covered:

*Market Size* Population, number of households, consumer spending units with rankings and trends. Clear outline maps for every city of 50,000 or more population and for every state and for Alaska and Hawaii. Standard metropolitan area data included.

*Sales Experience* Total retail sales, per household sales, sales by nine store classes, number of stores in each class, all set up by counties and cities.
announces an expanded edition of markets to be published in May 1954

RESERVATIONS NOW FOR PREFERRED POSITION

Sales Potential: Exclusive data on spendable income, income per household, and number of consumer units by four separate income groups, set up by counties and cities. (see below). Current farm population, gross farm income, income per farm, number of farms, electrified farms, farm households, number of farm trucks and tractors, livestock and crop income, plus tables, trends, rankings to help advertisers spend dollars where they will do the most good.

New Consumer Income Data Tables will multiply user traffic in the new CONSUMER MARKETS

Newly compiled consumer income data tells at a glance how many have how much to spend, and where they are. This goes beyond general averages, tells how many consumer units there are in each of four groups; under $2000; $2000 to $3999; $4000 to $5999; and $6000 and over... by counties, metropolitan areas and cities.

Reserve space NOW, in the new, expanded 1954 CONSUMER MARKETS... buy of the year for the station with a story that will sell all year!

For quick information on the 1954 CONSUMER MARKETS, including rates and closing dates, send for the brochure, "Where Media Sales Are Born."

consumer markets

THE COMPREHENSIVE SINGLE SOURCE OF AUTHORITATIVE MARKET DATA INCLUDING INCOME BREAKDOWNS

Published by Standard Rate & Data Service, Inc.
Walter E. Bothoff, Publisher 1740 Ridge Ave., Evanston, Illinois
New York • Chicago • Los Angeles
TELECAST OF CHECK BY ABRAHAM LINCOLN
INAUGURATES WASHINGTON BANK CLOSED CIRCUIT

A CHECK written by President Abe Lincoln in 1861 was the first document transmitted over the closed circuit tv installation inaugurated Sept. 18 in historic 177-year-old Riggs National Bank, Washington, D. C. The RCA installation, which connects the bookkeeping and records department several blocks away from the main bank building facing the Treasury Dept. on famed Pennsylvania Ave., features a built-in 10-in. receiver in a specially-designed banker's desk for the use of bank officials wishing instantaneous facilities of customer's signatures and other information.

The desk is equipped with microphone and control equipment to operate the internal tv system.

Heart of the RCA installation is the Vidicon camera tube, about the size of a cigar (166-in.). Similar installations have been successfully used in a wide range of applications in the business and industrial world, W. W. Watts, vice president in charge of Technical Products Dept., RCA Victor, said.

At the ceremonies opening the system were Riggs President Robert V. Fleming, Vice President and Cashier John C. McCormack, and Francis H. Engel, assistant to Mr. Watts.

**For MINUTE spots to SELL**
Youngstown, Ohio
call any Headley-Reed office or...

**WFMJ RADIO and TELEVISION**

101 W. Broadman St. Phone RI 3-4121

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**STAGE STRUCK' PLAYBILL**
TO PROMOTE interest in its Stage Struck weekly series, which will premiere this Friday, 8:30-9:30 p.m. EST, CBS Radio has distributed a souvenir "Playbill" to clients, agencies and special radio and theatrical lists. It is patterned after the "Playbill" distributed to patrons of New York's legitimate theatres replete with information on the theatre and with advertisements (with permission of the firms). CBS Radio is also advertising Stage Struck in the "Playbill" of some 20 legitimate theatres.

**RECIPROCAL ADVERTISING**
WBKB (TV) and WENR Chicago, ABC-United Paramount's o & o tv and radio outlets, and Chicago's Balaban & Katz Theatres have signed an agreement involving reciprocal trade advertising. Some 40 B & K Theatres in the Chicago-land area will carry trailers for both stations in exchange for B & K institutional announcements within the WBKB and WENR program schedules.

**SPECIAL SHOWING**
ADVERTISERS and agency representatives were offered a special treat during their Assn. of National Advertisers convention in Chicago last week (see separate story). The Ford Motor Co. made available a kinescope of its 50th anniversary multiple-network extravaganza as a special feature Wednesday morning. Showing was held because of some of the unusual techniques utilized in the presentation, it was explained.

**RUBBER JOCKEY**
"CINCH a big audience for your product with St. Louis Bullroom", advises KXOK St. Louis in a novelty mailing piece containing a finger-operated puppet. The station ties in the novelty, a yellow-garbed jockey, with this message, "Saddle your St. Louis sales to Ed Bonner."

**'PRESIDENT'S WEEK'**
A SERIES titled "The President's Week", featuring Tex and Jinx (Falkenburg) McCrary, will be presented on NBC-Tv, Sunday 12:45-1 p.m. EST, starting this week (Oct. 4). Through the use of NBC-Tv News Film, live coverage and interviews, the McCrarys will attempt to give an intimate glimpse into the busy week of President and Mrs. Eisenhower.

**COLUMBIA U. SERIES**
NEGROES who were first to enter occupations formerly closed to members of their race will be the subject of a documentary radio series to be produced by Columbia U. students of broadcasting. Presented in cooperation with NBC and the Urban League of Westchester, the series will feature Negroes who have led the way in various occupational fields. Titled "Pilot Club", the programs will be made available to interested stations in transcribed form.

**ABC VIEWERS' GUIDE**
INITIAL press run of 104,000 copies of the "ABC Television Viewer's Guide" has been ordered for distribution by Ford dealers in Midwest who are sponsoring, on a co-op basis, the home games of the Chicago Bears-Chicago Cardinals professional football teams on ABC-Tv. The 24-page football booklet is being offered at cost to sponsors of the ABC-tv co-op program.
BALL SPEED MEASURED
ALLEN B. DuMONT LABS, Inc. was scheduled to conduct a test at Ebbets Field yesterday (Sunday) to determine the speed of a baseball pitched by hurlers of the Brooklyn Dodgers and Philadelphia Phillies. By use of DuMont's cathode-ray oscillograph, a company spokesman said, the speed of the ball thrown through two photo-electric cells would be measured to the fraction of a second.

WGN PLUGS ITS M-N-S
THEME of a new campaign by WGN Chicago to impress listeners with its new format is station's claim to "the best M-N-S in the business." For several days a sultry-voiced girl (Jackie Van) has been proclaiming the wonders of M-N-S on WGN: "Anyone who doesn't like M-N-S doesn't like home cookin'"; "M-N-S may not find a man—but it will sure keep him home after you've found him." After flood of inquiries, station finally has revealed the "answer," which it claims is no real mystery to its listeners. M-N-S stands for music-newsports, in which the station has pioneered through the years.

MUSICAL ANNOUNCEMENTS
SERIES of musical announcements designed to increase "public exposure" to its kitchen and home laundry equipment has been announced by Hotpoint Co., Chicago. Announcements are 30-second and one-minute station breaks featuring original music and words recorded by top song artists. Company is supplying additional radio script material for this year, 1954 and 1955. Local announcer furnishes name of local dealer in each announcement. Agency is Maxon Inc.

DOLLAR FOR DENMARK HORSE
WHEN Louis Fontaine, WTAG Worcester, Mass., producer, aired a tape recording of an interview with the driver of Sandy Mac, the Danish "horse who went on vacation" on WTAG's Main Street, Europe program, at least one listener was quite impressed. Eight-year-old Joey Potvin of Worcester after hearing the horse's satisfied snorts as he devoured a bale of hay became worried that this year when Sandy Mac went on vacation with his driver (as he does every year) he might go hungry. So he sent a dollar to "Sandy Mac, The Horse,"

WPEN for Penn
RADIO can promote food products. WPEN Philadelphia, which thinks so, has launched an advertising-merchandising plan for grocery products of the Penn Fruit Co., a leading local food chain.

As announced by William B. Caskey, general manager of the station, the plan, featuring product advertising on WPEN's six-day-a-week Pat and Jack show, 9:05-10 a.m., takes in merchandising in the stores, newspapers, direct mail and window posters. Penn Fruit will advertise its stores on a quarter-hour newscast following Pat and Jack. Promotion includes shelf markers in stores for participating products; directives to store supervisors and managers recommending extra display space and outlining specific promotion of products; blocks in Penn Fruit's newspaper ads, and other merchandising efforts in the stores.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES...16 to 275 H.P. • MULTIPLE UNITS...Up to 840 H.P.

It pays to Standardize on
Write for Generator Set Catalog S 5A 20.
Copenhagen." The result was a feature story in a Danish newspaper complete with pictures of the horse eating the hay purchased by Joey Potvin. Shortly afterwards, the boy received the newspaper clippings, a letter from Sandy Mac and a book of Hans Christian Andersen Fairy Tales "as a memory from Sandy Mac and his country, Denmark." The boy was subsequently interviewed on WTAG.

**BIG SWITCH**

"SHOEMAKER, stick to the last," seemed to be audience reaction to recent switch which saw Al Jarvis, KFWB Hollywood disc jockey, announce an inning's baseball play-by-play and Mark Scott, KFWB baseball announcer, take over 20-minute segment of Mr. Jarvis' 'Make Believe Ballroom' program. The two had questioned difficulties of each other's field in what was described as "a heated argument" and decided on the switch, with audience response to determine the point. Station reported telephone calls and letters advised each to stick to own specialty.

**FOOTBALL GUIDE**

IN LINE with its fall advertising campaign, the radio and television department of Sylvania Electric Products Inc. has prepared the "Sylvania Television Home Viewer's Guide," for free distribution by its dealers throughout the country. The 52-page booklet, which covers the entire football season, contains the schedules and rosters of all teams that will participate in games to be telecast, both college and professional.

...Still Going

A coffee account, using KGW, in increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

**NEUSSPER COVERS UHF**

THE TWO uhf stations in Buffalo, N. Y., WBUT-TV and WBES-TV, were given coverage in a 28-page insert in the Buffalo Courier-Express on Sunday, Aug. 23. Each station bought one full page in this section, with the rest of the space being devoted to set sales and editorial material.

**WIBW PROMOTION PIECE**

"HIRE WIBW to drive your sales point home!" is the headline in the latest mailing piece sent out by that Topeka, Kan., station. Another in the continuing series of "gadget" mailings, long favored by General Manager Ben Ludy, this promotion piece includes three small scrollwriters. Brochure emphasizes three points: Full Kansas coverage; greater listener preference, and friendly selling power.

**CONELRAD EXPLANATION**

AN EXPLANATION of the Conelrad system was broadcast Friday over radio stations in the New York area as part of the first daytime test in the vicinity of plans of the broadcasting industry in the event of an enemy air raid. A 15-minute program of talks by civil defense officials on Conelrad was presented, with each station in operation on the air a few seconds and cutting off automatically to be replaced by another station.

**CARICATURE CONTEST**

KDKA Pittsburgh recently sponsored a contest among art students at the Art Institute of Pittsburgh, offering cash prizes for the best caricatures of staff personalities. Before being judged by newspaper artists, the caricatures were displayed in the window of the Farmers' National Bank.

**GARDENING PROGRAMS**

GERMAIN's Inc., L. A. (garden supply distributors) started weekly half-hour My Garden and I on KECA-TV that city which features Gordon Baker Lloyd demonstrating gardening activities from an outdoor garden. Firm also started weekly quarter-hour Garden Vagabond on KNXT (TV) that city, with Norvell Gillespie narrating filmed tours of foreign gardens. Both programs started Sept. 13 for 13 weeks. Agency is Dudley L. Logan Adv., L. A.

'BIG MO' MEASURES UP

On a red yardstick that KSTM-TV St. Louis is distributing is written: "Any way you measure 'Big Mo' (KSTM-TV) is St. Louis' best buy."

**VISIT TO 'GRAND OLE OPRY'**

SUBJECT of a feature presentation in Suntime, Florida weekly magazine is the Grand Ole Opry program, originated from WSM Nashville, Tenn. Titled "Our Miss Mable Goes to the Opry," the story, replete with pictures of " Opry" personalities, is written in a homely, chit-chat manner stressing the warmheartedness of the "Opry" folk.

**EDUCATION SERIES**

WAAM(TV) Baltimore will telecast educational programs in cooperation with the Baltimore City Dept. of Education, 10:45-11 a.m., Tuesday through Friday, beginning Oct. 6, the station announces. Subjects of the programs will include consumer education, child safety, music instruction, child-family relationships and information on developments within the school system. The morning time was selected for its adaptability to "in-school" viewing. Titles of the various programs are: Your Baltimore Schools, Buyer Beware, Safety Sam, Words in Music, Instruments of the Orchestra and Family Affairs.

**NEGRO MARKET SURVEY**

WWRL Woodside, N. Y., last week issued a seven-page survey of the Negro market in the New York area, containing information on population, and the format, pulse rating, listener response and cost of WWRL Negro programming. Copies of the report may be obtained by writing to WWRL, 41-30 58th St., Woodside, N. Y., or telephone Defender 5-1600.

**PRESIDENT'S CUP REGATTA**

A FLEET of hydroplanes competed on the Potomac River for the NBC trophy, in Washington's President's Cup Regatta, that city's biggest boating event, sponsored by WNBW (TV) and WRC there. The NBC trophy, a tall silver loving cup, was put up for competition in 1947 by Carleton D. Smith, NBC vice president.

**HUMAN RELATIONS PROGRAM**

LABOR-management relations and misunderstandings, the resulting problems and methods of reaching their solutions provide the topics of a new series of public affairs programs on KNBC San Francisco produced in cooperation with the U. of San Francisco Labor Management School. The weekly half-hour series of panel broadcasts, Human Relations in Bay Area

**the GATES Announco-mote**

Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist. Price $135.00. For immediate delivery.

**GATES RADIO COMPANY • Quincy, Ill., U. S. A.**

Manufacturing Engineers Since 1928

Page 128 • September 28, 1953
Industry, includes representatives of industry and labor plus a "voice of the public." Listeners are invited to send in questions and subjects they would like to hear discussed. The program is heard Sunday, 9:30-10 p.m.

‘QUIZDOWN’

NINTH annual "Quizdown" for grammar school students in Chicago area, sponsored by the Sun-Times, was scheduled to be simulcast by WBKB (TV) and WJID there last Saturday. Teams from two Chicago public schools were to battle for top awards, including a Zenith fm-am radio and a Rand-McNally World Guide encyclopedia. Site of quizdown was Chicago's Civic Theatre. This marks first year that contest has been telecast. Children whose questions are used and team members receive Eversharp ballpoint pens.

More Football Plans

ADDITIONAL coverage of the 1953 football season [8*1], Aug. 17, et seq., includes the following radio-电视 broadcast plans as reported last week:

WHIZ-TV Zanesville, Ohio—Cleveland Browns pro schedule for Harry S. Cohen, men's store.

KYW Philadelphia—Princeton U. schedule for Miles Lake.

WKZO Kalamazoo and WJEF Grand Rapids—U. of Michigan season's games; for Nestle's Nescafe coffee.

WJCA Gary, Ind.—Indiana U. schedule for Pepsi Cola.

WIP Philadelphia—Villanova U. regular schedule for Metropolitan Philadelphia Dodge Dealers, RCA Victor and Murray's of Fox Hill, previews of these games, four additional games and two bowl games for Schmidt's beer, Sports Predictions for Pepsi Cola distributor, and Football Jamboree for Pass-Highch, local Ford dealer.

WTAM Cleveland—Ohio State U. schedule for Nestle's Nescafe and Bankers Life & Casualty Insurance.


WBZ (TV) Philadelphia—Football Previews for Booth's Beverages.

WWVA Wheeling, W. Va.—West Virginia U. schedule for Ford Motor Co., and tri-state Ford Motor Dealers, with Ashland Oil & Refining Co.

WJR Detroit—"Big games" of Michigan State, U. of Michigan and Detroit Lions (pro football) for Plymouth, Dodge, DeSoto and Chrysler dealers of greater Detroit.

WMAL-AM-TV Washington—U. of Maryland games, Sears, Roebuck & Co.; Redkins (pro) for American Oil Co. (am-tv); U. of Maryland highlights for Suburban Trust Co. (tv); Redkins' pre-game show for Mc Kee Pintoic (am) and Miller High Life beer (tv); Redkins' post-game show for Valley Forge beer (am-tv).

WGBK-TV New Castle, Pa.—New Castle High School schedule (film).


KLZ Denver—Colorado U. schedule for RCA Victor and Denver area Hudson Dealers.


KAYL-AM-FM Storm Lake, Iowa—3 Iowa State and 4 U. of Iowa home games for Feed-N-Rite Products; 7 Buena Vista College games and 9 Storm Lake high school games plus six other area high school games for local merchants.

WNBN (TV) Washington—Baltimore Colts (pro) schedule for Gunther Brewing Co.

WLDS Sylacauga, Ala.—Auburn schedule for City National Bank, Michael Supply Co., Sylacauga Motel and 3 Gulf dealers.

KONA (TV) Honolulu—All American Game of the Week for Westinghouse dealers.

WJAS Pittsburgh—Penn State schedule for Allegheny Co. Chevrolet dealers.
**AWARDS**

**WJR Wins Veterans’ Awards**

CITATIONS have been presented to Worth Cramer, WJR Detroit vice president and general manager, from the American Legion Auxiliary and the Veterans Administration for the station’s contributions and services to the veterans and veteran organizations in Detroit.

**WTMJ-TV Medical Award**

BOUND volume of photographs taken during WTMJ-TV Milwaukee’s recent medicine and health series has been presented to the station by the county medical society. The 23-program series was featured on WTMJ-TV’s Woman’s World, starring Butulsh Donohue.

FOR ITS national merchandising promotion in connection with the Colgate-Palmolive-Peet show Strike It Rich on CBS- TV, WCPO-TV Cincinnati received first prize from C-P-P, a plaque and a check for $1,500. Appearing on TV for the presentation are (l to r): Mayor Carl Rich of Cincinnati; Mort C. Woters, general manager, WCPO-AM-FM-TV, and T. J. Budach and D. D. Madden of C-P-P. Ed Weston of WCPO-TV handled the overall promotional campaign.

**COMMUNITY CAMPAIGN KICKOFF**

A POOLED four-network TV and radio show launched this fall’s United Community Campaign yesterday (Sunday). NBC was coordinator of the television show seen at 1:130 p.m. EST, while ABC was in charge of production of the radio program heard 10-11 p.m. Following these programs, 1,700 local communities started Community Chest and United Fund drives to raise more than $260 million for 18,500 local and national health, welfare, and recreation services. Joseph M. Allen of the Ann. of National Adv. heads the radio-television-films committee.

* * *

**WNMP Helps Polio Victim**

WNMP Evanston, Ill., is telling the Mary Kitsmiller Story in a series of public service broadcasts by and concerning the woman and her fight with infantile paralysis. Mrs. Kitsmiller was stricken with the disease in 1951, and has been confined to an iron lung since then. Her broadcasts are designed to help other polio sufferers and to provide her with an income to support her family.

* * *

**WPDQ Honors Police, Firemen**

WPDQ Jacksonville, Fla., has instituted awards for outstanding performance by policemen and firemen of that city. Winners will be chosen from candidates submitted monthly by the various departments, Robert Fegan, station’s general manager, has announced. Plaques and medallions will be presented yearly.

* * *

**Church of Your Choice**

SUNDAY feature on WARN Fort Pierce, Fla., is a 30-second station break devoted each week to an announcement urging citizens to attend the church of their choice. Announcements, made by ministers of the area, are recorded. Station break used is: “This is Rev. Blank of the Blank Church in Blank, urging you to attend the church of your choice today, and this is WARN in Fort Pierce, Florida.” Will Shawver, program director, and Fisher Darlums, commercial manager, conceived the idea, according to WARN.

**IN PUBLIC SERVICE**

RADIO and television stations in Philadelphia are off to an early start in their support of the city’s fourth annual United Fund drive which opens Oct. 5. Attending a special meeting are (l to r) Sam Serrato, WIP; Rob Roy, public relations director of UFD; Grady Edney, KYW; Norris West, WCAU; Clarence Jordan, N. W. Ayer & Son, public relations chairman of the drive; Steen Lee Brooks, WPTZ; Felix Meyer, WFL; Don Brennan, Curtis Publishing Co., and Dr. Hugo Lodorini, WVMJ.

Community Campaign Kickoff

“MANY of the donors who responded to this call stated that they had heard this appeal on your broadcast on his portable radio while fishing from a boat on Newman Lake. He reported to us immediately to donate blood.”

So read an excerpt from a letter received by George W. Jaap Jr., KREM Spokane production manager, from Dr. O. O. Christianson, director of the Spokane Community Blood Bank. Occasion was a one-day public service appeal for Type A positive blood.

* * *

**KNXT Brings in $168,000**

KNXT (TV) Hollywood’s Multiple Sclerosis Telethon, 16-hour program, brought in $168,000 over recent weekend. Produced by Jack Rezuke with Peter Potter as m. c., the benefit show featured over 150 top talent names.

* * *

**WDTV (TV) Palsy Benefit**

TO BENEFIT the cerebral palsy fund, WDTV (TV) Pittsburgh Sept. 20 telecast a star-studded production featuring some 30 radio, television, stage and screen names. Nationally known stars included Nelson Eddy, James Melton, Betty Clooney, Nat (King) Cole, the Mello-Larks, Rusty Draper, Tony Bennett and Eileen Rogers. Local personalities also took part.

* * *

**Jubilee on KECA-TV**

KECA-TV-Hollywood pre-empted two hours of daytime programs to carry finals of Junior Jubilee, summer competition for talented children sponsored annually by the Los Angeles Downtown Businessmen’s Assn. Frank LaTourrette, director of news and special events, produced the show for KECA-TV.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

KRHD Covers Fire, Crash
A MILLION-DOLLAR fire in town and a subsequent plane crash on the outskirts of Duncan, Okla., gave KRHD there a Sept. 13 to remember. The fire broke out first, starting on the first floor of a three-story building and soon spreading to two shops, a Safeway store, a moving van company and a cafe. The station, according to Leo R. Morris, manager, got on the scene 20 minutes after the fire department. KRHD arranged for an emergency broadcast loop across the street and was on the air 3½ hours broadcasting the fire. In the middle of KRHD’s coverage, a plane crashed on the edge of town. The station broke into its fire broadcast with announcements for doctors and emergency workers. Mr. Morris, praising his staff, said the 250-watt’s entire staff was on the job.

* * *

D. C. Stations Aid Orchestra
PUBLIC SERVICE availabilities were made by all (18) Washington, D. C., area radio stations for 10 days during a fund drive on behalf of the National Symphony Orchestra there. An accompanying contest has been promoted by the radio-television committee for the contest, with M. Robert Rogers, WGMS Washington president, as chairman, and Jay Royen, NBC Washington, and Cody Pfanstiehl, CBS Washington.

* * *

R. I. Unanimity
OUTSTANDING personalities of all Rhode Island’s radio stations took part in a simulcast at WIAR-TV Providence studios, with members of Little League baseball teams, on behalf of the Jimmy Fund, which raises money to combat cancer in children. Stations: WRIB WIAR-AM-TV, WPRO, WPTL (FM), WEAN, WHIM WICP Providence, WWON Woonsocket, WERI Westerly, WPAW Pawtucket and WRJM Newport.

* * *

Funds for Ex-Prisoner
KVEC-TV San Luis Obispo, Calif., held a five-hour telethon to collect contributions on behalf of Sgt. Bob McGuire of that city, a prisoner of the Communists for 27 months. Some $2,400 was collected from that city and 33 surrounding cities and towns, according to Les Hacker, KVEC-AM-TV manager.

* * *

Telethon Brings $400,000
WHAT WDTV (TV) Pittsburgh claims was the biggest telethon in the city’s history brought in nearly $400,000 in money and pledges for the aid of cerebral palsy victims. The 17-hour telethon was produced by WDTV’s Bill Hinds and Buzz Aston and included such names as Betty Clooney, James Melton, Nat (King) Cole, Courtney Brothers, Mello Larks, Tony Bennett and others. Also appearing on WDTV were palsy victims, children bringing in their contributions and postmen who collected contributions.

MILESTONES

OLD-TIMERS at the 25th anniversary celebration of NBC’s National Farm & Home Hour in Chicago Sept. 12 were, l to r: Frank Mullen, former NBC executive vice president, who launched the program in 1928; William E. Drips, Mr. Mullen’s successor, and Jennings Pierce, former director of the old West Coast edition and now general manager of KMED Medford, Ore.

Bulletin To: Monochrome Television Engineers Who Wish To Advance in the Field of COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA * TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA’s experience in television... advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family... write today to:

MR. ROBERT E. McQUISTON, Manager
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.
New Travis Tapak

the one-man, spring-wound broadcast quality walker recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7/8"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

Broadcast Equipment Specialties Corp. 135-01 LIBERTY AVENUE Richmond Hill, 19, L.I.

FOLLOW THE LEADERS!

- JACK BENNY
- ANN SOTHERN
- EDW. R. MURROW
- FRED WARING
- BURNS & ALLEN
- BISHOP SHEEN

All of these top shows start on

Channel 56
WARD-TV
JOHNSTOWN, PA.

For Prime Availability, see WEED TV
FCC Commercial Station Authorizations
As of Aug. 31, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,462</td>
<td>546</td>
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<tr>
<td>CPs on air</td>
<td>18</td>
<td>53</td>
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<tr>
<td>Total on air</td>
<td>2,476</td>
<td>579</td>
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<tr>
<td>CPs not on air</td>
<td>271</td>
<td>276</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,547</td>
<td>577</td>
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<tr>
<td>Applications in hearing</td>
<td>757</td>
<td></td>
</tr>
<tr>
<td>New station requests</td>
<td>177</td>
<td>363</td>
</tr>
<tr>
<td>Pending change requests</td>
<td>129</td>
<td>21</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>528</td>
<td>104</td>
</tr>
<tr>
<td>Licenses deleted in Aug.</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational AM and TV stations.

Television Station Grants and Applications
Since April 14, 1952

<table>
<thead>
<tr>
<th>Grants since July 11, 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Educational</td>
</tr>
</tbody>
</table>

Total | 880 | 377 | 1,257 |

*Thirteen CPs (6 vhf, 13 uhf) have been returned.

*Includes 29 CPs (20 vhf, 9 uhf) with temporary authorization.

*Includes 455 already granted.

Note: Amended processing procedures and revised city priority list (containing only those cities with competitive CPs) went into effect Aug. 24 (B-T, Aug. 31, 24).

New Tv Stations . . .

**ACTIONS BY FCC**

Merced, Calif.—Merced TV Corp., granted uhf ch. 34 (506-506 mc); ERP 17.8 kw visual, 8.1 kw audio; antenna height above average terrain 490 ft., above ground 453 ft. Estimated construction cost $249,753, first year operating cost $150,000, revenue $350,000. Post office address 270 Park Ave., New York, Studio and transmitter location 1.9 mi. N. of Bear Creek. Geographic coordinates 37° 18' 14" N., 120° 33' 12" W., Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruck & Blume, Washington. Consulting engineer McIntosh & Ingles, Washington. Principals include President Albin May, no interest, executive of Ladenburg Thalmann Co., New York investment house holding 10% interest in applicant; Treasurer Joseph Low (18%), New York attorney, Secretary, Treasurer & Banker (18%), New York attorney, plus three New York individuals and two corporations. Applications also have been filed for uhf stations in Goldsboro, N. C., Marshall, Texas, and Clarksburg and Beckley, W. Va. Grant is subject to condition that George Becker disposes of his interest in permittee or any interest in any other permittee so as to limit his interest in tv stations to not more than five. Granted Sept. 16.

Augusta, Ga.—Radio Augusta Inc. (WRDW), granted vhf ch. 12 (204-210 mc); ERP 322 kw visual and 15.3 kw audio; antenna height above average terrain 650 ft., above ground 649 ft. Estimated construction cost $357,993, first year operating cost $240,000, revenue $300,000. Post office address & WRDW, 8th and Broad Sts., Augusta, Station location Masonic Building, Transmitter location Georgia Ave. at Observatory Ave. Geographic coordinates 33° 30' 21" N., 81° 57' 45" W., Long. Transmitter and antenna RCA. Legal counsel Pierson & Hall, Washington. Consulting engineer Low, Washington. Principals include President Grover C. Maxwell (32%), Vice President and General Manager Harry W. Jernigan (25%), banker and hardware stockholder, Secretary-Treasurer W. B. King (9%), 30% stockholder WHA Charleston, S. C., and Exec. Vice President and Secretary O. H. Shute (4%) on ground, WEAU Duluth, Minn., 7% owner and editor of Augusta (La.) Advertiser Gazette Inc., and Treasurer W. S. L. Dickey, also general manager and 50% owner of KANE New Iberia, La. Lafayette Advertiser Gazette Inc., Lafayette, La., owns 80% of applicant. Granted Sept. 16.

Lafayette, La.—Evangeline Bentz. Co. (KVOL), granted share-time on vhf ch. 10 (138-138 mc); ERP 55 kw visual, 29.9 kw audio; antenna height above average terrain 430 ft., above ground 473 ft. Estimated construction cost $40,000, first year operating cost $4,700, revenue $9,600. Post office address 219 South Buchanan St., Lafayette, La. Legal counsel Scharf, Jones & Barron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Morgan Murphy, who owns controlling interest in Superior (Wis.) Evening Telegram; Memitouce (Wis.) Herald-Times, Two Rivers (Wis.) Reporter; Chippeah Falls (Wis.) Herald-Telegram; Virginia (Minn.) Mesabi Daily News; Lafayette (La.) Daily Advertiser; Los Angeles (Calif.) Eagle Rock News and Highland Park News-Herald; similar control over KEBE, KFUM, KFWE, KFEW and KFVE, Columbia, Minn.; WMFG Hibbing, Minn., WEAG-AM-FM Eau Claire, Wis. and KFME, Lafayette, Secretary-Treasurer L. E. Bentz, Jr. (50% owner KVOL); Vice President Mrs. George H. Thomas (no other business interests indicated); Secretary Harry Squem, 16% owner and editor of Lafayette (La.) Advertiser Gazette Inc., and Treasurer G. P. Bentz, Jr., also general manager and 50% owner of KANE New Iberia, La. Lafayette Advertiser Gazette Inc., Lafayette, La., owns 80% of applicant. Granted Sept. 16.

Lafayette, La.—Camellia Broadcasting Co. (KLFL), granted share-time on vhf ch. 10 (193-198 mc); ERP 55 kw visual, 29.5 kw audio; antenna height above average terrain 430 ft., above ground 460 ft., revenue $150,000. Post office address % George Becker, 210 Park Ave., New York. Location "to be determined," Paduaeh, transmitter location 1.5 mi. E. of U. S. Hwy. 68, Berndorf, Ky. Geographic coordinates 37° 00' 45" N. Lat., 89° 21' 26" W. Long. Transmitter and antenna RCA. Legal counsel, Fly, Shuebruck & Blume, Washington. Consulting engineer McIntosh & Ingles, Washington. Principals include President Albin May, New York clothing manufacturer, and Frances Chernin, New York investment house owning 86% of new corporation; Secretary-Treasurer George Becker, New York lawyer and officer of several magazines; and two minority stockholders. Application states intent to add minority local stockholders. Granted Sept. 16.
APPLIEDS DISMISSED

San Jose, Calif.—San Jose TV Bcstg. Co. granted dismissal of bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Sept. 22.

Hartford, Conn.—Conn. Bcstg. Co. granted dismissal of bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Sept. 22.

Parker, N. D.—M. B. Rudman of/ki/ Rudman TV granted dismissal of bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Sept. 22.

Petersburg, Va.—Lee Bcstg. Corp. granted dismissal of bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Sept. 22.

Existing TV Stations . . .

APPLICATIONS AMENDED

Ottauma, Iowa—Lee E. Baker amends application for new tv station on ch. 42 to change ERP to 17,500 kw visual and 114 kw audio; antenna height above average terrain 510 ft. Filed Sept. 18.

Popkam, Ala.—Alf M. Landen amends application for new tv station on ch. 42 to change ERP to 83.4 kw visual and 4.1 kw audio; antenna height above average terrain 386 ft. Filed Sept. 8.

Portland, Me.—Ray Y. Carpenter amends application for new tv station on ch. 42 to change name of applicant to Carpenter & Assoc. Filed Sept. 18.

Grand Rapids, Mich.—Waterside Co. (WGRD) amends application for new tv station on ch. 42 to change ERP to 30 kw visual and 11 kw audio; antenna height above average terrain 202 ft. Filed Sept. 18.

Lorraine, Ohio—Lorraine Journal Co. amends application for new tv station on ch. 31 to change ERP to 68 kw visual and 22 kw audio; antenna height above average terrain 500 ft. Filed Sept. 16.

Corpus Christi, Tex., Gulf Coast Bcstg. Co. (KRGF) amends application for new tv station on ch. 31 to change ERP to 63.5 kw visual and 22.1 kw audio. Filed Sept. 16.

Clarksburg, W. Va.—Ohio Valley Bcstg. Corp. amends application for new tv station on ch. 13 to change ERP to 12 kw visual and 9 kw audio; antenna height above average terrain 270 ft. Filed Sept. 16.

Charleston, W. Va.—Capital TV Inc. amends application for new tv station on ch. 13 to change ERP to 19 kw visual and 15 kw audio; antenna height above average terrain to 360 ft. Filed Sept. 16.

Madison, Wis.—Badger Tv Inc. (WIBA) amends application for new tv station on ch. 31 to change ERP to 30 kw visual and 11 kw audio; antenna height above average terrain to 806 ft. Filed Sept. 18.

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Lorraine, Ohio—Lorraine Journal Co. amends application for new tv station on ch. 31 to change ERP to 68 kw visual and 22 kw audio; antenna height above average terrain 500 ft. Filed Sept. 16.
New Am Stations...

APPLICATIONS

Roseville, Calif.—Charles E. Halstead Jr. tr/as Golden State Bevt., Co., 770 kw. Estimated cost of $25,000, first year operating cost $10,000, revenue $30,000. Halstead is owner-manager. KDJA Auburn Calif. Post office address 102 Vernon St., Roseville.

San Francisco, Calif.—Capital City TV Corp. seeks modification of CP for uhf ch. 60 to change ERP to 154 kw visual and 85 kw audio; antenna height above average terrain 1,065 ft. Filed Sept. 18.

Sacramento, Calif.—Capital City TV Corp. seeks modification of CP for uhf ch. 60 to change ERP to 154 kw visual and 85 kw audio; change studio location to 3.4 miles NW of Sacramento; antenna height above average terrain 480 ft. Filed Sept. 21.

APPLICATIONS AMENDED

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey seeks modification of CP for uhf ch. 20 to change ERP to 178 kw visual and 96 kw audio; antenna height above average terrain 1,065 ft. Filed Sept. 18.

KQCV-TV Sacramento, Calif.—Capital City TV Corp. seeks modification of CP for uhf ch. 60 to change ERP to 154 kw visual and 85 kw audio; change studio location to 3.4 miles NW of Sacramento; antenna height above average terrain 480 ft. Filed Sept. 21.

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September 29, 1953 • Page 137
KCCC (FM) Cedar Rapids, Iowa.—The Gazette Co., seeks CP to change ERP from 50 kw to 43.9 kw; antenna height above average terrain from 320 ft. to 306 ft. Filed Sept. 18.

KSSR (FM) San Bruno, Calif.—Radio Diablo Inc., seeks CP to change ERP from 250 kw to 63 kw; antenna height above average terrain from 145 ft. to 316 ft.; change station location from 776 San Mateo Ave., San Bruno, 50 m, to due W. of Summit of Mt. Diablo. Filed Sept. 10.

STATIONS DELETED


WNAM-NEenasah, Wis.—Neenah-Menasha Bestg. Co. granted request to cancel license and delete fm station on ch. 252. Deleted Sept. 11; announced Sept. 22.

WIXL-Waterville, Tenn.—WIXL Bestg. Station granted request to cancel license and delete fm station on ch. 222. Deleted Sept. 14; announced Sept. 22.


Ownerships Changes

... ACTIONS BY FCC

KXAR Hope, Ark.—Hope Bestg. Co., granted voluntary transfer of control to Buzz John Erickson, 512 S. 10th St., Hope, Ark. Fielding will now own 12%. Anderson retains 15% interest. Filed Sept. 18.

KELF-AM-TV Denton, Tex.—Kenneth Eugene P. O’Pallen granted voluntary transfer of control to Doug Campbell, 311 East O’Pallen Trust; Eugene P. O’Pallen Jr., Martin J. O’Pallen and O’Pallen, trustees. Granted Sept. 22.

KXAL-AM Arcadia, Okla.—Silver Bestg. Co., granted voluntary transfer of control to Metals Bestg., Corporation, a corporation having stockholders of record as follows: By J. R. Blinn for $144,800. Principals are R. Lee Black (65%), C. T. Black (25%) and stockholder-KIMA-AM-Yakima, Wash., and James Talbot (10%). Granted Sept. 22.

KACY (TV) Fort Worth, Mo.—Gary TV Corp., granted transfer of control from Carl G. McIntyre to himself and his wife as husband and business men. McIntyre formerly was sole owner and will now own partnership. Filed Sept. 18.


KANA Anaconda, Mont.—Moisby’s Inc. Granted assignment of license to Anaconda Bestg. Co. for 80% interest in Anaconda Bestg. Granted Sept. 18.

KOAT-TV Albuquerque, N. Mex.—Albuquerque Bestg., Co. (KOAT) granted voluntary assignment of CP to Albuquerque Exch. The principals are Albuquerque Exhibitors Inc. (53%), motion picture exhibitors; Abbey Co. (36%), Albuquerque attorney, and J. R. Stephens, Albuquerque accountant. KOAT retains 6% interest. Granted Sept. 23.

KLEA Lovington, N. Mex.—David R. Worley and Bruce C. Zorns 4/8 as Lovington Bestg. Co. Granted voluntary assignment of license to David R. Worley through sale by Mr. Zorns of 50% interest for $10,000. Mr. Worley will now own 100%. Mr. Worley owns 50% of KTNM Tucumcari, N. M., and is vice president and 26% owner of KDAV Lubbock, Tx. Granted Sept. 23.


WEJS Kingston, N. C.—Farmers Bestg. Service, Inc. seeks voluntary transfer of control to George H. Fagin of New Canaan, Conn., and Robert E. Wadson to K. L. Scott through sale of 17% and transfer of 83%. If owner, Wadson is 15% owner. WLOB-AM-TV Portsmouth, Va., will now own 100%. Granted Sept. 22.

WHCC Wayneville, N. C.—WHCC Inc. granted voluntary transfer of license to Kenneth D. Fry and Margaret F. Fry 4/8 as Radio Station WHCC through sale of interest by Holt McPherson (5%) and James B. Childress (4%) for $25,000. Mr. Fry is former radio and tv director. Democratic National Convention Sept. 23.


KBRC-AM-TV Abilene, Tex.—Reporters Bestg. Co. granted transfer of control to Lewis J. Ackerman, 1007 N. 10th St., Abilene, for $2,500. Ackerman is owner. Granted Sept. 23.

KDB Santa Barbara, Calif.—Lincoln Dellar seeks voluntary assignment of license to F. Robert Goodyear of 205 N. Canon Dr., Santa Barbara, manager of radio and tv media of Cunningham and Walsh, ad agency. Filed Sept. 18.

KRCG Sonoma, Calif.—Kenn Randolph seeks voluntary assignment of license to R. W. R. Smith and C. A. N. Smith for $1,400. Smith is owner. Granted Sept. 22.
JANSKY & BAILEY, INC.
Executive Offices
National Press Building
Office and Laboratories
339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 4-2414

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 7-1225
Member APCCB *

—Established 1826—

PAUL GODLEY CO.
Upper Montclair, N. J.
MO-3-3000
Laboratories Great Notch, N. J.
Member APCCB *

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Member APCCB *

WASHINGTON, D. C.

RUSSELL P. MAY
711 14th St., N. W.
Sharreton Bldg.
Washington 5, D. C.
Republic 7-2894
Member APCCB *

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Member APCCB *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
710 14th St., N. W.
Executive 5-5479
WASHINGTON 5, D. C.
Member APCCB *

A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
MUNSEY BLDG., WASHINGTON, 4, D. C.
WASHINGTON 4, D. C.
Member APCCB *

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1053 Warner Bldg., National 7-5777
Washington 6, D. C.
Member APCCB *

GEORGE C. DAVIS
501-314 Munsey Bldg. Sterling 3-8111
Washington 4, D. C.
Member APCCB *

CRAVEN, LOHENS & CULVER
MUNSEY BUILDING DISTRICT 7-8316
WASHINGTON 4, D. C.
Member APCCB *

ROSS H. McINTOSH
CONSULTING RADIO ENGINEER
1316 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member APCCB *

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1316 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member APCCB *

ROBERT M. SILLIMAN
John A. Miffat—Associate
1405 G St., N. W.
Republic 7-6446
WASHINGTON 5, D. C.
Member APCCB *

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
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A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 4108
Member APCCB *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riveride 7-2150
Riverside, I1.
(A Chicago suburb)

GUY C. HUTCHESON
P. O. Box 22
AR. 4-8721
1100 W. Abram
ABINGTON, TEXAS

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 Q St., N. W.
EX 3-4873
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineer
Quarter Century Professional Experience
Radio-Television-Electronic-Communications
1610 Syc St., N. W., Wash. 6, D. C.
Member APCCB *

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Elmara 3-5071
Box 2441, Birmingham, Ala.
Phone 6-2954
Member APCCB *

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

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Consulting Radio Engineer
Quarter Century Professional Experience
Radio-Television-Electronic-Communications
1610 Syc St., N. W., Wash. 6, D. C.
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Box 2441, Birmingham, Ala.
Phone 6-2954
Member APCCB *

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
1121 Vermont Ave., Wash., 5 D. C.
Lincoln 3-2765

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Hudson 2-3177
Member APCCB *

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., 5 D. C.

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
BROADCASTING • TELECASTING

—TOWERS—
AM 80 1 FM 1 TV
Complete Installation
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

WHNC-AM-FM Henderson, N. C.—Henderson Radio Corp. seeks voluntary transfer of control by Nathan Frank through purchase of 50% interest from other stockholders for $9,606. Principals include President George Biggar (18.9%), program director WLS Chicago, Secretary-Treasurer Theodore Stetzer (22.5%), plastic manufacturer. Filed Sept. 11.

WHOY Newark, N. J.—Evening News Pub. Co. seeks voluntary assignment of license to Rolls Broadcasting, Inc. (WJAD Hartford, Va.; WWTL-AM-FM Georgetown, Del.); WFAI Fayetteville, N. C.; WFMN Norfolk, Va.) for $145,000. Principals include President John W. Rolls (62.5%), Vice President-Secretary-D. Wayne Rollins (23%) and Secretary-Katherine E. Rollins (12%). Rollins is applicant for new FM station at Jacksonvile, Fla.; Indianapolis, Ind. and Houston, Tex., and applicant for new TV station at Fayetteville, N. C. Filed Sept. 9.

WHNC-AM-FM Henderson, N. C.—Henderson Radio Corp. seeks voluntary acquisition of control by Nathan Frank through purchase of 50% interest from other stockholders for $9,606. Principals include President George Biggar (18.9%), program director WLS Chicago, Secretary-Treasurer Theodore Stetzer (22.5%), plastic manufacturer. Filed Sept. 11.

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## Classified Advertisements

### Payable in advance. Checks and money orders only.

**Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**

**Situations Wanted 20¢ per word—$8.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.**

All other classifications 30¢ per word—$4.00 minimum • Display ads. $10.00 per inch (minimum $50.00 per box, please). All transcriptions, photo, etc. rent to box numbers are sent at owner's risk. **BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.**

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### Help Wanted

#### Several attractive openings in Florida for qualified managers, news and sales positions. Applicants invited file full details with Secretary, Florida Association of Broadcasters, Box 160, Quincy, Florida.

#### Managerial

**Commercial manager at once with plenty ideas for 5000 watt fulltime station. Write Box 996X, B-T.**

Combination manager-chief engineer wanted for new low frequency daytime station in deep south. Excellent opportunity with good starting pay. Box 966X, B-T.

**Need complete experienced staff for new 5 kw daytime station. Radio experts to be built upon. Jefferson City, Missouri. Especially interested now in local advertising, sales staff, as well as chief engineer who is an excellent announcer. Contact John Johnson, KNLC, Missouri.**

WAVE-Radio, NBC, needs an aggressive experienced radio time salesman. Write Commercial Manager. **WAVE-Radio, Louisville, Ky.**

Business woman, between 20 and 40 with executive ability in broadcasting needed immediately to assist manager. Splendid opportunity, average salary. Send full details to Box 912X, B-T.

**Excellent opportunity for ambitious, mature man or woman to become a top radio time salesman in highest rated network station in Ohio city. Must know radio will train for sales. Box 957X, B-T.**

**Salesman for 14 year old station in non-TV area. $75.00 weekly drawn against 30% commission. No high pressure, no haggling. Experience necessary. Good looks, must have car. Mail history, references and current snapshot to Box 915X, B-T.**

Experienced radio-minded salesman for progressive station with excellent conditions. Live-in account against 25 percent commission plus gasoline allowance as BAB and travel. No high pressure men need apply. Send complete information, first letter. Box 964X, B-T.

Salesman wanted at once for 5000 watt fulltime station. Good wages and commission. Write Box 930X, B-T.

**Western NBC regional, excellent market, offers radio-minded local sales opportunity to earn $100.00 plus. Weekly bonus against 15 percent. Substantial tax-free car allowance. Pleasant middle-sized community, good schools, good weather (no snow).** Box 964X, B-T.

Salesman with possibilities toward local sales. Manager and assistant manager after ability proven on 1 kw independent. Prefer man who has announced, produced and who likes to sell. Airmail full details and photo. Box 966X, B-T.

Salesman or comm. manager. 1000 watt, North Carolina station, offers opportunity for own ticket on earnings. Best opening in the state. Send full details first letter. Box 994X, B-T.

**Radio Station ROCA, Kilgore, Texas, has immediate need for sound engineer. Good rate on own ticket on earnings.**

We offer a good sales man and excellent money proposition at one of North Carolina's best 200 watt fulltime stations in top small market. Be a worker with good habits. Contact John Greene, Manager, WNRC, Newton, North Carolina.

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### Help Wanted (Cont'd)

**Salemension-two. New 1 kw AM station in city of 100,000 population. Other station competition—same power. Chance to make real money if you have drive and sales ability. Opportunity—good too wait on others. Drawing account plus expenses. Send photo and full details to WRVR, 113 S. Court Street, Rockford, Ill.**

**Anouncers**

**Florida—$50. 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply. Send tape first letter. Box 961X, B-T.**

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to grow. Really wanted to take over established popular station in west. Suitable northwest station can make attractive offer. Send full particulars, tape and photo to Box 913X, B-T.

**Combs man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering but a good basic knowledge will help. Annoyance should be kept to a minimum. Post 1 permanent, 40 hour, 5 day week. Paid vacation, paid sick leave, paid holidays, permanent and rising salary. Box 958X, B-T.**

**Southern 50,000 watt CBS station needs two (2) staff announcer. Good go-ahead station to join good, solid, sober staff. Box 992X, B-T.**

Good, experienced announcer who can sell and prefer top salary to commission. Hard worker. Southwest, network. Box 978X, B-T.

**Announcer, strong-experienced all-round, for large progressive, competitive east Tennessee market. Salary commensurate with initiative and working conditions. Send personal history and photo. Box 960X, B-T.**

**Announcer: Experience not necessary. Must have suitable voice and willingness to work hard and learn. Send complete details, photo, audition to Box 946X, B-T.**

**Negro DJ for rhythm and blues show in large southeastern market. Must be able to the jive. Pay commensurate with ability. Resume no tape. Box 946X, B-T.**

**Looking for your big opportunity? News and pop music man wanted for strong independent operation. Send audition to Box 960X, B-T.**

**Near Chicago. 1000 watt independent wants experienced announcer who can do limited amount of transmitter work. Good pay for right man. Personal interview required. State age, experience. Box 988X, B-T.**

**Experienced announcer for radio and television station in large southwestern market. Starting salary $1200.00 plus per year. Sales and programming experience preferred. Send photo and background or tape. Box 966X, B-T.**

**Announcer. Six months experience, all phases. Excellent potential. Good news and commercial background. Reference, tape, photo. Box 965X, B-T.**

Combination announcer-operator with first class license. Prefer married couples. Must be experienced. Pay commensurate with experience. Box 986X, B-T.

**Play-by-play man. First phone. $250.00 to start. Midwest. Send tape and letter to Box 978X, B-T.**

All-round announcer, emphasis on sports. Opportunity, sports director upon proving self. Top station, upper New York state, medium-sized city. Send tape, complete resume. Box 981X, B-T.

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### Help Wanted (Cont'd)

**Engineer-announcer. First class, full details, tape or photo. Past history. 1000 watt North Carolina outlet. Top management, good working conditions. 44 hour week. Box 989X, B-T.**

Staffer for west Pennsylvania outlet newspaper, broad spectrum events and hillbilly or pop DJ. Box 981X, B-T.

**CBS affiliate in Rocky Mountain area has immediate openings for two staff men. Desire one licensed man capable of announcing and engineering and one staff announcer. Send audition resume and wage required to KBOW, Butte, Montana.**

**Announcer, experienced, car necessary. Salary $60. KBUD, Athens, Texas.**

**Announced. Experienced. Ideal working conditions and position will be permanent to right person. Network staff announcer: Contact Dr. F. P. Cernigli. KLIC, Monroe, Louisiana.**

**Dependable staff announcer. Send resume, KFPRO, Longview, Texas.**

**Announcer-experienced. Could use man with first phone but with announcing emphasis. Permanent. Write Fully, KSCT, Fremont, Nebraska.**

**Wanting 1000 watt Mutual affiliate: Announcer—salesman who can also sell. Excellent opportunity. Positions and photos to WBBM, Marion, North Carolina.**

**Immediate opening for experienced announcer— Identification man. No experience necessary. Send tape, photographs and a snapshot and photo to WBBM, Marion, North Carolina.**

**Announcer, immediate opening, good opportunity. Send tape, photographs and a snapshot and photo to WMK, Middletown, Kentucky.**

We offer an extra good proposition for two experienced announcers—$1250 5000 watt fulltime station in excellent small market. Contact John Greene, Manager, WNRC, Newton, North Carolina.

**Staff announcer: Must run turntables and board, knowledge of music, pleasant voice and lots of common sense required. Minimum of two years commercial experience essential. Contact Art Ross, Program Director, WNOB, Norfolk, Virginia.**

**Announcer with some experience. Good working conditions, good pay. WOHP, Bellefontaine, Ohio.**

**Announcer, personality more important than experience. No discs or tapes returned. WPAC, Patchogue, New York.**

**West Virginian preferred for permanent staff position. Send audition, Bob Bower, c/o WTH, Charleston, West Va.**

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### Technical

**Men with at least 15 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal photograph. Photo will not be returned. Box 949X, B-T.**

**Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5-day week. Paid vacation. Car necessary. Send resume. Salary $60. 00. Box 976X, B-T.**

**Technical director, for construction and operation of combined AM & TV (VHF) operation in midwest. Complete administrative charge of all operations. Contact an experienced engineer with established AM station and pays well. Applicant must be qualified, experienced engineer with proven executive ability. Personal interview with qualified applicants. Send resume to Box 980X, B-T.**

**Immediate opening for experienced chief engineer and announcers. Good working conditions. Immediate opening. Give resume, past experience first letter. Box 982X, B-T.**

**Excellent opportunity for first class engineer interested in AM/FM operation. Write Box 967X, B-T.**
Help Wanted—(Cont'd)

First class engineer needed for combo work. Excellent starting salary. No drinkers or deadbeats. Job opportunity for right man. Send references, past work record first, position open now. Also North Carolina network affiliate, small community. Will accept single man but family preferred. Box 989X, B-T.

At once! Chief engineer-anouncer. Good future for a man who wants to settle down and think of his future. Contact Paul Hayes, KACL, Houma, La.

Combo man, with first phone, prefer experience. Emphasis on announcing. Permanent. Write fully. KSCT, Fremont, Nebraska.

Combo man with 1st class license and experience as DJ wanted October 1st. Salary $60.00 to $75.00, depending on qualifications. Rush answer Wilson, WAAB Worcester, Mass.

Engineering position open at WLLEC, Sandusky, Ohio. Will take high school graduate, must have some actual work experience. Send personal data, qualifications, and pay desired. Box 173X, B-T.

First class transmitter engineers with car, for 5 kw AM and 2 kw FM. TV new under construction. Write to Kyle E. Goodman, Chief Engineer, Radio Station WTOC, Savannah, Ga.

Production-Programming, Others

Southern 50,000 watt CBS station needs additional newscaster for present topflight staff. Will be given every cooperation to get the job done plus a good promotional build up. Box 965X, B-T.

Experienced traffic girl. Responsible for schedules and availability. Send experience, references, salary desired. Program Manager, KCJS, Pueblo, Colorado.

Newman with all-round experience in airwave, reporting and rewrite. Experience in still-photography highly desirable. Box 952X, B-T.

Promotion man wanted. Facile writer. Know radio news. Salary plus expenses, five cents per word. All work to be done in Iowa. Write to Radio Manager, KWWL, Waterloo, Iowa.

News director; required manager to pound newsbeat, write and edit local news. Send experience, salary desired. Program Manager, KCSJ, KCAO, Denver.

New station. 1 kw AM in northern Illinois, city of 100,000. Need topflight program director; news editor with good background. Salary $150.00 per week and room. Box 973X, B-T.

Newscaster with experience. Send qualifications one photograph to Chief Engineer at WTVN-TV, Columbus, Ohio.

Immediate opening for two first phone engineers. Send qualifications, one photograph to Chief Engineer at WTVN-TV, Columbus, Ohio.

Production-Programming, Others

Promotion manager, with broad experience, fresh ideas, outstanding ability desired by WFMV-TV, Green Bay. Well-established station needs a person who can plan and execute overall promotion campaign and maintain station at top level and on local and national level. Good salary for right person. Opportunity to build department. Apply by letter only, giving full details about training and experience, references and a small photo.

Situations Wanted

Managerial

General manager who works! Fifteen years experience. More than doubled billing in five years. Box 952X, B-T.

General manager, 16 years experience, sober family man, can travel. Top record, references. South only. Box 965X, B-T.

Experienced salesman desires position assistant manager-commercial manager, with TV future. Send qualifications, one photograph to B.T. Box 993X, B-T.

19 years experience available to manage station in small or medium market. 11 years in sales management, all phases of sales, marketing and administrative experience. Will take station on percentage or lease. Box 974X, B-T.

Salesmen

Producing salesman. Employed medium market radio and TV operation desires contact with sound metropolitan radio or TV operation. Eight years experience tales, announcing, production. College graduate. Executive material. Box 969X, B-T.

Experienced salesman, $7,000 or better. Presently employed, desires to change to TV. Reply to certain conditions. Resume Box 943X, B-T.

Available man who believes in and knows how to sell radio. East preferred. Box 952X, B-T.

Advertising salesman, energetic, hard-working, personable, eager for television sales, travel, relocate. Veteran, 4 years selling background. Box 978X, B-T.

Announcers

Announcer, new, commercials, sports, sales, disc jockey. Board operator, specialized in spiritual and music. Reference and tape on request. Box 948X, B-T.

Presently employed. Desire change. Thoroughly experienced AM-TV announcer-newsman, also produce, direct, and write copy. Network caliber. Audition tape, picture and background upon request. Beef references. Box 985X, B-T.

Sports announcer. Eight years class A play-by-play baseball pilot football, basketball. Freely available. Box 985X, B-T.

Habilty disc personality-announcer. Country swing, pop, piano player. Experienced, sober, reliable, can bear investigation. Desires prominent progressive station. Like Ohio, but all write. Available two weeks. Data, tape, photo. Box 989X, B-T.

Announcer, 5 years experience, currently employed. Seeking better opportunity. Excellent references. Box 911X, B-T.

Announcer, DJ, news, sports man. Three years experience, A, single, college grad. Currently employed, willing to move to New Haven, Philadelphia area. Box 912X, B-T.

Announcer, continuity editor, program director, salesman, with over five years experience in radio, also bachelor's degree. Desires permanent position in radio or television in Florida. Box 961X, B-T.

Announcer. Three years experience all phases. College graduate, Age 25. Presently employed Midwest. Seeks northeast city over 75,000. Box 921X, B-T.

Announcer, single, veteran, AA Degree, years' experience, network affiliate in New England, all phases including control work. Prefer east. Box 965X, B-T.

Good, experienced all phases. Ambitious announcer, desires position in southwest market. Currently employed. Box 933X, B-T.

Now in TV, prefer radio, available two weeks notice. Box 946X, B-T.

Announcer, some experience. Draft exempt, single, conscientious, ambitious, excellent references. Tape and resume upon request. Box 944X, B-T.

Announcer, pleasant, rich voice; talented; hard working. Capable. College graduate; 3 years experience. Box 950X, B-T.

Announcer/expert/news caster desires Boston or viciniority position. Thoroughly experienced. Fre- ently employed as announcer-news caster with top rating. Box 969X, B-T.

Announcer/expert/news caster. Versatile and experienced. Presently employed in medium-market market as announcer-news caster. Wish to move to larger market. Box 960X, B-T.

Announcer, 20, AF vet would like to climb ladder. Some light experience. Tapes to send. Box 971X, B-T.

Announcer, DJ, radio and TV. Mature. Discs and tapes on request. Box 975X, B-T.

Experienced versatile announcer; ambitious, can write local news; DJ; third class ticket; married veteran. Details on request. Box 951X, B-T.


Veteran, single, stage, experience, small station, ambitious. Resume, tape, Jerry Callen, 1662 Hoe Ave., Bronx 60, New York.


Announcer—Permanent station staff—platters, news, commercials, special features. Light expe- rience, most important, draft exempt. Strong references, will travel. Jack Farrell, 96 Powell St., Brooklyn, New York.


Announcers

All-round staff duties, personable DJ, strong spot light experience. Salvation Army, South Greene, 709 Fairmont Pl., Bronx, N. Y.

Top DJ in large southern market, 4 years expe- rience. 20 years old, wants change to north or west. Jerry Kay, 159, Visa Apt. 008, New Orleans, Louisiana. Raymond 7221.

Announcer: mature, reliable, will travel. Can handle news, DJ, control; prefers small market; available. Larry Russell, 9 Bartlett St., Brooklyn 6, New York.

(Continued on next page)

Announcer—PD, Five years experience, presently employed seeks relocation. East or northeast metropolitan area. Salary $80.00 weekly. Good references. Charles Read, phone 456, Pikeville, Kentucky. Available immediately.


Production—Programming, Others


Television Workshop of New York Graduate. Seeks position on production staff. Experience in these various phases. Will relocate anywhere. Box 972X, B-T.


Five years plus on the air with emphasis on news. New editor 50,000 watt CBS station southwest. Marvin was first to establish permanent location with TV. Write 942X, B-T.

Production director will work for television station that possesses a "showmanship" heart. Showmanship is what I sell. Box 973X, B-T.

Two-in-one. Experienced radio and TV. Women's show, DJ, interviews, copy, sales promotion, public relations plus secretarial. Available now! Box 974X, B-T.

Experienced TV newscaster-director seeks TV position. Eleven years radio news director. Excellent references. Permanent. Box 982X, B-T.

Program production. Have worked on top shows for three networks. Three years television experience, both production-engineering, inter- ested in smaller permanent station where personal ability will show and grow with operation. Have several shows written and ready to go—dupe, etc.—(morning, night). I am sitting here waiting to be signed. I am hearing that you are looking. What are we waiting for? Box 915X, B-T.

For Sale

What do you wish to do with package shows? We've shot 13 western musicals—now what? If you can dis- tract me from the TV business, I can sell them to you. They're in the can—music is cleared away to go. And they're a bargain to boot. We're producers not distributors. What are we offered? Box 915X, B-T.

Television

Announcers

Television—radio emcee and commercial an- nouncer. Experienced both fields. Film and tape available for real proof. Box 990X, B-T.

Technical

TV engineer desires supervisory position with major network or established station. Also desires first phone, in radio since 1933, 12 years operation, major field audio, etc. Complete details first letter. Box 922X, B-T.


Teletypewriter equipment for sale. Excellent condi- tion, has given 4 years of topflight service. One 40-key manually operated antenna less feed line. Two 255 spherical steel square tapered, insulated Lehigh Structural Steel Co. towers less field boles. One 250 watt square tapered, insulated Blaw Knox tower less field bolts. One 350 kw, 120 ft. tower and 1/3 kw. and channel. One type WM-30A RCA TV transmitter. 200 watt FM (Cat. #: 540-A DL). Transmitter one part kit w/ RF cleaner. One 500 watt TV transmitter to 10 kw. This equipment is reason- able priced and quotations will be rendered on request. Box 929X, B-T.


DuMont 712-E dual image orthicon. Camera chain. Like new, complete. Also other TV studio equipment, projector, etc. Immediate de- livery. Principals only. Box 996X, B-T.

One RCA, BTP radio mike—transmitter 1/4 watt. Used very little. $110.00. XWAD, Wadena, Min- nesota.


Magnamite 610SD portable tape recorder; 175IPS, battery amplified, spring driven. Lapel microphone, headphones, case, head, extra tubes, 10 reels tape. For portable recording use in Europe three months. $100.00 off station price. $250.00 complete. Jack Stone, WRWA, Richmond, Virginia.

RCA 76 B-5 and 70 D turntables. $25.00 for package. For Radio School, 4404 Euclid Ave., Cleveland, Ohio.


Wanted to Buy

Equipment etc.

RCA 19 mm projectors, film camera and control. Wm. C. Grove, KBFC-TV, Plains High, Chaten, Wyoming.

Mobile transmitter, type 604 and receiver, type 305D. Contact Manager, WKAQ, Kansas City, Mis- souri.

1 to 3 kw FM transmitter also antenna with power gain 3 to 5 or less. FM monitor, trans- warding aerials. Write or call Dixie Network, Jackson, Tennessee.

One 8 bay FM side mount antenna. Collins or An- ders, to operate on 829.5 MC. KREK, Spokane, Washington.

Need one kilowatt transmitter that will withstand technical inspection. William Blizzard, Cordova, Georgia.

Will purchase used turntable television antenna for Channel 2, gain 2 or more. Mr. Antonio Cabrera, Apartado 2919, Mexico, D. F.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 6-weeks resident class begins November 9. National School of Electronics, 6044 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

For Radio and TV. Must know hillbilly and western records and be able to put on top turn hillbilly record shows and MC similar type TV live programs. Give full details of past experience and salaries and advice expected starting salary, when avail- able, and enclose snapshot. Confidential. Wire Box 977X, S-T.
**FOR THE RECORD**

**Hearing Cases . . .**

**INITIAL DECISIONS**

San Bernardino, Calif.—New tv uhf ch. 30. FCC hearing examiner William C. Butte issued initial decision granting application of Orange Belt Telecasters for new tv station KOGT, Atlanta, Ga., under trade name of Orange Belt Telecasters for new tv station KOGT, Atlanta, Ga., under trade name of Orange Belt Telecasters for new.

Bowling Green, Ohio—New am 730 kc. FCC hearing examiner Hugh B. Hutchinson issued initial decision granting application of Howard B. Ward for new am station on 730 kc, Bowling Green, Ohio. Action Sept. 17.

**OTHER ACTIONS**

Rockford, Ill.—FCC designated for hearing applications of Winnebago Bstg. Co., Rockford, and Esther Brottig, Harvard, Ill., for new am station on 1500 kc. Winnebago requested with 1 kw unlimited directional and Brottig with 500 kw daytime. WNBR Evanston to increase power on 1500 kc from 1 kw to 5 kw, directional daytime, and made KTVI party to the proceeding. Action Sept. 23.

**KSTL, St. Louis, Mo.—One** St. Louis Inc. FCC by memorandum, opinion and order (1) granted petitions of WOWK Birmingham, Ala., and KGOF Collegeville, Minn., and (2) ordered petition of WNSB Memphis, Tenn., all directed against Commission's action of July 25 granting application of KSTL for CP to increase power from 1 kw to 10 kw, directional daytime, and made WTVI party to the proceeding. Action Sept. 15.

**KXOS, Arlingtn., Tex.—FCC by memorandum opinion and order denied petition filed by Harben States Bstg. Co., for reconsideration of Commission action of Aug. 11 concerning proposed assignment of WCTR Chillicothe, Mo. for personal interview by Chillicothe Newspapers Inc. (Wyoming Telefilms, Inc., TELECASTING TELEFILMS, Inc.) (20% owner WJEH and 40% owner KFBC Chillicothe, Ohio; and Truman KFBC Chillicothe, Ohio to assign WJEH-ONE-TV, 33% of which was owned by Kansas City, Mo. Sun. Aug. 10, 1953.)

**FOR SALE**

- **TECHNICAL**
  - Established midwest: 100 kw tv station has openings for experienced TV technicians. Send resume and photo. Box 4843X, B.T.

- **FOR SALE**
  - WE 250 watt AM transmitter, available late October. Specifications: 10 kw AM transmitter, 10 kw FM transmitter available mid-October. Other equipment includes Collins 4 box type exciter, 300 kw, 3 kw exciter, RCA exciter; Gates and Collins microphones; rackets; patch panels; GE and H.P. FM monitors, plus many other items. Contact Box 990X, B.T.

- **FOR SALE**
  - **GE FILM CAMERA**
  - Nearly new
  - Contact: Chief Engineer
  - KGUL-TV
  - Galveston, Texas

- **Equipment, etc.**

- **Quality Film Light Camera**

- **Broadcasting**

- **Erection of Towers**

- **Service**

- **Broadcasters**

- **Executive Placement Service**

- **Executive Personnel for Television and Radio**

- **Effective Services to Employer and Employee**

- **Phone 3-5525**

- **J. HAMILTON & COMPANY**

- **586 Bond Bldg., Washington, D. C.**

- **BROADCASTING • TELECASTING**

- **September 17 Decision**

- **By Commission En Banc**

- McFarland Letter


- **September 18 Decisions**

- **ACTIONS ON MOTIONS**

- By Commissioner George E. Sterling


- **By Hearing Examiner H. Gifford Iden**

- Superior Television Inc. WJVS-TV Inc.; K-
Six Television Inc., Corpus Christi, Tex.—In supplemental statement and order amended in various respects September 5, 1953 (Dockets 1036, 1037, 1038). Action 8/27.

WJW-TV, Inc. The Mobile Television Corp., Mobile, Ala.—By memorandum opinion and order grant denied of motion to reconsider ruling on admission of evidence in proceeding for extension of license in WPXI, Pittsburgh, Pa. (Docket 1057; 1066; 1068; 1069) with respect to its second request (evidence relating to ownership of Station WPXI during week of March 22 through April 4, 1963) and denied with respect to its first request (evidence relating to loans proposed by Mobile Television and its third request (evidence relating to the alleged audience of WDSU-TV in areas outside its Grade B contour) (Action 8/31).

By Hearing Examiner James D. Cunningham

Coltene Television Co., Montpelier, Vt.—Denied petition of Sept. 14 for leave to amend its tv application with respect to cost of construction, programming, hours of operation, visual power, and in other respects (Docket 1063, BPTC-155).

By Hearing Examiner Fannny L. Litvin

United Bstg. Co., WJW Inc., Cleveland, Ohio—Hearing conference in this proceeding (Docket 8960, BPTC-216) is continued from Oct. 2 to Oct. 12, 1963. (Arkansas Television Co., Little Rock, Ark.; Arkansas Telecasters Inc., North Little Rock, Ark.—Hearing conference in this proceeding (Docket 10010, BPTC-106) (Docket 10011, BPTC-107) was advanced from 10 a.m., Oct. 13, to 8 a.m. of said date (Action 8/29).

By Hearing Examiner Thomas H. Dunahoe


By the Acting Secretary

Upon request by Triad Television Ass'n, Open-dazer, Mich., extended to Sept. 18 time for filing replies to comments filed in Docket 10618 re amendment of Sec. 8.606. Table of Assignments, Rules and Regulations of the Commission (Docket 10618).

Upon request of KFIC Inc. and May Broadcast-Ing Co. extended to Sept. 25 time for filing comments in Docket 10604 re proposed rule making re new ground conductivity map. Replies to some comments may be filed on or before Oct. 5, 1963.

September 18 Applications

ACCEPTED FOR FILING

Modification of CP

KBSI Palm Springs, Calif., Desert Radio & Tele-casting Corp.—Granted modification of CP, which authorized new station, for extension of completion date to 12/31/63 (BPET-360).

KBEL San Juan, Puerto Rico, Radio San Juan, Inc.—Mod. CP (BPET-362) which authorized changes in existing station, for extension of completion date to 4/25/63 (BRC-175).

KRTV Rock Island, Ill., Rock Island Bstg.—Mod. CP (BPTC-116) as mod. which authorized changes in existing station, for extension of completion date to 1/26/63 (BMPCT-129).

KXAV TV Hollywood, Calif., NBC—Mod. CP (BPET-360) which authorized new station, for extension of completion date to 5/31/54.

KCTV TV Seattle, Wash., King Bstg. Co.—Mod. CP (BPTC-126) as mod. which authorized changes in existing station, for extension of completion date to 2/5/63 (BMPCT-132).

KTV-7 Tri-City, Wash., King Bstg. Co.—Mod. CP (BPTC-126) as mod. which authorized changes in existing station, for extension of completion date to 12/22/53 (BMPCT-130).

WCTB TV Bridgeport, Conn., Conn. State Board of Education—Mod. CP (BPFET-16) which authorized new station, for extension of completion date of 9/28/53 (BPET-15).

WCTU TV Hartford, Conn., Conn. State Board of Education—Mod. CP (BPET-17), which authorized new station, for extension of completion date of 9/28/53 (BPET-14).

License to cover CP

KVOK (FM) Honolulu, Hawaii, The Kanehau-miah Schools—License to cover CP (BPET-226) which authorized new station (BLC-138).

WYSN (FM) New Castle, Ind., New Castle-Huntington Bicentennial Comm.—License to cover (BPM-235) which authorized new station (BLC-138).

Remote Control

Following stations request authority to operate transmitters by remote control:

KWSW Roswell, N. M., John N. A. Barnett (BRC-178); WELM Youngstown, Ohio (BRC-171); WCBN Mt. Pleasant, Mich., Paul A. Brandt (BRC-170); WTVF Nashville, Tenn., Tom H. Whalen (BRC-176).

Renewal of License

Following stations request renewal of license: KHJ-TV Hollywood, Calif., General Teledrama Inc. (BRC-177); WHBF-TV Rock Island, Ill., Rock Island Bstg. Co. (BPTC-65); WNBQ (TV) Chicago, III., NBC—Licensed telemaster.

APPLICATION RETURNED

Remote Control

KWLK Longview, Wash., Twin City Bstg. Corp. (Remote control.

September 21 Decisions

ACTIONS IN DOCKET CASES

Commission announced its memorandum opinion and order granting petition of National Flasi-voke Fashions Inc. under 8.501 to quash Petition No. 2, D. C., to New York City in proceeding involving order to show cause, that no application for authorization should not be directed to company for violating Part 18 of Commission's rules which governs electronic heating equipment which interferes with authorized radio service, should be granted or licensed in accordance with the Commission's rules. By separate order, new hearing is scheduled for Sept. 22, 1963 (Docket 1002).

Commission scheduled oral argument on Sept. 9, 1963, in Docket 10102.

The Tribune Co., Tampa, Fla., Pinellas Broad-casting Co., Inc., and Tampa Bay Area Telec-ning Corp., Inc. petition for authority to operate new tv stations to operate on Ch. 6 (Dockets 12080 et al.).

September 21 Applications

ACCEPTED FOR FILING

Following stations request to operate transmitters by remote control:


Following stations request renewal of license: KQCO Denver, Colo., Music Theatres Inc. (BRC-61); KGO-TV San Francisco, Calif., Paramount Theatres Inc. (BRC-43); WBTV (TV) Chicago, Ill., American Bstg.—Paramount Theatres Inc. (BRC-44); WHB (TV) San Francisco, Calif., WGBIH (BRC-175); WNYM-TV Greens-boro, N. C. (BRC-172).

Modification of CP

WKQA-TV Norfolk, Va., United Bstg. Corp.—Mod. CP (BPTC-922) which authorized new station, for extension of completion date of 9/25/63 (BPRC-1404).

September 22 Decisions

BROADCAST BY BUREAU

Actions of September 18


WDAN-TV Danville, Ill., Northwestern Pub-lung Co.—Granted mod. CP to change type of antenna and make other changes (BMPCT-1370); completion date 3/10/64.

Modification of CP

The following were granted mod. CPs for extension of completion date of license covering changes in stations.

KCTV TV Seattle, Wash., 10/15/63; KCTV-TV Twin Falls, Idaho, 10/15/63; WHB (TV) San Diego, Calif., 10/4/64; WHB (TV) San Jacinto, Calif., 10/4/64.

Granted License

WEYV-FM New Orleans, La., World War Dea Memorial Radio Fund Inc.—Granted license covering changes in station (BPM-14).

GRANTED

WYUN-FM New Orleans, La., Kino Corp.—Granted license covering changes in station (BPM-15).

WSDL New Orleans, La., Kino Corp.—Granted license covering changes in station (BPM-15).

GRANTED

KFMH New Orleans, La., Kino Corp.—Granted license covering changes in station (BPM-15).

GRANTED

KWOB New Orleans, La., Kino Corp.—Granted license covering changes in station (BPM-15).

GRANTED

KZKL New Orleans, La., Kino Corp.—Granted license covering changes in station (BPM-15).

Grant of License

WJEA-FM New Orleans, La., Radio Music Sheals Inc.—Granted CP to music station (BRC-176).

GRANTED

KJOQ New Orleans, La., Kino Corp.—Granted license covering changes in station (BPM-15).

GRANTED

KCBS New Orleans, La., Kino Corp.—Granted license covering changes in station (BPM-15).

GRANTED

KAFI New Orleans, La., Kino Corp.—Granted license covering changes in station (BPM-15).

GRANTED
September 23 Decisions

By COMMISSION EN Banc

Modification of License

WIZZ Stretford, Ill., Stretford Bestg. Co.—Granted renewal of licenses for the regular period. WIZZ Wkhc, N.Y.: WXRJ Richmond, Va.: WKEW Hobbs, N.M.: KCPS Sun City, Ariz.: WNEQ Ecoi, La.: WBYY Knoxville, Tenn.: WABY Albany, N.Y.: WVRX Fort Worth, Texas: filed petition to accept late conferences (Docket No. 10582) to correct errors in the application. Order granting (Docket No. 10605; BR-1064) to show change in ownership and order grant

September 23 Applications

Approved for Filing

Modification of CP

KANI Kaneohe, Oahu, T. H., Windward Bestg. Co., Ltd.—Petition to amend (BR-1186) to show change in ownership and order grant

Renewal of License

By Hearing Examiner William G. Butts
Southern Tier Radio Service Inc., Binghamton, N. Y.—To amend its license (BR-10699) to add an additional frequency to its station (Docket No. 10699; BR-10647) to show change in ownership and order grant

By Hearing Examiner H. Gifford Irwin
WABC New York City, N. Y.—To amend its license (Docket No. 10698; BR-10645) to correct errors in the application. Order granting (Docket No. 10659; BR-10646) to show change in ownership and order grant

By Hearing Examiner Basil P. Cooper
California Inland Bestg. Co., KCMF Fresno, Calif., KCMF—To amend its license (Docket No. 10663; BR-10643) to show change in ownership and order grant

By Hearing Examiner William H. Bickel
KFOX Long Beach, Calif.—To amend its license (Docket No. 10689; BR-10641) to correct errors in the application. Order granting (Docket No. 10676; BR-10644) to show change in ownership and order grant

By Hearing Examiner William J. Considine
WABT (TV) Newark, N. J.—To amend its license (Docket No. 10682; BR-10642) to correct errors in the application. Order granting (Docket No. 10643; BR-10639) to show change in ownership and order grant

By Hearing Examiner William E. Lofgran
WTVW Richmond, Va.—To amend its license (Docket No. 10681; BR-10638) to correct errors in the application. Order granting (Docket No. 10630; BR-10636) to show change in ownership and order grant
Sage Advice at Sun Valley

THE SPEECH last week of Comr. E. M. Webster to the NARTB Dist. 14 meeting was an unusually frank and unusually intelligent statement by a Federal official on matters of policy that are of paramount interest to a business community.

Mr. Webster's comments on four main subjects, the future of fm, licensed operators, color television and subscription television, are reported in detail elsewhere in this issue. It is to the last of them, subscription tv, that this editorial is addressed. No other issue currently before the Commission contains a graver question of policy.

It is to Mr. Webster's credit that he recognizes how profoundly the introduction of subscription tv would change the historic concept and practice of broadcasting in the U. S. It is equally to his credit that he insists upon hearing a full discussion of the question before he makes up his mind.

So far only the advocates of subscription tv have made any effort to get their case before the public and the government. On the surface their arguments sound attractive, yet the fact remains that advocacy alone disqualifies them from acceptance as an objective statement of the case. A more thorough analysis is needed than that which can be obtained from the promotion that has been distributed to the public and the editorials filed with the FCC.

2,000 Tv Stations—Mirage or Gold-Mine?

BY NOW it should be clear that the FCC's television allocation plan for 2,000 stations to provide purely competitive nationwide service is more of a mirage than a gold-mine.

The number of new applications being filed is slowing down to a trickle. There are only about 480 applications on file, but virtually all are mutually exclusive (more than one for the same facility), hence are in contest or subject to further prosecution.

There are now about 235 tv stations in operation. The total authorized exceeds 540. Many won't be built soon; others never.

To the uninformed this may sound strange, notably in the light of the many other channels in the same areas. The main reason, as always, is economic. Can the particular station make a go of it? There has been enough experience since the war ended to cause prospective operators to take a second look. Tv costs are higher than in radio. A secondary market that supports an am station, or perhaps a weekly newspaper, may prove too much of a risk for tv.

In addition to the secondary market problem, there are those who do not regard it as prudent business to risk installing uhf stations in primary markets already served by an adequate number of vhf's. Quite a few hitherto energetic applicants for uhf are withdrawing.

This, of course, doesn't mean that anything approaching saturation is being reached in tv station population. There are plenty of contests ahead in major markets. And there will be plenty of new stations going into markets of 25,000 to 50,000.

But this won't be stamped into investments where the odds are against foreseeable success. Bankers won't advance the money if the outlook isn't safe.

The tv pattern does not depart radically from that experienced in radio. For practical purposes, commercial tv got under way after V-J Day in 1945. Now, eight years later, there are less than 250 tv stations in operation. In 1928—eight years after commercial am broadcasting began, there were 677 stations authorized, many sharing time. The number dwindled to as low as 280 in 1934, but then began moving upward to the present total of nearly 2,500.

In fm the story was somewhat different. The FCC "planned" the fm allocations as it was destined to do later in tv—so many channels to a given city or town. The stampede began, but fm couldn't displace am—the older aural service, and many available assignments still go begging. There are less than 600 fm stations on the air today, against the highest total of 1,020 authorized in 1948 and the allocation potential of around 3,000.

That the FCC is aware of the problem in tv is evident by its most recent actions. It is asking stations holding construction permits to state their intentions. It is seeking to eliminate some contests, by proposing to add uhf assignments in some 35 markets, which would permit immediate grants.

And, most significant, it is looking into situations involving the calibre of network service being provided all classes of stations. Can

a network, under the chain-monopoly regulations, decline to provide a second station in a given market (whether uhf or vhf) programs rejected by its regularly affiliated station?

This could become a rough issue. The regulations seem clear. If the regularly affiliated "first call" station rejects a particular program, the non-affiliated station can seek it, if the advertiser wants the market and the station.

How the FCC intends to cope with these inevitable tv allocation problems is hard to fathom. It may well be that—except for the possible applicability of the network-monopoly regulations—it can do nothing but permit interplay of free, competitive enterprise.

It's District Meeting Time

IN FULL swing during the past fortnight has been the 1953 series of NARTB district meetings. They run full tilt through November.

It's a good time to appraise the state of the broadcast nation. Never before has there been a more effective trade association operating in the interests of all broadcasters. It isn't precipitating artificial issues. It is meeting those problems that do develop with less emotion and more efficiency than ever before.

It used to be axiomatic that no administration in the trade association could survive beyond its appointed tenure. The old concept was that the interests of broadcast station owners and networks were (to use a then relatively new term) incompatible. With the onset of fm, the story was that am and fm were in conflict and had to have separate associations. Precisely the same thing happened with the advent of tv.

The status of NARTB today, with all segments living under one roof, belies that old theory. It never was so before. It may not be as harmonious at some future time. But today the media that make up broadcasting are having fewer intramural crises. It isn't necessary to run up the "freedom of radio" flag every fortnight.

This is a tribute to the NARTB's personnel, from its volunteer board of directors to its field men. It is particularly a tribute to President Harold Fellows and the men surrounding him.

Periodically, there develops an abortive move to create a rump organization. One is now under way, under the aegis of Bill Way, of KYVO Tulsa, a hard-bitten, swash-buckling radio veteran, who feels NARTB has sold out to tv, and that the trade press, like-wise has gone overboard on video. Mr. Way's arguments are presented elsewhere in this issue.

Bill Way certainly is entitled to his view. It's a free country, and we have free radio (and tv). We're disposed to go along with Ben Strouse of WWDC Washington (which has no tv), who deposes that the "least" thing broadcasters need is another trade association.

Frankly, we can't conceive of a more inopportune time to start a rump movement. If it's radio selling Mr. Way is worried about, he can look to the Broadcast Advertising Bureau, created for that precise purpose of, by and for radio broadcasters and doing a notable job of it. If it's anti-tv, then Mr. Way has but to foster the precept of non-commercial educators, or try to create an anti-television association.

We vehemently disagree with Mr. Way, but we nevertheless defend his right to say what he thinks.
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