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23RD YEAR

THE NEWSWEEKLY OF RADIO AND TV

---

Buy WHO
and Get Iowa’s Metropolitan Areas...

Plus the Remainder of Iowa!

4.3% CEDAR RAPIDS
15.7% TRI-CITIES
10.9% DES MOINES
4.1% DUBUQUE
5.2% DAVENPORT
4.5% WATERLOO
61.6% REMAINDER OF STATE

---

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:

(Which You MISS Unless You Cover the Entire State)

- 65.4% Food Stores
- 61.6% Eating and Drinking Places
- 44.8% General Merchandise Stores
- 35.6% Apparel Stores
- 60.7% Home Furnishings Stores
- 65.5% Automotive Dealers
- 73.2% Filling Stations
- 79.6% Building Material Groups
- 60.4% Drugstores

Source: 1952-53 Consumer Markets

BUY ALL of IOWA—
Plus "Iowa Plus"—with WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyel, Resident Manager
SERUTAN and GERITOL DO A COMPLETE JOB...

Ever since it was introduced to the American people twenty years ago, Serutan has been the leader in its field. Constant, careful research and high-quality control have made Serutan a product people trust completely. And this same confidence carries over to Geritol and other products distributed by the Serutan Company.

Building listener confidence for the advertiser and his product has been the object of Havens & Martin, Inc., Stations. The result . . . large and loyal audiences in the rich areas around Richmond. The means . . . quality-controlled entertainment and public service. Build sales results on confidence in your product through WMBG, WCOD and WTVR, the First Station of Virginia.

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.
NEW and refreshingly different, the Sandy Spillman show is already tops in Northern California TV productions. And we'll let you in on something: Spillman's got something in his hat beside a happy prize; he has a selling genie all his own who can do a wonderful job for you. Ask your Katz man about participations in The Sandy Spillman Show on . . .

Variety, September 2, 1953
LGAL-TV
NBC • CBS • ABC • DU MONT
Lancaster, Pa.

A great profit opportunity for advertisers—
the Channel 8 large, rich Pennsylvania industrial and farm area includes Harrisburg, York, Reading, Lebanon, Lancaster and hundreds of smaller cities and towns. This consistently prosperous WGAL-TV enthusiastic buying audience spends $1,723,599,000 each year for retail merchandise.

Stimulating local interest and public service programs and top shows from four networks build viewer loyalty. In its FIFTH YEAR of successful selling for top local and national advertisers, WGAL-TV can increase sales—profitably, economically—for your product.

Represented by
MEEKER

New York
Chicago
Los Angeles
San Francisco

Steinman Station Clair McCollough, President

Page 4 • October 26, 1953
AGENCIES for Colgate-Palmolive-Peet Co. and General Mills quietly re-evaluating audience measurements used or proffered for their radio and tv programs, in line with similar study launched last month [CLOSED CIRCUIT, Sept. 14] by Procter & Gamble agencies. Effect of these studies, coupled with exhaustive analysis of whole broadcast rating picture now under way by special committee of Advertising Research Foundation, could be radical change in present rating service picture.

IDEA of astronomical sums involved in color tv reflected in estimate by RCA-NBC Chief David Sarnoff that $30 million will be required to equip NBC-TV so it can originate color programs in New York, Chicago and Los Angeles. Single theatre studio, like that set up in New York's Colonial Theatre, entailed $2 million for equipment, lighting, air-conditioning, etc. RCA-NBC during "introductory year" of color tv, when it will rotate its network advertisers in using color, gratis, will spend another estimated $15 million.

NOVEMBER will find FCC at its busiest. All Commissioners will be on deck to cope with (1) color tv, on which record now is all but closed (approval seen); (2) daytime sky-wave interference problem (rule-making indicated); (3) what to do about specialized fm services like storecasting, functional music, transcasting, etc. (it's anybody's guess now) and (4) number of cases already argued orally involving precedent-rulings. Also awaiting action is multiple-ownership limitation proposal, which now provides maximum of five tv stations in single hands, but suggestion has been made to lift limit and to give unit values for less than control holdings.

EFFORTS of sunrise-to-sunset stations to get NARTB district meeting endorsement of proposals to standardize hours of operation met with opposition at current meetings. NARTB officers hold issue is partisan, like clear channel case, and that district meetings are not proper forum. Likelihood is that limited-time stations will petition FCC for 6 a.m. to 6 p.m. operation as part of overall daytime station problem.

REVEALED to NARTB's 4th District meeting in Asheville last Thursday was fact that NBC, under its radio rejuvenation program, is paying its radio salesmen considerably more than its tv sales executives as incentive. Consensus of radio-television broadcasters at meeting disclosed same general pattern at station level, with radio sales men paid substantially higher commissions than in tv.

WITH APPOINTMENT of Chris Witting as president of Westinghouse Radio Stations Inc., effective Jan. 1 (see story page 70), there's possibility that name of company will be changed to Westinghouse Broadcast- ing Co. as more representative of its functions in radio and television.

BEST SPOT month in history will be reported for October by WRC Washington (NBC owned). Station will show 110% increase over October last year in national spot sales; 60% more than any other October in past; both national spot and local 44% more than all time high.

ANY NOTION that NBC is taking WBEN-AM-TV Buffalo switch to CBS lying down is dispelled by reports from hinterland. NBC station relations men reportedly are going after some "big ones" at personal command of Brig. Gen. David Sarnoff, RCA-NBC chairman, who is filling in as NBC president, and probably will continue to for some months.

DISCLOSURE of plans for Paul H. Raymer Co. acquisition of O. L. Taylor Co. [CLOSED CIRCUIT, Oct. 19] brought on "open season" for ferreting of Taylor-represented stations by other representatives. Number of stations understood to be considering proposals, but no switches made as yet. Lloyd George Venard, president of Taylor, also understood to have had several offers from other representation firms. Meanwhile, transfer of Taylor Co. ownership from Taylor to Raymer slowed down by multitude of details, but expected to be finalized this week.

WITH Administration emphasizing economy, there's little chance that FCC will fill vacant secretariatry prior to early next year. T. J. Slowie, who resigned by request following administration change, is still drawing his pay and will until January. FCC isn't disposed to pay two salaries for same job. When job is filled, however, it probably will be up-graded with pay of $11,000-plus, as against present $10,300 rating.

UNLESS FCC goes outside agency for its hearing division chief, it's good bet Assistant Hearing Chief Robert J. Rawson will take over. Besides losing Hearing Chief Frederick W. Ford to Dept. of Justice last month, division in last year also has lost Max D. Paglin, now legal assistant to Comr. Robert T. Bartley, and James O. Juntilla, to private practice.

FM multiplexing system introduced by Maj. Edwin H. Armstrong Oct. 13 demonstrating simultaneous transmission of programs, is being described privately by radio inventor as "only the beginning." He evidently is holding under wraps other developments for which patents have not yet finally cleared before demonstrating them. Fm enthusiasts predict these developments will niall efforts of industrial users to grab any fm bands on grounds of limited use.

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It's not smooth sailing for Mutual's new affiliate compensation plan. There's a chance that resistance among MBS stations will force modification or cancellation. Page 27.

ADVERTISERS & AGENCIES


FILM

Motion Pictures for Television Inc. announces expansion. Page 29.

FACTS & FIGURES

Average program on tv network show is seen by 41% of program's audience, Starch study shows. Page 30.

PROGRAM SERVICES

All-Industry Committee promises aggressive effort to get "faire" fees for Ascap music. Page 32.

TRADE ASSOCIATIONS

NARTB's District 4 thanks President Eisenhower for appointing Rosal Hyde chairman of FCC. Page 34.

Richard P. Doherty, NARTB vice president, predicts tv revenue in 1954 will near half-billion mark but warns that not all stations will hit jackpot. Page 38.


GOVERNMENT

FCC confirms it has Edward Lamb's record under study to determine whether he is qualified to hold radio-tv licenses. Page 48. Meanwhile Mr. Lamb names J. Howard McGrath, attorney general under Truman administration, as executive vice president of Lamb Enterprises. Page 50.

FCC issues revised priority list for competitive tv hearings. Page 54.

STATIONS

Weekly roundup of new tv stations and those expecting to begin operation in next month. Page 60.

NETWORKS

Ted Bergmann is virtually set to succeed Chris Witting as managing director of DuMont Television Network. Page 70.

Broadcast division of American Broadcasting-Paramount Theatres lost money in third quarter but expects to make profit in fourth. Page 71.

NBC-TV offers special holiday inducement to advertisers. Page 76.

FEATURES


What high-fidelity means to broadcasters. Page 86.

Radio network showtest. Page 90.

Is tv already in a rut? Page 94.

FOR THE RECORD

Teletstatus weekly summary of tv stations on the air and their estimates of tv set distribution. Page 137.

New tv grants' commencement target dates. Page 140.

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In Houston, the South's FIRST market, KPRC continues conclusively FIRST. For 28 years, KPRC has shown top results because of leadership in popular live local programs...top local news coverage...audience rating...cost per thousand...coverage...network affiliation.

Behind these facts stand a sound organization of top personnel, hustling audience promotion and merchandising, plus public acceptance and prestige built up throughout the years.

FIRST by FIRST, and all combined, KPRC is the best buy in the Gulf Coast area. Call Edward Petry & Co., or write us direct for availabilities.

FIRST in Circulation
FIRST in News
FIRST in Ratings
FIRST in Local Talent
FIRST in Live Shows
FIRST in Merchandising and Promotion
FIRST in Public Service
FIRST in Physical Equipment
While KPRC gained radio family coverage since 1949, its principal competition (Station "B") dropped 5% daytime, 6% at night.
NOW SMEDLY D. TRACE
was a researching ‘ace’
(A strong random sample exponent),

Who sought to compile where
the Omaha dial
Was tuned every listening mo-
ment.

But all of his toil proved only that oil
Was needed to break dials loose . . .

For each sample call showed simply that
all
Were STUCK FAST ON KOWH
THROUGH DISUSE!

Average Hooper
KOWH
35.7%

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.)

“America’s Most Listened-to Independent Station”

General Manager, Todd Starz; Represented Nationally By The BOLLING CO.
RCA-NBC Set Color TV Showing for West Coast

FIRST use of color film and first West Coast showing of color tv to be staged by RCA-NBC Nov. 3 for press and industry leaders at tv center in Burbank, Calif., network announced today (Mon.). Half-hour show will be programmed in New York and sent by closed circuit over 4,000-mile microwave link to Coast.

Brig. Gen David Saroff, RCA-NBC board chairman, will head New York task force at demonstration. Others making trip: Frank Folsom, RCA president; Sylvester L. (Pat) Weaver, vice chairman of the board, RCA; Robert Saroff, vice president in charge of Film Division; Mannie Sacks, RCA executive vice president; C. B. Jollife, vice president-technical director, and O. B. Hanston, vice president and chief engineer. John K. West, NBC West Coast vice president, will host the demonstration.

Press showing is scheduled for 11 a.m. PST; hour not selected for demonstration before representatives of advertisers, agencies, movie industry, stations and talent.

Philip Morris Merges With Benson & Hedges

PHILIP MORRIS & CO., fourth-ranking cigarette company, and Benson & Hedges, seventh, merged into one corporation to be known as Philip Morris & Co., subject to stockholders' approval. Philip Morris products are Philip Morris, king-size and regular; Dunhill, king-size, Marlboro, English Ovals, and Spuds. Benson & Hedges makes Parliament filtered cigarettes.

Board of new company would be composed of present directors of Philip, Morris & Co., plus B & H President Joseph F. Cullman Jr. and Executive Vice President Joseph F. Cullman 3d. Alfred E. Lyon and O. Parker McComas, chairman and president, respectively, of Philip Morris, would serve new company in similar capacities. Joseph F. Cullman Jr. would be chairman of executive committee, of which Messrs. Lyon and McComas also would be members. Joseph F. Cullman 3d would become a vice president of new company.

Benson & Hedges would operate as separate division, with present Philip Morris sales organization adding Parliament cigarettes to line of tobacco products it distributes and promotes.

NBC Sale for 'Weekend'

FIRST sale on NBC's new Weekend radio show (Sun. 4-6 p.m. EST) was reported Friday with announcement that B. F. Goodrich Co., Akron, will sponsor two participations on program, effective yesterday (Sun.). Show sold under plan offering eight participations on each one-hour segment [1BT, Sept 21]. Goodrich agency is BBDO, N. Y.

Cash to ABC Radio Sales

APPOINTMENT of Norman E. Cash as an assistant sales manager of ABC radio [Closed Circuit, Oct. 19], effective Nov. 2, was to be announced today (Monday) by Charles T. Ayres, vice president in charge of ABC radio. Mr. Cash has had extensive experience in radio and served most recently as general sales manager of WLW Cincinnati. Before joining WLW, he was with NBC for 12 years as director of radio station relations.

RCA RECORD

RCA sales hit all-time record of $609 million in first nine months of 1953, 29% above last year, Brig. Gen. David Saroff, board chairman, said Friday. Earnings before Federal income taxes were $34 million compared to $36 million year ago, with net profits of $25 million compared to $17 million in 1953, up 41%. Third quarter sales of $159 million set new record.

LOCAL-SPOT RADIO TO RISE $100 MILLION

SPOT and local radio, showing continuous 20-year upward trend, will increase another $100 million in next few years, according to C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Addressing NARTB District 3 dinner at Philadelphia Friday (district meeting stories pages 34-40), Mr. Jordan based prediction on 1953 Broadcasting Yearbook radio advertising analysis showing that spot and local have been gaining $30 to $40 million yearly for last six years.

He predicted curve will continue for several years and suggested stations provide agencies with more factual information designed to help timebuyers.

Spot radio's future, he said, "is limited only by the number of spots that can be put on the air." He cited spot's flexibility and said main variables in measuring its audience are average rating and number of spots per week.

"We are all just beginning to learn how to sell spot radio most effectively," he disclosed, adding that advertiser using 15 spots weekly on program with rating of 4 can reach 55% of homes within station's coverage area in four-week period.

Citing time-saving devices creating new pattern of living, he said radio fits this new pattern "like a glove" at home and outdoors. He called radio best way to get deeper appreciation for good music (see hi-fi story page 86) and said time saved by appliances and fast travel is more than time spent looking at television.

"Radio was supposed to be doomed by television, but it's about the healthiest corpse I ever saw," he said. Time sales hit $464 million last year he declared, citing BT Yearbook, $100 million above pre-television years.

Whether area has television or not, or whether spots are aired day or night, makes little difference except in audience composition, according to Mr. Jordan. He praised adaptability of spot to almost every variety of sales problem and audience.

BUSINESS BRIEFLY

PM, PET CO-SPONSOR • Philip Morris Co. and Pet Milk to co-sponsor all-Negro soap opera, Ruby Valentine, quarter-hour, five days a week, on 40 radio stations to be selected. Agencies: Biow Co. for PM, Gardner Adv. for Pet Milk.

LEVER TO EXPAND • Lever Bros. planning to expand its half-hour Lux Video Theatre on CBS-TV to full hour, Thursdays, 9-10 p.m. Lever's Big Town, now in Thursday 9:30-10 p.m. period, will be moved to make room for expanded Video Theatre. Meanwhile, Lever currently negotiating with all four networks to clear Class A evening time for Big Town.

PARKER TO SPONSOR • Parker Pen Co., Janesville, Wis., has signed to sponsor two-quarter-hour programs immediately following professional football games over 105 DuMont Television Network stations either on Dec. 5 and 6 or Dec. 12 and 13. Agency: J. Walter Thompson Co., Chicago.

COOKERY PARTICIPATIONS • Macmillan Co., book publishers, buys participations on NBC-TV's Creative Cookery, Saturdays, telecast on stations in Chicago, New York, Cleveland and Washington, D. C. Fleschmann's yeast and National Selected Products Inc. (frosting) buy two spots per week on local version of show on WNBAQ (TV) Chicago.

BUY ELECTION RETURNS • Hebrew National Kosher Meat Products Co., N. Y., has purchased complete election night radio coverage of New York and surrounding area elections on WCBS, WABC and WOR in New York. Agency: Rockmore Co., N. Y.

BOWES TO NBC • Walter Bowes, chief time-buyer, New York, will reportedly resign shortly to join NBC sales development staff.

NESTLE NAMES D-FS • Nestle's Chocolate for its new product (Decaf, a coffee without caffeine) naming Dancer-Fitzgerald-Sample, N. Y., to handle advertising. Television test spot announcement schedule expected soon.

PAPER-MATE NAMES • Paper-Mate Co. and Paper-Mate Eastern Inc., which use radio and television spot announcements, name Foote, Cone & Belding, N. Y.

'King Lear' Cost $78,000

PRODUCTION of "King Lear" on Oct. 18 program of Ford Foundation TV-Radio Workshops' Omnibus series on CBS-TV (Sun., 5:30 p.m. EST) cost approximately one-half of $150,000 at which amusement press reported it, Workshop spokesmen said Friday. (Actual cost was understood to be about $78,000.) Spokesmen rejected rumors that facts about "King Lear" cost were important since they show within range of Omnibus average week-

October 26, 1953 • Page 9
11 out of the top 15 once-a-week shows

- 30% greater share of the audience than station "B"
- 146% greater share of the audience than station "C"
  (Monday through Friday—7 a.m.—12 midnight)

- More quarter hour firsts than both other stations combined
  (Sunday through Saturday—9 a.m.—11 p.m.)

PLUS—the top LOCAL Woman's Show, Sports Show, Hillbilly Show, Panel Show, Public Service Show and Kitchen Show

FOR TOP RESULTS CHOOSE:

Waga-TV
CHANNEL 5
CBS-TV IN ATLANTA, GA.

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

*ATLANTA TELEPULSE, AUGUST, 1953
Initial Decision Denies Muskegon Grant Protest

PRECEDENT-SETTING economic protest by Music Broadcasting Co. against uhf ch. 35 grant at Muskegon, Mich., to Verluis Radio & Television, Inc., would be denied by FCC Hearing Examiner H. Gifford Irion in initial decision announced Friday which also would allow Verluis to use directional antenna to feed required signal to unserved public park area discovered in early case by Music.

Music operates WGRD Grand Rapids. Its Sec. 309(c) protest of alleged injury on grounds Verluis' ch. 35 WTVM (TV) was actually Grand Rapids station affected court suit in which U. S. Attorney General refused to support FCC opposition to complaint. Multiple protests of new tv grants flowed from action.

Mr. Irion said, "It may be a windfall that the proposed operation will find a rich potential audience such as Grand Rapids within its 80 dbu contour or it may be the result of meticulous planning. But this is incidentally, grossly stated broadly, is not whether the station will serve Grand Rapids more but whether it will serve Muskegon less." He concluded programs and coverage proved WTVM would be "Muskegon" station, recommended confirmation of ch. 35 grant.

Westinghouse Radio Set Sales

SALES of Westinghouse radio sets in September five times those of year ago, according to T. J. Newcomb, manager of Tv-Radio Div. Additional facilities for home radio production now available at Sunbury, Pa., plant. September tv set sales up 216%.

STERLING BLASTS MAKERS FOR BAD SETS

RADIO-TV receiver and transmitter manufacturers will be taken to task today (Monday) by FCC Comr. George E. Sterling for "dispointing" progress in overcoming serious spurious radiation conditions which are hurting adjacent aviation and other safety of life services as well as am-tv broadcast bands. He speaks at Toronto before tv interference symposium of Radio Fall Meeting sponsored by engineering department of Radio-Electronics-Television Mfrs. Assn. of U. S., Radio-Television Mfrs. Assn. of Canada and Professional Groups Committee of Institute of Radio Engineers [BwT, Oct. 19].

Citing excessive radiations of most uhf sets in Portland area measured by FCC, plus finding that color sets will be greatly more susceptible to 41.25 mc intermediate frequency than is monochrome, prepared text of speech released Friday also chides set makers for inconsistency in producing tv receivers which will ruin am reception, hence am set sales.

Text states:

Most of you are manufacturing radio receivers. I wonder if it is good business to omit a few critical points of checks in making a television receiver which by horizontal sweep radiation will limit the freedom of operation for so many. As manufacturers, most of you spend considerable money and effort to extol the merits of your radio receivers to the public, including some with high-frequency bands, encouraging the public to listen in on international broadcasting, marine and other bands. Why not have both hands on horizontal sweep frequency harmonics from tv receivers to interfere with aural reception on these bands; whereas, if a little shielding and filtering were added to the tv receivers, this interference would be eliminated. When you return to your set in your own home you want your radio receivers and tune through the standard broadcast band and you will understand the magnitude of this interference of which I speak.

So, it seems to me that the radio manufacturers are following an inconsistent as well as a shortsighted policy in the design and manufacture of communication equipment. Within the same family we find one branch manufacturing receivers for military, aeronautical and other services with high sensitivity and selectivity whereas, another branch of the same family is manufacturing receivers as home products that spew their harmonics and other spurious emissions into the bands for which the other equipment was designed: thus defending the whole effort looking towards maximum utilization of the spectrum by the government and non-government services.

Speech notes FCC in fiscal 1953 received 22,264 interference complaints of which more than 12,600 recited from spurious responses of broadcast receivers and over 6,100 from tv sets. Some 9,600 complaints involved transmitters.

COLOR TIME-TABLE

COLOR time-table, according to FCC Comr. John C. Dotter, answering inquiry at National Conference of Business Paper Editors in Washington last week: Staff report first or second week in November. A week or two for Commission digest the report, in return vote in about four weeks. Probable final decision, before Christmas.

UHFA Urges Stricter Rules

MORE stringent fair trade rules in behalf of uhf tv were proposed Friday by Ultra High Frequency Assn. in letter to Federal Trade Commission. UHFA counsel William A. Roberts urged FTC to incorporate two provisions in pending fair trade practice rules: (1) "television receiver" must be one capable of receiving all channels allocated by FCC for tv, and (2) "adapter" or "converter" must be capable of making uhf receiver able to receive uhf signals. Earlier this week, UHFA wrote FCC explaining uhf problems and reasons for its organization (see story page 46).

DuMont Gets Trophy

DR. ALLEN B. DU-MONT, president of Allen B. DuMont Labs. Inc., will be presented with an "Oscar of Industry" trophy today (Monday) by Financial News Digest of New York in recognition of DuMont organization's 1952 annual report to stockholders, which has been adjudged best of 300 submitted by nation's television, radio and electronics companies.

UPCOMING


Oct. 29-30: NARTB Dist. 2 meeting, Ten Eyck Hotel, Albany, N. Y. For other Upcomings see page 153.

PEOPLE

WILLIAM B. TEMPLETON, director of radio and tv, Sherman & Marquette, N. Y., elected vice president in charge of that department. He has been with agency for past two years and prior to that was with Kudner Adv. as producer of Milton Berle show.

PATRICIA GABANY, program promotion department, NBC, to N. W. Ayer & Son, N. Y., as member of radio-tv publicity department.

TOM FLANAGAN, managing director of Station Representatives Assn., will address Chicago Television Council's first fall meeting at Sheraton Hotel Oct. 28. He will speak on "Network and Station TV Conflicts," according to Council. Election of officers also slated.

RALPH RADETSKY, aide to Mayor Quigg of Denver, named KOA-AM-TV Denver manager of news and public relations, absorbing duties of BILL DAV, news and special events director for 12 years. Mr. Day's future plans are not set.

Baltimore Ch. 18 Again In Conflict; Other Actions

BALTIMORE's uhf ch. 18 was put into conflict for second time Friday as United Broadcasting Co., operator of WSID there, filed bid competitive to request of WTV-Baltimore for change to ch. 18 from grant on uhf ch. 60 [BwT, Oct. 19].

New Radio Station at Bowling Green

NEW am station on 730 kc with 250 w day-time, directional, at Bowling Green, Ohio, authorized by FCC Friday. It made final initial decision favoring application of local lumber dealer Howard R. Ward [BwT, Sept. 21].

California Effective Date Stayed by FCC

EFFECTIVE date of mid-September initial decision proposing grant of uhf ch. 30 at San Bernardino, Calif., to Orangebelt Telecasters was stayed by FCC Friday ("pending review" of decision and grant) as they spent $26,000 home-built, three man station [BwT, Sept. 21].

WSSB Durham Denied Petition

RENEWED petition by WSSB Durham, N. C., for license to operate ch. 2 was dismissed Sec. 309 (c) protest against uhf ch. 46 grant to T. E. Allen & Sons Inc. for WCG-TV Durham was denied by FCC Friday. WSSB has bid pending for uhf ch. 73 there.

KTVR (TV) Hitchcock, Tex., Is Deleted

KTV (TV) Hitchcock, Tex., was deleted by FCC late last week. Permittee of the uhf ch. 41 facility was M. B. Rudman, trading as Rudman Television Co. The deletion of KTVR and WRBJ (TV) Beloit, Wis., boosts to 20 the total of post-thermal tv grantees who have surrendered their authorization (see story page 50).

Beth Black to Cohen

BETH BLACK, media director, Joseph Katz Co., N. Y., appointed head of radio-television districting department of Harry B. Cohen Adv. Co., N. Y., effective Nov. 16. Mary Dunlavey, radio-television media director for Cohen for past three and one-half years, resigned effective Nov. 1 and is expected to announce new affiliation shortly. Arthur Harrison, formerly with Charles Antell, will continue as timebuyer on several specific accounts at Cohen agency.
Long Island's amazing Nassau County
ranks 24th nationally in
RETAIL SALES...
$838,171,000
(Sales Management)

*WHLI has a larger
daytime audience in the
big booming major LONG ISLAND
MARKET than any network or
combination of inde-
pendents... (Contn.)
Yes, a host of important, forward-looking national and regional advertisers like those shown on the dock above are ticketed FIRM for passage aboard “Big Mo.” Many other well-known merchandisers are negotiating for choice spots on KSTM-TV, St. Louis’ new ABC-TV outlet. You’ll be missing a choice bet for reaching a large segment of this rich, Mississippi valley market, if you don’t reserve space aboard “Big Mo” . . . today. Yes, to put your product in good company . . . phone, wire or write

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

KSTM TV

ST. LOUIS
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL
JAMES CAESAR PETRILLO, president of the American Federation of Musicians, was visited by a CBS camera crew—and several million members of the TV audience—on the Oct. 16 telecast of Edward R. Murrow's new series, Person to Person.

The program opened with Mr. Petrillo in the kitchen of his apartment on Chicago's "Gold Coast," pouring drinks for his eight grandchildren, who were grouped in the Petrillo living room and who behaved with exceptional decorum during their time on the air. Not so their grandfather. If Mr. Murrow had any thoughts of showing Mr. Petrillo as a home-loving family man, his guest quickly dissipated them by turning his living room into a platform for a lecture on his favorite subject.

"I love children," the musicians union head declared, going on to explain that it is why he fears for the two million children in the public schools who are being taught to play musical instruments. Addressing himself to his parents and mothers, he cried, "Don't let your children grow up to become professional musicians. It's a starvation business."

Child Labor

Of the 250,000 AFM members, some 150,000 are now unemployed, Mr. Petrillo said, charging that many of them are not working because unpaid school children, exploited by "cheap politicians," are performing in their places.

"The children I want to help," he shouted, "are the kids of the professional musicians who aren't working and being paid because amateurs have taken their jobs."

Picking up a cornet, the instrument he played when he was a working musician, Mr. Petrillo declined an invitation to perform, saying "the union would fine me for playing below scale." He told Mr. Murrow, "Your program is OK. What we're opposed to is shows that substitute canned music for live musicians."

Followed by the cameras into his study, where he pointed out photographs of himself making President Truman an honorary AFM member and shaking hands with President Eisenhower, Mr. Petrillo was asked what he thought of a labor party. His vehemently expressed view: "A labor party government would not only be the finish of labor but of the country as well."

When Mr. Murrow said he'd heard Jimmy Petrillo called a dictator, his guest answered, "Anyone who fights for his people is called a dictator. I do fight for my people."

In contrast to the polemics of Mr. Petrillo, the program's second guest, Richard Simon & Schuster, discussed quietly and without heat on the pleasures and problems of publishing.

In Person to Person viewers see Mr. Murrow in his studio in New York talking to his guests in their own homes, their pictures appearing behind what seems to be the window of the room where Mr. Murrow is—a rather clumsy technique.

Mr. Murrow makes much of the fact that Person to Person is completely "live," with the cameras actually present in the homes of his famous interviewees at the time of the telecast and no films employed. This attitude is hard to understand from one who has used film as successfully as Mr. Murrow has done and continues to do in his weekly See It Now series. If Mr. Murrow, who remains in the studio, actually visited his guests "person to person" and interviewed them with the cameras present to get it all down, the program's present awkward pauses and irrelevancies could be eliminated and a more entertaining and informative program would result.

**MAKING ROOM FOR DADDY**

Network: ABC-TV

Time: Tues., 9:30-10:30 p.m. EST

Cast: Danny Thomas, Jean Hagen, Sherry Jackson, John Kellogg, Robert Alton, Grace McAdams, Phil Arnold, Frank Jenks, Ann Downey

Sponsor: Alternating sponsorship by the American Tobacco Co., and the Spedel Co.

Agency: BRDO for American Tobacco; and Sullivan, Blaufer, Colwell & Hayes Inc., for Spedel

Producer: Lou Oedelmann

Produced by: Marterto Productions

Produced at: DPI

Director: Bill Ahser

Music: Earl Hayes and Irv Spencer

Originations: Hollywood

THE merry-go-round existence of a successful entertainer and the problems which ensue if he also happens to be a family man provide the basis for a new weekly film series on ABC-TV called Make Room For Daddy. Danny Thomas in the lead role turns out a more convincing performance in a supper club than he does in his own home, a domicile occupied by a pretty wife and two ultra-modern moppets who, contrary to tradition, are heard as well as seen. The children, particularly the little boy, are the most bothersome elements in the series. They are not precocious youngsters. They are miniature adults far removed from a realistic concept of the children they are intended to portray.

For quite some time, TV writers have presumed that sentiment in large doses is almost sure to cover up a lack of quality. Tragically enough, they have often been correct in their presumption. They were correct again on the Oct. 20 telecast of Make Room For Daddy, when Mr. Thomas discovered that his mother-in-law was, of all things, a human being. He wasn't observant enough to draw this conclusion all by himself. He took a little coaching from his six-year-old son to make daddy see that grandma was really a pretty nice gal, capable of greater things than baby sitting. And what's more, since she used to be in show-business she might like to get to a night club now and then. Dutfilson-in-law picked up the cue and grandma wound up in his act at the club for a one-night stand.

It was a shallow, overworked yarn but one with "heartstring" value, an asset that will probably keep the series on TV and sell lots of Lucky Strike cigarettes and Spedel watch bands, alternately. This sort of programming gets by. It sometimes even lasts a long time. But once it is over it is not greatly missed or long remembered.
“Allow for windage, allow for windage! Is that all you can say?”

Fortunately for the flora and fauna of McGregor, Iowa, most of the 1502 bows and 500 dozen arrows custom-built in 1952 by archery tackle man Eddings were exported. Archers say his bows are works of art, as finely tuned as a concert-pitch piano. They’re laminated, with a core of native Iowa northern maple, and capable of pulls from 23 to 115 pounds. Sold to non-belligerents in Hong Kong, Chicago, and points between and beyond, they could have made things a lot tougher for early Iowans in the Indian battles of the Nineteenth Century.

Eddings doesn’t advertise on WMT, and would rather shoot arrows than listen to the radio. How he ever got in a WMT ad almost defies explanation, except one of the fellows at the station had this idea for a drawing. Eddings is a small sample of the Iowa industrial population which jumped 67% in eight years while the nationwide ind. pop. jumped 39%, and which now drags down a $600,000,000 payroll.

**Moral:** Don’t lose sight of the Iowa industrial forest for the cornstalk trees.
OPEN MIKE

Agency Recognition

EDITOR:

Our sincere thanks for your article "Test for Television: Toy Sales in January," appearing in the Oct. 19 issue. We certainly appreciate your recognition of the unusual step we took for Playskool Manufacturing Co. in bringing them into tv at the post-Christmas period—a venture which, as you indicated, proved so successful that we repeated the program’s format with our current Chicago series.

We are happy to report that as of our first Chicago program of The Pioneer Playhouse, we began to see the same excellent results—in terms of both audience response and store sales—that made our own “Philadelphia Story” so encouraging.

Incidentally, we’d certainly appreciate receiving from you 100 reprints of the article at your earliest convenience. We are sure our Chicago dealers—as well as dealers in future television markets—will want to read your "review" of our show.

Lee Friend
Friend Reiss McGlone
New York

Hi-Fi

EDITOR:

...It seems to me that the average station operator, particularly those with both am and fm operations, would do well to clean up the fm transmitter and then program at least a small percentage of material which would be real hi-fi. Carry it on both transmitters but tell the listeners honestly that if they want to hear it as it really sounds they will need an fm set of reasonable fidelity, or better still, a real hi-fi installation.

After a reasonable time of duplication on both am and fm some special programs might be placed on fm only, with some high powered promotion for the shows on am; the addition to the fm audience might be rather startling. WEPM and WEPM-FM are about ready to give this sort of thing a try . . .

WEPM-AM-FM Martinsburg,
W. Va.

[EDITOR’S NOTE: For a comprehensive article on high-fidelity and its meaning to broadcasters, see page 36 of this issue.]

| How-To Series |

EDITOR:

We are trying to locate a syndicated series of tv films devoted to “do-it-yourself” activities around the home, dealing with construction and improvements, to be sponsored by a local building supply wholesaler.

Do you know whether or not a series of this kind has ever been made?

Calvin G. Bersch Jr., Acct. Exec.

[EDITOR’S NOTE: Princeton Film Center, Car-
er Road, Princeton, N. J., has such a series available.]

Off The Record

EDITOR:

Here’s a matter which has been galling me for some time. The various record companies want to charge radio stations for promotional copies of the records they want "plugged." To be sure, the station receives the good music but actually insofar as almost every radio station subscribes to at least one e.t. library, the good is felt far more by the record company . . .

I have a suggestion which might be of interest
In the show... without stealing the act
RCA's new ribbon-pressure "STARMAKER"

SO SLIM YOU MUST LOOK sharply to see it... so skillfully styled its shape and coloring fade right into the scene... this tubular microphone has won the favor of entertainers and announcers wherever it has been shown.

Designed by RCA Laboratories after more than three years of painstaking research, the STARMAKER meets the long need of broadcasting, television, and show business for a high-fidelity microphone that—will not hide the features of performers—is easier to handle—and yet retains all the high-quality features of RCA professional microphones. Pick-up is non-directional. Frequency response is uniform, 50 to 15,000 cps.

Here is a "carry-around" microphone free from wind blast and air rumble. It contains no tubes, no condensers, no high-impedance circuits, no special amplifiers, or power supplies—is virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand... and can be substituted for any professional high-quality RCA microphone. No extra attachments needed!

For price and delivery, call your RCA Broadcast Sales Engineer. Or write Dept. 22 II, RCA Engineering Products, Camden, N. J.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.
THE NEWS PERSONALITY OF SOUTHEASTERN OHIO

Allan Land gives the tops in national, regional and local news each evening at 6:30 on WHIZ-TV, Zanesville, Ohio.

Sponsored by "The Ohio Fuel Gas Co." Land is a self-styled popular personality seen and heard Monday thru Friday on his show, "Land Views the News." Combining United Press stories, Associated Press news copy, special slides, local and national films pointing toward regional news programming, Land puts together the fastest moving quarter-hour show on television.

Southeastern Ohio people who want their news reported factually, without bias and in a personable manner watch "Land Views the News" on...

WHIZ-TV
ZANESVILLE, OHIO
Established May 23, 1953

NBC Primary Affiliate • CBS • ABC • DU MONT
Represented Nationally by John E. Pearson TV, Inc.

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ZANESVILLE, OHIO
Established May 23, 1953

NBC Primary Affiliate • CBS • ABC • DU MONT
Represented Nationally by John E. Pearson TV, Inc.

to other broadcasters who are similarly irritated by this oligarchic action.

If all radio stations would make a note of what companies require a charge for their records and prohibit the name of that company or a mention of the particular "label" on their station, it would, I'm sure, force the issue to a show-down...

The co-operating companies, on the other hand, would be rewarded by numerous mentions or "plugs" and would be greatly benefitted thereby.

Truman H. Walrod, Prog. Mgr.
KRSD Rapid City, S. D.

Happy Birthday
EDITOR:

On my behalf and as president of the Federal Communications Bar Assn., I wish to congratulate you and B&T on your 23 fine years of public service to the broadcasting and television industry...

Fred W. Albertson, President
Federal Communications Bar Assn.
Washington, D. C.

Added Attractions
EDITOR:

Please... add two new subscriptions to Broadcasting & Telecasting to [our] present order. The additional features of the magazine will be of great value, we feel, to our sales force...

Ben Holmes
Assistant Manager
KOMA Oklahoma City

Multiplexing
EDITOR:

In spite of Commissioner Webster's Sun Valley speech, I do not feel that the Commission can seriously consider the taking of some of the broadcasters' fm frequencies for industrial purposes...

The answer to the shortage of industrial frequencies would be to have the Commission permit fm broadcast stations to multiplex additional services without deterioration to existing fm service.

Edward A. Wheeler, President
WEAW-AM-FM Evanston, Ill.

Remember When
EDITOR:

I note in your Oct. 19 issue some reference to the subject of giveaways, the FCC and the United States Supreme Court.

May I suggest that you go through back volumes of Broadcasting & Telecasting magazine and you will find in one of the October issues in the year 1948 a back cover advertisement signed by me as president of MBS... This advertisement was written at a time when the subject of "audience buying" and "giveaway" programs was receiving a great deal of attention...

Edgar Kobak, Owner
WTWA Thomson, Ga.

[EDITOR'S NOTE: Summarized, the advertisement saw in the FCC anti-giveaway ruling a danger to which we cannot close our eyes... if it is possible, today, for the FCC to say 'away' with giveaways, it will be possible, tomorrow, for the same or another body to say 'away with mysteries, or symphonies, or comics or drama or documentaries:' ]
When in Rome, do as the Romans

Et tu, Brute... even Brutus would lend an ear
(and eye) and join the legions of Rhomans who
enjoy their favorite gladiators from the comfortable
vantage of their living room arenas via WFAA-TV. Out of
Rhome, too, they do as Rhomans — even in Eden, Styx
Venus and Prosper (only a chariot's race from the
Channel 8 Colosseum) — for throughout this lush
DALLAS - Ft. Worth market you'll find them attuned to Channel 8.
Great Caesar's Ghost, ask a Petry man!

Last count — 295,000 sets
in the Channel 8 picture.
Really Loaded!!!

This representative en route to an agency is loaded — in fact he's overloaded. He has all the material — surveys, availabilities, rate cards, coverage maps and program releases. Even his station list takes two pages.

His intentions are the best but chances are he will never have the opportunity to use most of his ammunition. Even some of the "best" stations in that bulging briefcase will only get a "once over", very lightly. Others may not even get a casual mention, for his time in the advertiser's office will run out before he gets halfway down his list.

Good national sales representation requires experience and ability... but just as important, it requires sufficient manpower per station to analyze each advertiser's purpose and problem and then to apply every station story in all its best aspects.

A high ratio of manpower per station assures Raymer men the time necessary to give the individualized attention that assures the proper share of business to each station.

If you feel that your station is buried too deep in somebody's briefcase, let us show you what Personalized Representation has done for some of the Raymer stations — and what it can do for you.
our respects

to EARLE LUDGIN

"If you get a generation of youths who won't listen to commercials on radio and television, you're in trouble!"

The speaker was Earle Ludgin, president of Earle Ludgin & Co., Chicago advertising agency, and the words were not uttered heatedly or with a wagging finger. And yet, to this soft-spoken executive, they seem to represent the crux of the whole problem facing advertising today.

Specifically, as he sees it, advertising's biggest problem is to make commercials listened to. Mr. Ludgin notes that a whole generation of youths was brought up on radio and that most children insisted they be permitted to listen to the radio and study at the same time.

Named AAAA Board Chairman

Mr. Ludgin was named last month to fill the office of board chairman of the American Ass'n of Advertising Agencies, left vacant by the recent death of Henry M. Stevens of J. Walter Thompson Co., New York. He had been vice chairman since last April and a national director of AAAA for the past four years.

A native of Chicago, born July 22, 1898, Mr. Ludgin attended Wendell Phillips High School and later the U. of Chicago.

He claims an interest in advertising and related pursuits (theatre, script-writing) at the university where he majored in English. He quit work to attend school, writing the script for the BlackFriars musical play.

His first business experience came with the Albert Pick Co. (hotel outfitter) from 1917-24 as assistant advertising manager. Then he moved to the Paul Floring industrial agency, handling general accounts and becoming a partner.

In June 1927, Mr. Ludgin was persuaded by friends and associates to found his own agency. He brought the Albert Pick Co. account into the house.

The Earle Ludgin & Co. agency has enjoyed success, largely because of the guiding hand and philosophy of its founder who thinks its business is the "most wonderful and exciting" thing of its kind—and one of the toughest.

Says Mr. Ludgin:

"We're at the level where the decisions are made—where the work is done and thus you make businesses grow. It's a hard-fisted business.

"We've got a job to do—we've got to sell. It's not a matter of buying a program or advertising. It's not a question of a 16.7 rating. We're competing against each other. You've got to fight your way on the shelves and off the shelves."

Mr. Ludgin's agency took Jules Montenier three years ago and built its Stoptette into a household word. It has gained results, too, for Best Foods' All-Purpose Rit and Shinola Dress Parade polish. Montenier's What's My Line? is a top-rated network program on CBS-TV, though it shares the sponsorship now with Remington Rand, and Rit has Garry Moore on CBS-TV. Ludgin also represents Bendix Home Appliances, which sponsored the successful Hoagy Carmichael show on NBC-TV last summer.

Other clients are: Hartman Luggage, International Furniture, W. F. McLaughlin Co., Allen Wrisley Soap Co. and Ruth Packing. It's noteworthy that in the more successful case histories, radio and tv were used heavily.

Opinion On Tv

Says Mr. Ludgin of tv:

"We have been able to make it pay for our clients. The share of the market has been very indicative of the power of television." He feels, however, that the prospect of two and three-station markets may pose some problems with respect to claims for audience shares.

Mr. Ludgin finds time for a project for training youths and educators in advertising. Another is the Advertising Research Foundation, of which Mr. Ludgin is a director.

Mr. Ludgin, a former chairman of the AAAA's Central Council, is chairman of the U. of Chicago's Alumni Foundation, a trustee of the Chicago Art Institute, trustee of the American Federation of Arts and member of the Orchestral Assn. of Chicago and Chicago Federated Advertising Club. He rides horseback and collects paintings.

Mr. Ludgin married the former Mary McDonald and they live in Hubbard Woods. They have five children, including one married daughter and a son, Earle Jr., who is with Foote, Cone & Belding, Chicago. Two other sons, Quentin and Roger, are in school and a third, Donald, is in the Army.
in the BIG Oregon market
EVERYBODY is watching

KOIN-TV
CHANNEL 6
Portland's Only VHF station

a new station
with a 28-year reputation

What a success story! On the air since October 15th and already a leader in the market. WHY? Because KOIN-TV has benefited by the loyalty and audience acceptance which radio station KOIN has built over the past 28 years. Viewers have confidence in KOIN-TV's programming—they are enthusiastic over the sharp clear picture that VHF assures. This is the kind of impact that sells merchandise.

A POWERFUL station reaching a BIGGER market

What a prosperous market! KOIN-TV's 56,000 watts of power (100,000 soon) is reaching out to a family of cities with per capita sales MORE THAN DOUBLE the national per capita retail sales average*. Set sales are booming—with over 150,000** in use now and the number growing every day. It's a rich, bustling ready-to-tap market.

Write, phone, or wire for complete information and availabilities.

*208%—based on 1952-53 Consumer Markets.
**Estimated as of October 1, 1953.

avery knodel, inc. national representatives
new york • chicago • los angeles • san francisco • atlanta • dallas
it's here . . . NOW!  
TV in CHARLESTON, W. VA.  

with WKNA-TV

selling the rich multi-million dollar Charleston market!

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

affiliated with ABC and Dumont Television Networks

the personality station

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

Grace Porterfield

on all accounts

"IT'S 'good to the last drop' and we believe in pouring it on. Quality in quantity."

Thus did Grace Margaret Porterfield, time-buyer, Benton & Bowles, New York, characterize her attitude toward the product and the saturation campaign (as many as 200 spots per week per station) which she places for Maxwell House Instant Coffee.

Herself a dedicated coffee-lover (seven cups a day), Miss Porterfield previously had displayed the magnitude of her dedication by buying and clearing time for Maxwell House on the largest regular television hookup on record, 127 stations on CBS-TV for the Red Buttons Show, seen Mondays, 9-9:30 p.m.

A native New Yorker, Miss Porterfield began preparation for her present work at Hunter College where she majored in economics, then switched to the Washington Secretarial School in New York, where she qualified as a secretary. She was graduated with honors and in 1942 got her first secretarial job as assistant to Murphy & Lanier & Quinn, New York attorneys and certified public accountants.

Two years later she joined Jordanoff Aviation as an editorial assistant, helping to write manuals and instruction booklets for the Armed Forces.

First Radio Buy

In 1946 she moved to the Catherine Oglesby Ads Agency, which then handled the Harriet Hubbard Ayer account. Here she bought her first radio time.

In 1946 she joined Benton & Bowles, New York, as secretary to Esty Stowell, then executive on Maxwell House coffee (now account supervisor and a vice president). She worked on budgets for the account and then moved into the media department as assistant timebuyer with Maxwell House as her special account. She was one of the first persons in the agency to work on the account seven years ago and one of the few who have stayed with it since.

Besides her spot purchases and her activity on the Red Buttons Show, she also bought CBS Radio time for the daytime strip The Second Mrs. Button. Maxwell House Instant Coffee currently is using 20 radio markets with its usual four-week nationwide saturation campaign.

Miss Porterfield, a bachelor girl, lives in a Gramercy Park apartment. She is an avid New York Yankee fan and a devotee of scrabble and canasta. She also is an active member of the Town Hall Club, a social-civic group.
...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.

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, Shreveport, not only delivers the biggest radio audience in the prosperous Arkansas-Louisiana-Texas area—it also delivers the most listeners per dollar. Its “cost-per-thousand” is 46.4% less than the second Shreveport station!

These audience figures are from the new Standard Station Audience Report—the more conservative of the two recent audience surveys made in this area. Ask your Branham representative!

50,000 Watts • CBS Radio •

KWKH’s cost per-thousand-families is 46.4% LESS than the second Shreveport station!
DECISION ON MBS PLAN AWAITS NOV. 4 MEETING

Unconvinced Mutual affiliates balk at 'time-payment' plan—and word from Spencer, Iowa, is that the idea 'takes the 50-cent spot to Madison Ave.' Missouri, Oklahoma, Iowa and South Carolina are the trouble spots.

MUTUAL network's affiliation formula may be overhauled, or even shelved, within a fortnight if station opposition warrants such action. While network officials would not comment, it was obvious at the weekend that action awaits a meeting of the Mutual Affiliation Committee of 14 to be held Nov. 4 in New York. While the MAAC group helped devise the new plan and approved it unanimously, seven new members will take part in the Nov. 4 meeting.

Evidence that active resistance to the plan persists in many sections was found in reports to B•T, particularly from the Midwest and South, and from a nationwide survey [B•T, Oct. 12].

The new attitude at Mutual was in line with a report that MBS might abandon the whole scheme this week due to lack of support. This report was based on what was described as a positively "horses-mouth source."

The survey was made by Missouri Broadcasters Assn. [B•T, Oct. 12]. Results were disclosed over the weekend to a meeting of MBA at Jefferson City. The survey showed:

- 152 reporting stations have signed MBS contracts.
- 210 have not.
- 28 are not involved in survey (Don Lee or Yankee affiliation).

MBA's Research

The Missouri poll was made following an MBA protest meeting held in late September. President G. Pearson Ward KTTS Springfield, was directed to ask all state broadcaster associations for reports on their areas. The polling was conducted by Catharine Roer, KWOS Jef- ferson City, MBA secretary-treasurer.

These results do not distinguish between "pay" and "bonus" affiliates of the network, which comprises roughly 560 stations in all of which around 200 are on the bonus side. Oklahoma, Iowa and South Carolina, besides Missouri, appeared to be trouble spots for the network, judging by reports from those areas.

The other hand MBS appeared to have scored a major victory when WWDW Washington disclosed it was signing a contract. Ben Strouse, WWDC vice president-general manager, had previously told B•T the station could not see any possible way of giving up 35 hours a week from its sold-out schedule.

South Carolina made known its opposition through the South Carolina Mutual Affiliates Assn. This militant group of 15 outlets adopted a series of strongly worded conclusions:

1. That the contract offered by MBS as of Oct. 1, 1953, is not in our interest; that it pro-
hibits programming in the public interest in that its distribution of time is such that we are unable to program certain local events that the public requires.
2. That Mutual's interpretation of this con-
tact as shown by its conference call of Sept. 25 pre-empts 83 station breaks per week that have been recognized as salable property of each radio station. The loss of this time would mean a serious loss of revenue to each station.
3. That Mutual by its arbitrary demand for option time as the alternate to signing this contract constitutes a violation of good faith and fair practice by wasting the only resource which we have—namely—time; that the pro-
posal is so foreign to our previous relationship with the network, or to our knowledge of any other networks' affiliation agreement, that we feel bound to resist these proposals of MBS as individual stations and as a group, and that any action by the network shall be deemed as an act against all stations undersigned.

Members are:

- WUSN Charleston, WGTN
- WSMB Jacksonville, WLAT Conway, WALD Walter-
- WJOB Hartsville, WFIG Sumter, WGC
- WMSA Chester, WBCU Union, WDEK Newberry,
- WNOX Columbia, WJAN Spartanburg, WMRC
- Spartanburg, WGSW Greenwood, WHRI Rock Hill, WDIX Orangeburg.

Besides loss of program and salable time, critics of the MBS plan in other areas claim it will upset the whole network structure by forcing other networks to adopt a similar operating technique.

ABC told B•T Thursday there was no foundation to a report that the network had sent out a flyer to affiliates indicating it might adopt aspects of the Mutual formula. An ABC spokesman, after issuing a categorical denial, said that on the contrary ABC radio affiliates were 'told specifically the network was not going to undertake such a plan.

Iowa Resistance

One of the hot spots of affiliate resistance is Iowa, where Ben Sanders of KICD Spencer, president of Iowa Broadcasters Assn., said no station in the state had "capitulated" to Mutual. Mr. Sanders was one of those who predicted the MBS idea might create chaos.

"The MBS plan takes the 50-cent spot to Madison Ave.," Mr. Sanders told B•T. "This will shackle MBS and drag representatives and networks into the same rut."

Suggesting MBS has made "a lot of verbal agreements and concessions" in lining up im-
portant stations, he said, "I'll sign for Spencer on the same basis they sign Washington, Balti-
more and Cincinnati."

He proposed that an MBS affiliates commit-
tee "truly representative of affiliates" should be formed, charging that no member of the net-
work's affiliation group had talked to any Iowa station.

A point emphasized by those battled the MBS idea is the loss of control over station rates with the network described as able to sell spots at any price it wishes and far undersell a station's own national spot scale.

Among station representatives, who natural-
ly oppose the plan violently, the charge was made that MBS "insiders" were beginning to decide the plan would not work. Here again MBA officials were noncommittal but it was evident they have been hearing so many rumors that they can't become too concerned over a few more.

T. F. Flanagan, managing director of Station Representatives Assn., told B•T that re-
presentatives have been aware of danger to sta-
tions in the MBS contract. "This business is the best in history," he said. "When we started our Spot Radio Crusade last spring, 1953 looked like a fair year. September, however, was a sensa-
tion. We'll run 10% or maybe even 20% above last year."

Further Misgivings

One midwestern station manager who didn't want to be quoted charged that many affiliates who didn't realize what the contract meant are "wondering if spots are being sold from under them." This source was one of several that con-
tended liberal concessions are being made in key areas, and was concerned, too, over "take-
it-or-leave-it" aspects of the problem.

All sorts of oral reservations have been made, some affiliates contend. These cover a demand that MBS honor sports and public interest fea-
tures, with some signatories deciding to fight it out later if the network refuses to yield.

Demand for playback rights has arisen in a number of cases. One affiliate claimed to have been promised playback concessions but got no reply to requests made to the network.

Cy Casper, WBBZ Ponca City, Okla., presi-
dent of Oklahoma Broadcasters Assn., who has signed an MBS contract for WBBZ, said there is still strong opposition to the contract within the state. He signed following similar action by KOCY Oklahoma City.

Poll of MBS affiliates in Oklahoma indicated that three are signing but 12 have refused. One affiliate said the signatory stations had signed on condition 90% of MBS affiliates sign.

Other states in which strong resistance is shown in the Missouri survey include Georgia, Illinois, K e n t u c k y, Louisiana, Mississippi, Nebraska, Ohio and West Virginia.

In some instances the reports of state asso-
ciations don't agree with those from stations.

MBS refused last week to revise its claim made a fortnight ago that the network had siged 75% of its rate card.

The 200 bonus stations do not need to 'sign' contracts, it was pointed out. Most of the sta-
tions that have signed thus far are described as pay stations.

There was genuine concern among represen-
tatives that the whole spot industry might undergo radical changes, with networks be-
coming spot organizations selling announce-
ments on programs fed over their lines.

October 26, 1953  •  Page 27
SHORT-TERM SPOTS LEAD WEEK’S BUYS

Five major advertisers take radio and television spot business in small lots. Another buyer adds stations to its list.

SPOT BUSINESS activity last week was marked by an advancing trend toward short-term announcements, with five major advertisers enlisting for three and four-week campaigns and one enrolling for as little as three days. The “short burst” action involved both radio and television; the campaigns are scheduled for November and December.

In addition, one major advertiser added new stations to its going list.

The short-term emphasis appeared to be a spontaneous development that is being watched by the industry. Significantly, few of the products being promoted in that fashion could be considered “short-run” or Christmas season items.

The six advertisers signing for the brief schedules were Cashmere Bouquet, Vitamin Corp. of America, Drug Supply Corp., Nash Cars, Sinclair Refining Co., and Northwest Airlines.

The sponsor adding new stations to its current list was Vick Chemical Co.

Cashmere Spots
Cashmere Bouquet hand lotion will launch a short-term spot announcement campaign in more than 50 radio markets on Nov. 3 for three weeks. Several tv markets also will be used. Sherman & Marquette, New York, is the agency.

Drug Supply Corp. for the second consecutive year will use a radio-tv spot announcement campaign to urge persons to buy Christmas gifts in their local drug stores. Approximately 49 radio and 21 television stations will be used, starting Dec. 2 and continuing through Dec. 23. Ruthrauff & Ryan, New York, is the agency.

Vitamin Corp. of America, for its catleome product, will start a three-to-four-week spot schedule in 25 television markets effective Nov. 1. BBDO, New York, is the agency.

Nash cars, through Geyer Inc., New York, on Nov. 19 will start a three-day campaign

Chicago Dodge Drive Set
GRANT Advertising Inc. has wrapped up a comprehensive program for Chicago Dodge Dealers, utilizing radio, television and other media to introduce the new 1954 Dodge.

Grant scheduled 240 radio and 40 tv announcements on Chicago stations over a three-week period on behalf of 54 Dodge dealers. Dealer association also contracted for sponsorship of Northwestern U. football broadcasts on WIND. Other commitments include a 13-week half-hour show, Inside Football, each Saturday on WBBM-TV, and the Dodge Sports Preview on WBBM each Saturday evening.

Heet Anti-Freeze Spots Ready
HEET DIV. of Demert & Dougherty is launching an extensive radio spot announcement campaign in 39 northern markets Nov. 1, it was learned last week. Agency is Arthur Meyerhoff & Co., Chicago.

Company will use two or three stations in each market to advertise Heet Anti-Freeze, with 30-second spots and station breaks ranging from 30 to as high as 80 per week in each area over a 13-week period. Tv spot campaign will be launched early next year.

Campaign is described as the “broadest" in the history of the company with the radio budget up considerably over last year. Other media also will be used.

IN HIS initial appearance on television, William B. Lewis, president of Kenyon & Eckhardt Advertising Agency, appeared on Meg Kingbay's Talk of the Town over WMEN-TV St. Paul, Minn.

Bryson to General Foods
GEORGE D. BRYSON, formerly vice president of Young & Rubicam, N. Y., where he devoted himself largely to the General Foods account, has been elected General Foods vice president in charge of international operations.

NEW BUSINESS
Readers Digest is placing radio spot announcement campaign to increase circulation. This schedule will start Nov. 7 in six midwest states and run for one week only. Announcements are bids for subscriptions to Digest.

Dale Dance Studios, N. Y., nationwide chain of dancing schools, has launched its fall-winter radio advertising schedule on following stations: WMCA and WINS New York; WAAT and WPAT Newark; WIND Chicago; WJIB Detroit; WLOL Minneapolis; KTIN Denver; KJBS San Francisco; WTH and WWJN Baltimore; WIP Philadelphia, and WEAM Washington. Other cities are to be added.

William Warren, Jackson & Delaney, N. Y., is agency.

Selective Auto & Fire Insurance Co. of America, Seattle, starts Tues. and Thurs. broadcasts of Edward R. Murrow News on 22 CFRN stations, 5:5-15 p.m. PST, for eight weeks from tomorrow (Tuesday). Agency: MacWilkins, Cole & Weber, that city.

Quaker Oats Co.’s Coast Fisheries Division (Puss ’n Boots cat food) is conducting television and radio participation campaign in more than 70 cities. Campaign started Monday, Oct. 19 and ends Nov. 26.

J-R Watch Bands, N. Y., to sponsor Back That Fact on ABC-TV, starring Joey Adams, on alternate weeks, Thursday, 9-9:30 p.m., starting Nov. 12. Lewis, Williams & Saylor, N. Y., is agency.

NETWORK RENEWALS
Pet Milk Co. and its subsidiary Sego Milk Products Co. renew sponsorship of Truth or Consequences and Mary Lee Taylor Show on NBC Radio for 52 weeks, through Gardner Adv. Co. and Gillham Adv. Agency, respectively. Truth or Consequences is broadcast Thurs., 9-9:30 p.m; Mary Lee Taylor Show, Sat., 10:30-11 a.m.

MPTV NAMES THREE TO EXPAND SALES IN STEPPING-UP OF FILM SYNDICATION

Merritt, Behnke and O'Driscoll assume account executive duties. Other personnel appointments are made in moves to boost syndication activities.

APPOINTMENTS of three sales executives and additional personnel in publicity, advertising and promotion, and business administration were announced last week by Edward D. Madden, vice president of Motion Pictures for Television Inc., as part of a stepping-up of activities for the company's film syndication division.

New account executives for the syndication division are Bill Merritt, formerly with Wyatt & Schuebel, New York; Verne W. Behnke, previously an account executive with CBS-TV Film Sales, and Francis A. O'Driscoll, former sales manager in Detroit for Proctor Productions. Messrs. Merritt and Behnke have been assigned to the eastern sales division in New York and Mr. O'Driscoll to the east-central division with headquarters in Detroit.

Handling publicity for the division will be Michael O'Shea, theatrical press agent and writer, who will operate out of the home office in New York. Guy Cunningham, formerly director of sales promotion for CBS Radio Spot Sales, has been appointed director of advertising and promotion, and Lewis P. Blumberg, previously vice president of B & K Films, has been named administrative assistant.

"The film syndication division is now ready to launch a concentrated sales, advertising and promotion drive across the country on MPTV's film production now under way," Mr. Madden said. "MPTV productions will be sold for local division station placement. The programs will offer a variety of shows to national, regional and local advertisers and will cover all audiences, children, adults and the entire family."

Weiss Joins Guild Films; 'Palooka' Plans Outlined

In line with its expansion program, Guild Film Co. announced last week the appointment to its sales staff of George Weiss, who recently resigned as national sales manager of United Television Programs. Mr. Weiss has been assigned to handle eastern division sales for various Guild shows.

Reub Kaufman, Guild president, said Mr. Weiss' appointment will be followed by several other additions to the staff in the near future.

Plans for national and world distribution of the Guild Film Co.'s new filmed tv series, Joe Palooka Story, also were announced last week by Mr. Kaufman, who said the series already has been sold in two markets, KLAC-TV Los Angeles and KBTV (TV) Denver.

The first six episodes have been completed at Republic Studios for $27,000 each, Mr. Kaufman revealed. He added that seven more episodes are in the cutting room and that the next series of 13 shows is scheduled for production in November. The series will consist of 78 episodes produced at a cost of about $2 million, Mr. Kaufman said.

Film Sales

Frederic W. Zir Co. announced last week that it has sold the hour-long Hour of Stars, featuring Tony Martin, Dick Powell, Ginger Rogers, and Peggy Lee, has been sold in more than 500 markets, with latest sales to WHK Cleveland, KEX Portland and WHBF Davenport, Iowa.

Sale of the Victory at Sea tv film series in five new markets was announced last week by John B. Cron, national sales manager for the NBC Film Division, who noted that the series is currently syndicated in 69 markets. The new markets are WPMT-TV Portland, Me.; KTVU (TV) Stockton-Sacramento; WSIV-TV Bikhart; KBES-TV Medford, Ore., and WTSK (TV) Knoxville. Recent sales on other division properties, Mr. Cron said, has raised the number of total markets carrying Dangerous Assignment to 136; Hopalong Cassidy to 130, and Douglas Fairbanks Presents to 106.

Screen Gems, N. Y., announced that Professor Yes 'n No, quarter-hour tv quiz program on film, has been set for sponsorship by 14 local advertisers in the past few weeks. The series consists of 26 quarter-hour shows.

Production

Sovereign Productions, Hollywood, currently filming CBS-TV General Electric Theatre series, has signed Dennis Morgan, Peter Lawford, Virginia Bruce, Edward Arnold, Jack Carson and other Hollywood names for upcoming films in the series. Richard Quine has been added to the firm's group of directors. Stuart Reynolds is executive producer.

Screen Gems Inc., Hollywood, is completing "The Happiest Day," for NBC-TV Ford Theatre, in which Larry Parks, after a two-year absence from films, makes his video debut co-starring with Teressa Wright.

Arrow Productions, Hollywood, next week starts another group of 13 half-hour films in Ramar of the Jungle series starring Jon Hall. Spencer Bennett has been signed to direct the new films to be distributed by Television Programs of America.

Distribution

Louis Weiss & Co., Los Angeles, has acquired distribution rights to five quarter-hour Christmas tv films produced by Lew King and directed by Adrian Weiss in Phoenix. Titled The Little Story Shop, the films feature the Rex Castle marionettes in seasonal stories with the All-Youth Choir of Phoenix providing the choral background.


Random Shots

Filmack Studios, Chicago, reduced prices of all tv slides 25% "because local and national advertisers, advertising agencies and an ever-increasing number of tv stations" have contributed deluge of tv slide orders in past nine months, Irving Mack, Filmack president, announced. Filmack has expanded its facilities 50% in the past few months, he added.

Gordon MacRae, star of NBC Radio Railroad Hour, now released from his Warner Bros. contract, has formed a partnership with dance director Al White to produce a hour-long tv film series based on university shows. Being negotiated are rights to such shows as Harvard's Hasty Pudding Club, Pennsylvania's Mask & Wig and others. Series will feature Hollywood talent with Mr. MacRae serving as packager-producer.

CONSORTIATED Television Sales' 70th sale of its "Station Starter Plan" is made to WAKQ-TV San Juan, P. R. At signing (t to r): Ralph Borash, CTS account executive; Holley Borrett, CTS eastern sales manager; Angel Ramos, president, WAKQ-AM-TV, and R. Delgado-Maquez, stations' general manager.

October 26, 1953 • Page 29
41% OF VIDEO VIEWERS NOTE COMMERCIALS—STARCH

Daniel Starch & Staff's Jack Boyle outlines to RTE's workshop some fresh data on tv network commercials gathered by telephone interviews within an hour after the viewing was done.

THE average commercial on the average network tv program is seen by 41% of the people who see the program, according to Jack Boyle, director of the Starch-Starch & Staff reported Thursday evening at the opening workshop session of Radio & Television Executives Society of the 1953-54 season, held in ABC's tv Studio 3 in New York. This figure corresponds remarkably close to the 40% of readers of a magazine who see a four-color page ad. Range of commercial noting runs from 15% to 66%, so even the best commercial is missed by a third of those who watch the program, Mr. Boyle said.

Two-thirds of a program's viewers see one or more of that program's commercials, Mr. Boyle said. The range here is from 55% to 79%, with two out of 10 viewers not seeing any commercial at all. Leaving the room when the commercial comes on, talking and reading are the most common reasons given for not seeing the commercials, he said.

System Explained

Data on commercial viewing are gathered by Starch interviewers through telephone interviews made within an hour after the end of the telecast, Mr. Boyle said. If the person called says he saw the program, he is then asked to describe any of its commercials, and if he can do that he is asked what he was brought out about the product. "If we get anything at all it's apt to be pretty accurate," Mr. Boyle said. Proceeding from this research, to see that points in the tv sales message make the deepest impression on viewers. As an example, he cited the case of commercials for two electrical appliances, both middle commercials in dramatic shows. One was identified by 66% of those who saw the program, with 55% of the program's viewers able to repeat the salient points of the commercial, while only 41% saw the second commercial and 25% recalled what it said. The first commercial therefore was doing twice as good a job as the second, Mr. Boyle noted. That's why the servicing is of value, he commented.

Dr. Neu described a second type of 'Starch' research on the effectiveness of tv commercials, which is done on the lines of the company's magazine advertising research—interviewers visiting homes and asking about tv commercials the respondent has seen, then correlating that information with the product use of the family. If 20% of the homes where the commercials is not seen have the product and 25% of homes where the commercial is seen have it, then the spread of 5% represents the effectiveness of the commercial, assuming all Levoy tv poll begins

SIXTH annual Gordon Levoy Television Poll has started with over 1,000 questionnaires in the mail to station program directors, national and local agency tv directors, advertising managers of network and network regional "local" advertisers and tv editors. Respondents are asked to list preferences in type and length of programs, method of dramatic programming and type of production. Additionally, they are asked to rate tv's ability to evaluate the best creative sources and Hollywood's role in tv and to list opinions regarding the most significant development in tv during the past year and its forecast for the coming year. Report on the tabulation is expected late next month.

other influences are equal, Dr. Neu explained. Different commercials for the same product are then compared and analyzed to try to find out why one may produce a spread three or four times as large as another, Dr. Neu said, stating that no commercial is ever studied for less than three months and sometimes the study lasts for a year or more. Using sets of tv commercials as examples for Ipana, Blatz and Pabst—Dr. Neu compared them on such factors as approach, scene changes, style of announcing, personality prestige of the announcer, and display of brand name. These are only a few of the factors actually considered, he said, reporting that when Starch began this kind of research more than four years ago it included 55 factors and "many more have been added since then."

On the basis of the few examples shown Thursday evening, it appeared that the direct approach (addressing the viewer as "you" and relating the product to him) is more effective than the indirect approach; the fewer scene changes the better; the conversational style of announcing is preferable to the "standard announcer" style; an announcer who is related to the product in some way or is a program personality does better than an unrelated anonymous announcer; brand names steadily-distributed so they can be read throughout the commercial are better than short flashes of the name.

Asked about the emotional effect of commercials, Mr. Boyle said there seems to be no correlation between a viewer's like or dislike of tv commercials and his use of the product.

There is, however, a definite relationship between the length of a commercial and its effectiveness, with the most effective commercials consistently running about twice as long as the least effective ones.

All of these conclusions are for commercials on network programs, Mr. Boyle said, since most of the Starch tv research has been done on them and very little on tv spots. That little, he said, has been enough, however, to indicate pretty clearly that between-program spots rank far below in getting the program in getting seen. "The minute the viewer is sure the program is over, you've lost him," he said.

DANIEL STARCH

'Bakery Increased Spot Tv Use 57% in Six Months'

TREND among bakers to depend more heavily upon spot television advertising was pointed up last week by the television division of Edward Petry & Co., station representatives in a presentation which showed that between the end of 1952 and mid-1953 the number of such firms using tv had grown from 116 to 182—a gain of 57%—and that the number of markets involved had gone from 51 to 70.

The study, based largely on statistics compiled by WOAI-TV San Antonio, showed that during that period half-hour programs, 1951 used announcements and participations, and 9 used quarter-hour programs. A total of 21% of those which sponsored half-hour shows also placed schedules of spot announcements and participations to implement their program sponsorships.

'Bakery Increased Spot Tv Use 57% in Six Months'

The Nielsen listings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Number of TV Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dragnet (NBC)</td>
<td>12,966</td>
</tr>
<tr>
<td>2</td>
<td>Rocket Squad (CBS)</td>
<td>12,901</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey (CBS)</td>
<td>11,381</td>
</tr>
<tr>
<td>4</td>
<td>U.S. Treasury (NBC)</td>
<td>10,924</td>
</tr>
<tr>
<td>5</td>
<td>Toast of the Town (CBS)</td>
<td>10,640</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey's Scouts (CBS)</td>
<td>9,860</td>
</tr>
<tr>
<td>7</td>
<td>Godfrey's Friends (CBS)</td>
<td>9,833</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey's Toast (Pilbury) (CBS)</td>
<td>9,668</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey's Toast (Pilbury) (CBS)</td>
<td>9,257</td>
</tr>
<tr>
<td>10</td>
<td>Godfrey's Toast (Pilbury) (CBS)</td>
<td>9,245</td>
</tr>
</tbody>
</table>

The Nielsen ratings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Number of TV Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rocket Squad (CBS)</td>
<td>55.3</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>53.9</td>
</tr>
<tr>
<td>3</td>
<td>Toast of the Town (CBS)</td>
<td>50.1</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey (CBS)</td>
<td>49.6</td>
</tr>
<tr>
<td>5</td>
<td>Toast of the Town (CBS)</td>
<td>48.1</td>
</tr>
<tr>
<td>6</td>
<td>Jackie Gleason Show (CBS)</td>
<td>46.1</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey's Scouts (CBS)</td>
<td>44.0</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey's Friends (CBS)</td>
<td>35.3</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey's Toast (Pilbury) (CBS)</td>
<td>42.3</td>
</tr>
<tr>
<td>10</td>
<td>Godfrey's Toast (Pilbury) (CBS)</td>
<td>52.5</td>
</tr>
</tbody>
</table>

The Nielsen ratings:

Trendex Rates 'Lucy' Tops

TOP 10 Trendex ratings for evening sponsored network tv programs as recorded by the one live telecast during the week of Oct. 1-7, are:

<table>
<thead>
<tr>
<th>#</th>
<th>Program</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>53.0</td>
</tr>
<tr>
<td>2</td>
<td>Talent Scouts (CBS)</td>
<td>47.8</td>
</tr>
<tr>
<td>3</td>
<td>Dragnet (NBC)</td>
<td>45.5</td>
</tr>
<tr>
<td>4</td>
<td>Godfrey's Friends (CBS)</td>
<td>40.6</td>
</tr>
<tr>
<td>5</td>
<td>Jackie Gleason Show (CBS)</td>
<td>35.7</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey's Toast (Pilbury) (CBS)</td>
<td>22.2</td>
</tr>
<tr>
<td>7</td>
<td>I-Man in Action (NBC)</td>
<td>23.4</td>
</tr>
<tr>
<td>8</td>
<td>Comedy Hour (Martin &amp; Lewis) (NBC)</td>
<td>24.5</td>
</tr>
<tr>
<td>9</td>
<td>Red Buttons (CBS)</td>
<td>25.5</td>
</tr>
<tr>
<td>10</td>
<td>I-Man in Action (NBC)</td>
<td>22.2</td>
</tr>
</tbody>
</table>

'Bakery Increased Spot Tv Use 57% in Six Months'

Called "The Baking Industry and Television" and designed to assist bakers in generating formulaing based on the presentation reported that more than nine out of ten of the half-hour programs consisted of western films (30 of the 90 sponsors' 30-minute shows used Cisco Kid, with four films alone accounting for the sponsorship of this series in 28 markets, while Hopalong Cassidy, Range Rider, and Cowboy G-Man were singled out as other bakery favorites). Increased baking firm sponsorship of adventure-mystery films and locally produced variety shows also was noted.

In addition to the increasing number of bakers in tv, the study pointed out that many leading companies in this field boosted the number of markets covered and also increased schedules in individual markets.

'Bakery Increased Spot Tv Use 57% in Six Months'

See It Now' Places High on Nielsen Ratings

CBS-TV's 'See It Now,' commentator Edward R. Murrow's new-documented show which was moved this fall from Sunday afternoons to the 10:30-11 p.m. EST slot Tuesdays, placed the new program in the A. C. Nielsen Co.'s ratings in per cent of tv homes reached for the two weeks ending Sept. 26, with the network's 'Racket Squad No. 1 in this category. NBC-TV's 'Dragnet' was first in number of tv homes reached.

The Nielsen listings:
RADIO, TV NETWORKS’ AUGUST SALES UP OVER 1952; YEAR’S TOTALS ALSO RISE

Publishers Information Bureau figures show that sales by radio and
TV networks not only are up for August and for this year, but also
that top advertisers have increased their time purchases.

Both radio and TV networks sold more time in
August this year than the same month last year,
according to figures compiled by Publishers
Information Bureau, which also show

## LEADING RADIO NETWORKS IN AUGUST 1953


Advertisers purchased more time on both types of
networks in the first eight months of this year than in the like period of 1952.

The top advertisers for each type of network also
have increased their individual time purchases,
which shows nine of the top 10 radio network clients spending
more this August than last, while the TV
network top 10 shows eight who spent more and
two who decreased their time purchases in the
year.

Comparing the total time purchases of each
type of network advertiser this year and last
it is noteworthy that network radio seems to be
improving its relative position as the year
progresses, while network TV seems to be losing
ground. For August, 17 client groups spent
more money for radio network time and seven
client groups spent less than the year before. Conversely, the August record of
the TV networks shows 11 groups spending
more and 12 spending less than this August
in 1952. For the eight-month period a
TV network client group spent more
this year than last compared to 10 groups who
spent less.

## LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS DURING AUGUST 1953

<table>
<thead>
<tr>
<th>Product Group</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>$43,767</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>Calvin Mills</td>
<td>17,835</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>Kaiser Motors Corp.</td>
<td>272,701</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Falstaff Brewing Corp.</td>
<td>114,853</td>
</tr>
<tr>
<td>Bldg. Materials, Equip., &amp; Fixtures</td>
<td>Holland Furnace Co.</td>
<td>126,485</td>
</tr>
<tr>
<td>Consumer Goods, Drugs &amp; Remedies</td>
<td>J. Walter Wright Co.</td>
<td>117,570</td>
</tr>
<tr>
<td>Food &amp; Beverage Products</td>
<td>Imperial Tobacco Ltd. &amp; Tel. Co.</td>
<td>26,746</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Miles Labs.</td>
<td>596,148</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>General Foods Corp.</td>
<td>459,690</td>
</tr>
<tr>
<td>Household Furnishings, Appliances &amp; Cameras</td>
<td>Standard Oil Co. of Indiana</td>
<td>98,321</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>John Jaques Mfg. Corp.</td>
<td>12,543</td>
</tr>
<tr>
<td>Lighting, Fixtures &amp; Appliances</td>
<td>Owens-Corning Fiberglass Corp.</td>
<td>59,840</td>
</tr>
<tr>
<td>America of Record - Phonographs</td>
<td>Raymond Muri</td>
<td>5,020</td>
</tr>
<tr>
<td>Appliances</td>
<td>Mutual Benefit Health &amp; Accident Ass'n</td>
<td>92,544</td>
</tr>
<tr>
<td>American Federation of Labor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Gross Radio Network Time Sales by Product Groups for August and January-September, 1953 Compared to 1952

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$94,347</td>
<td>$791,292</td>
<td>$63,248</td>
<td>$471,155</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>34,765</td>
<td>4,377,556</td>
<td>20,662</td>
<td>2,246,285</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>768,899</td>
<td>4,277,556</td>
<td>256,381</td>
<td>2,496,285</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>195,790</td>
<td>1,162,045</td>
<td>148,488</td>
<td>1,065,473</td>
</tr>
<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td>200,361</td>
<td>1,308,756</td>
<td>108,346</td>
<td>800,289</td>
</tr>
<tr>
<td>Consumer Goods, Drugs &amp; Remedies</td>
<td>2,257,487</td>
<td>2,307,207</td>
<td>528,155</td>
<td>3,954,873</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>151,524</td>
<td>1,617,037</td>
<td>129,031</td>
<td>1,580,699</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1,434,597</td>
<td>1,502,403</td>
<td>1,086,385</td>
<td>1,373,800</td>
</tr>
<tr>
<td>Food &amp; Beverage Products</td>
<td>2,456,575</td>
<td>2,460,891</td>
<td>2,243,658</td>
<td>2,196,684</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>396,179</td>
<td>2,796,989</td>
<td>384,394</td>
<td>3,536,981</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>102,741</td>
<td>1,076,586</td>
<td>108,769</td>
<td>1,065,473</td>
</tr>
<tr>
<td>Household Furnishings, Appliances &amp; Cameras</td>
<td>539,311</td>
<td>4,932,833</td>
<td>573,157</td>
<td>2,870,906</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>169,197</td>
<td>1,414,003</td>
<td>150,833</td>
<td>1,375,857</td>
</tr>
<tr>
<td>Lighting, Fixtures &amp; Appliances</td>
<td>5,404</td>
<td>795,231</td>
<td>1,620,507</td>
<td>1,606,448</td>
</tr>
<tr>
<td>Food Products</td>
<td>2,139,159</td>
<td>2,395,395</td>
<td>310,633</td>
<td>3,239,216</td>
</tr>
<tr>
<td>Furniture, Fixtures &amp; Appliances</td>
<td>19,500</td>
<td>555,370</td>
<td>57,347</td>
<td>327,048</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Supplies</td>
<td>364,656</td>
<td>3,950,457</td>
<td>361,557</td>
<td>3,950,457</td>
</tr>
<tr>
<td>Political</td>
<td>16,854</td>
<td>171,948</td>
<td>16,982</td>
<td>178,930</td>
</tr>
<tr>
<td>Radios, TV Sets, Musical Instruments &amp; Accessories</td>
<td>217,745</td>
<td>1,545,665</td>
<td>188,663</td>
<td>1,444,008</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>1,545</td>
<td>10,566</td>
<td>3,006</td>
<td>10,814</td>
</tr>
<tr>
<td>Smokers Products</td>
<td>875,940</td>
<td>10,120,313</td>
<td>774,349</td>
<td>11,077,554</td>
</tr>
<tr>
<td>Soap, Detergents &amp; Polishes</td>
<td>1,248,219</td>
<td>10,176,561</td>
<td>1,250,418</td>
<td>11,942,421</td>
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<tr>
<td>Tobacco, Cigarettes &amp; Tobacco Products</td>
<td>1,946,729</td>
<td>1,776,929</td>
<td>1,578,648</td>
<td>1,415,923</td>
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<tr>
<td>Transportation, Hotels &amp; Resorts</td>
<td>79,241</td>
<td>554,708</td>
<td>61,986</td>
<td>600,421</td>
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<tr>
<td>Miscellaneous</td>
<td>79,504</td>
<td>3,602,346</td>
<td>118,745</td>
<td>2,299,729</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$1,706,095</td>
<td>$16,707,853</td>
<td>$10,937,244</td>
<td>$11,923,740</td>
</tr>
</tbody>
</table>

**Broadcasting**

October 26, 1953, Page 31
August Tv Shipments Better July by 48%  

TELEVISION set shipments to dealers in August rose 48% over July, according to Radio- Electronics-Tv Mfrs. Assn. August shipments were 462,570 compared to 313,012 in July and 312,322 (up 39%) in August last year.  
The eight-month total of tv set shipments in 1953 reached 3,797,832 compared to 2,722,089 in the same 1952 period. Following are tv set shipments to dealers for first eight months of 1953:  

<table>
<thead>
<tr>
<th>State</th>
<th>Total State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>25,710</td>
<td>30,390</td>
</tr>
<tr>
<td>Arizona</td>
<td>52,750</td>
<td>61,218</td>
</tr>
<tr>
<td>Arkansas</td>
<td>30,634</td>
<td>38,019</td>
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<tr>
<td>California</td>
<td>309,334</td>
<td>370,012</td>
</tr>
<tr>
<td>Colorado</td>
<td>41,000</td>
<td>49,577</td>
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<tr>
<td>Connecticut</td>
<td>56,610</td>
<td>57,077</td>
</tr>
<tr>
<td>Delaware</td>
<td>9,775</td>
<td>17,219</td>
</tr>
<tr>
<td>D. C.</td>
<td>30,767</td>
<td>34,036</td>
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<td>Florida</td>
<td>68,265</td>
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<td>Georgia</td>
<td>25,750</td>
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<td>Idaho</td>
<td>9,070</td>
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<td>Illinois</td>
<td>39,374</td>
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<td>Indiana</td>
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<td>53,768</td>
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<td>Michigan</td>
<td>157,416</td>
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<tr>
<td>Minnesota</td>
<td>53,317</td>
<td>53,768</td>
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<tr>
<td>Missouri</td>
<td>39,817</td>
<td>40,801</td>
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<tr>
<td>Montana</td>
<td>3,177</td>
<td>3,177</td>
</tr>
<tr>
<td>Missouri</td>
<td>39,817</td>
<td>40,801</td>
</tr>
<tr>
<td>Montana</td>
<td>3,177</td>
<td>3,177</td>
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</tbody>
</table>

LISTENING, VIEWING RISES TO ALL-TIME HIGH—Nielsen  

HOURS of broadcast reception now are at an all-time high, according to A. C. Nielsen Co., which reported listening-and-viewing averages 5 hours 18 minutes per day per U. S. radio home. The figure for the first half of the year has grown steadily since 1946 (pre-tv), when tv was 4 hours 12 minutes.  

Total tv viewing is down 4% from last year—4 hours 54 minutes (first half of 1953) against 5 hours 6 minutes (first half of 1952) due in part, Nielsen said, to growing tv ownership among small families whose viewing time is less than for large ones. But, Nielsen pointed out, audience levels are at all-time high because of the addition of 6 million homes to the tv total.  

Radio listening volume in the morning continues to rise, Nielsen data show, with 6.4 million homes tuned in between 7 and 10 a.m. on an average weekday, March-June 1953, to 6,334,000 the year before.  

Bachelder to Direct Ad Research Program  

DR. JOSEPH E. BACHELDER has been appointed to the staff of Gallup & Robinson Adv. Research, Princeton, N. J., to direct a program which will attempt to isolate and analyze advertising factors directly influencing sales.  

An announcement said last week Dr. Bachelder was hired specifically to carry forward work the company has conducted the past two years on advertising commercials. Preliminary studies indicate it is possible to go beyond the measurement of idea registration and attitudes to measuring the impact of television commercials on actual sales, the announcement said.  

Dr. Bachelder was graduated from the University of Illinois, where he was research professor in the Institute of Communications Research.  

EFFECTS TO GAIN ‘FAIR’ MUSIC FEES OUTLINED BY ALL-INDUSTRY GROUP  

Open letter to all tv stations reiterates intent to get a 'reasonable' scale, either by nego- tiation or litigation.  

AGGRESSIVE prosecution of television's fight to secure fair and reasonable fees for the music it uses—either by negotiation or litigation, and both avenues will be fully explored—was promised last week by the All-Industry Local Music Committee.  

The open letter lists the likely steps tv stations may take (1) to petition the NارتB to issue a special decision to ascertain the use of Ascap music on television under either blanket or per program licensing agreements.  

Ascap has offered its music for networks and stations to negotiate contracts expiring the end of this year, however, and with this in mind the tv station operators, meeting during the NارتB 1953 Convention in Los Angeles [B&T, May 4], broadened the scope of the committee's authority to include blanket as well as per program license fees.  

Every attempt to secure fair fees by negotiation or through the courts, the committee said, has failed. The committee said, has failed. The committee continues to pursue its all-out efforts to seek equitable terms for fees as soon as practical. To succeed upon those expiring on Dec. 31, 1953, the committee said.  

The committee reported the appropriation of "a very considerable sum for an expanded program of research designed to ascertain the fair fees of Ascap music in television and other facts aper- taining to the program habits of the various stations."  

Referring to the network negotiations, the committee expressed the understanding that "no progress has been made. The networks continue their firm position that the rates they are currently paying must be sharply reduced beginning on Jan. 1. These rates amount to approximately 10% more than the rate for the, radio blanket licenses and appreciably more dollars in per year.  

Ascap has offered to renew its blanket license at the present rate. The network represent-atives have counter-offered to sign new agreements at 50% of the radio rate [B&T, Sept. 28]. Without neither side budge things has been speculated that unless the situation changes radically within the next few weeks the networks may well approach the problem by the legal route already taken on the stations' behalf by the All-Industry Committee asking the court to set fair fees, for networks as well as stations, as provided for in the consent decree accepted by Ascap at the end of its break with radio in 1941.  

Dwight W. Martin, vice president, General Tele- radio Inc., is chairman of the all-Industry Local Music Committee. Members of the committee are: Paul Adami, WHEN (TV) Syracuse; Campbell, WJAR (TV) Providence; WTAR (TV) Buffalo; Roger W. Cliff, WMAL (AM) Wash- ington; Jack Hartig, KRQC-TV Houston; Gales Roley, WMUR-TV, Greensboro; Philip G. Lacy, KPIX (TV) San Francisco; Nathan Lord, WAVE- DOE, New Orleans; Philip J. Swasey, WTIC (TV) Hartford; Louis Thompson, WRAL (TV) Raleigh; Alfred S. Sweet, WWNO (TV) New Orleans; WYLAB (TV) Los Angeles; Mark Selldorff, NBCN, New York; Robert D. Sweeney, WDSU-TV New Orleans; Hugh H. Terry, KLZ-TV Denver; C. Robert Thompson, WHB (TV) Buffalo; Thad H. Brown, vice president and general manager, WKBW (TV) Buffalo, is a non-voting observer member of the committee.  

World's Weis Announces Tv Music-Sound Library  

WORLD Broadcasting System announced last week it will make available to television stations 3,015 minutes, the first to be released for use of music and sound for the television industry.  

According to Pierre Weis, World general manager, the company has prepared for tv sta- tions a large catalogue consisting of all possible music and sound sequences, backgrounds, settings, etc., that program managers may need. The cata- logue, he noted, is divided into three principal sections in which there are listed more than 5,000 different tv program applications. The three sections consist of stock tv program themes and backgrounds by program type, index to selections by moods and types, and an alphabetical index.
Good pickin’s for Turkey Raisers
in Paul Bunyan Land!

Only one state tops Paul Bunyan Land in production of turkeys. Our farms will send almost 5 million birds to market soon! In money, that’s about 25 million dollars.

75% of these turkey tycoons listen to WCCO more than any other radio station and watch WCCO-TV in like proportion. Turkey growers are well-to-do people and can be reached by WCCO—the One-Station Buy in Paul Bunyan Land.

MINNEAPOLIS • ST. PAUL

WCCO

TELEVISION—100,000 Watts—Ch. 4

RADIO—50,000 Watts—830 K.C.

TELECASTING October 26, 1953 Page 33
Fred Ahlert, Composer, Dies; Former President of Ascap

FRED E. AHLERT, 61, composer of popular songs and a former president of Ascap, died last Tuesday in New York. He was president of Ascap from 1948-50, during which time the first network television licensing contract was negotiated.

Some of the songs he wrote were "Walkin' My Baby Back Home," "I'll Get By," "I Don't Know Why," "Mean to Me," "Love, You Funny Thing," and "When the Blue of the Night Meets the Gold of the Day," which for many years was Bing Crosby's theme song.

Doctors See Medical News In Closed Circuit TV Tests

USE of closed circuit or "private" television as a means of showing the latest developments in the field of medicine was highlighted in two separate telecasts originating from New York last Tuesday.

From 4 to 4:30 p.m. a demonstration was conducted on the use of atomic energy for treating such deadly diseases as leukemia and cancer and various circulatory deficiencies. The telecast originated from WOR-TV New York and was seen by physicians gathered at three locations in New York and Newark.

From 5 to 6 p.m. the American Cancer Society presented the first in a series of 30 weekly, one-hour color telecasts on the latest methods of detecting, diagnosing andtreating cancer. The closed circuit program, originating from New York's Memorial Cancer Center, was viewed by physicians in New York, Boston, Philadelphia, Pittsburgh, Detroit, Toledo and Dearborn.

The telecasts employed CBS' field sequential color system.

500 Carry Ziv Show

ZIV's Hour of Stars, hour-long, five-times-a-week radio program, has been purchased by WCAU Philadelphia, WONS Hartford and WFOX Milwaukee, latest of the more than 500 stations now carrying the series, Alvin E. Unger, vice president in charge of radio sales for Frederick W. Ziv Co., has reported. Program has been completely sold out on WSAI Cincinnati, with nine sponsors signed after a single audition, Ziv reported.

TRADE ASSNS.

DISTRICT 4 THANKS IKE FOR HYDIE APPOINTMENT

Broadcasters at Asheville meeting depart from the run of resolutions by asking that President Eisenhower be thanked for naming Comr. Hyde to FCC chairmanship and by asking FCC to speed up the tv hearings pace. Other meetings were held at Atlanta and Philadelphia.

NARTB's 4th District meeting in Asheville, N. C., last Wednesday and Thursday maintained its "ruling" executives by departing from traditional trade association activity. It adopted a resolution calling upon the NARTB national board to express thanks to President Eisenhower for naming Rosel H. Hyde chairman of the FCC.

The District 4 (N. C., S. C., Va., D. C.) meeting was one of three held last week—District 3 (Ala., Fla., Ga., F. R.) at Atlanta Monday-Tuesday and District 3 (Pa., Md., W. Va., Del.) Friday-Saturday at Philadelphia. Only two meetings remain on the schedule—District 2 (N. Y., N. J.) Thursday-Friday at Albany and District 1 (New England) Nov. 4-5 at Boston.

Urges Speedy Hearings

In another resolution, avoiding the stereotypes of preceding district meetings, District 4 urged the FCC to speed its pace in setting hearings for contested tv channels. It praised the FCC for its expedient procedures but held this wasn't enough by imploring the Commission to put more steam behind its hearing processes.

The 4th District session drew a disappointing 88-delegate registration, smallest in years. Harold Essex, WSSM-AM-TV Winston-Salem, district director, presided, among other NARTB directors present were Campbell Arnoux, WTVT-AM-TV Norfolk (Television Board) and A. D. (Jess) Willard Jr., WGAC Augusta (medium stations radio director). The resolutions included the usual praise NARTB executive organization, Director Essex for his fine stewardship and C. E. Arney Jr., NARTB secretary-treasurer, who attended his first district meeting of the 1953 series. Members of the resolutions committee were: James H. Moore, WSLA-AM-TV Roanoke, chairman; Richard H. Mason, WPTF Raleigh, Mr. Arnoux; Walter J. Brown, WORD Spartanburg, and Mel Warner, WCEC Rocky Mount, N. C.

The resolution commending the appointment of Mr. Hyde to the chairmanship cited that the NARTB had consistently refrained from espousing the candidacy of any individual for public office but had always encouraged appointment of qualified persons to agencies responsible for the administration of the communications laws. The resolution then recommended to the board of directors that "it express appreciation to the President of the United States for his action elevating to the chairmanship of the FCC, Rosel H. Hyde, a career government officer who, for over two decades of public service, had demonstrated admirably his devotion to the welfare of the public in the administration of affairs pertaining to federal communication."

The resolution dealing with tv hearings cited that the NARTB expressed its appreciation to the FCC for its diligence in expediting tv authorizations but added that the FCC "is urged" to exert every effort to accelerate the processing of competitive applications for television facilities in all presently under-served areas to the end that equitable television service will be provided the public, this to be accomplished with the greatest possible dispatch.

Fellows Keynotes

The two-day session covered the same agenda followed at previous district meetings, with President Harold Fellows delivering the keynote address on NARTB's membership, with Vice President Richard P. Doherty covering national trends as well as the television economic outlook (see story page 38); Ralph W. Hardy, vice president in charge of government relations, on principles of profitable radio station operation, and presentation of the "Small Market Television Management 'Clinic'" by James D. Russell, KKTU (TV) Colorado Springs, Mr. Doherty and John Crandall, media director, Sherman & Marquette, New York.

John Fulton, WQXJ Atlanta, presented at the District 5 Atlanta meeting as district director, NARTB headquarters speakers handled the first morning followed by the closed session on station problems. Speaker at the dinner meeting was William W. Neal, partner in Liller, Neal &
THIS FALL
(AS EVERY FALL SINCE 1948)

The BIG TV SHOWS
ARE BEING SEEN AND HEARD IN MEMPHIS OVER

WMCT
exclusively

GROUCHO MARX
TOAST OF THE TOWN
I LOVE LUCY
KATE SMITH
DRAGNET
MILTON BERLE
GILLETTE FIGHTS
PABST FIGHTS
KRAFT THEATRE
FIRESIDE THEATRE
PHILCO PLAYHOUSE
THE COMEDY HOUR
ROBERT MONTGOMERY

These big shows, and others which space won't permit our listing, are the shows with PROVED RATINGS. Memphis listeners and viewers are tuned to the established CHANNEL 5 STATION—WMCT.

TO SELL MEMPHIS YOU NEED
WMCT CHANNEL 5
MEMPHIS' PIONEER TV STATION

- NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
- OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- AFFILIATED WITH NBC
- ALSO AFFILIATED WITH CBS, ABC, AND DUMONT
ONLY TV DIE-HARDS STILL SAY:

"I do not
When popular television film shows are repeated, they almost invariably reach a greater audience than they did the first time.

It’s a fact!

Shows like “Boston Blackie” prove it. In a 6-city ARB summary reported in Billboard, “Blackie” reached a weekly average of 199,000 homes per city on its first run, and leaped to an average of 272,000 homes on its second run.

Shows like “Hollywood Half Hour” prove it. In a 5-city Pulse summary reported in Sponsor, the series reached an average of 88,000 homes per city on its first run, 143,000 homes on its second run, and 250,000 homes the third time around.

Shows like NBC FILM DIVISION’S own “Hopalong Cassidy” prove it. The one-hour series was run four times in New York. “Hoppy” reached a weekly average of 147,000 homes on its first run, and 297,000 homes the fourth time around. When you figure in the lower re-run program cost, it adds up to a truly great buy.

How come these increased audiences?

First, the television audience is growing at a fantastic rate—re-runs are first runs to these millions of new viewers... almost half a million new TV homes every month. Second, millions miss even the highest-rated shows the first time 'round... 25,883,750 viewers in the TV audience missed the highest-rated episode of “Dragnet”! Third, successful shows have fans by the millions who watch for return engagements of favorite episodes.

Yes, when top-rated television film shows are repeated, they almost invariably reach a greater audience than they did the first time.

And among all re-runs, we believe that there is no more remarkable value than NBC FILM DIVISION’S own profit-proved successes.

Now is the time to investigate the opportunity afforded you for sponsorship of such top-rated shows as “Badge 714,” formerly “Dragnet,” which consistently rated among the top four in all television. Or “Captured,” which as “Gangbusters” boasted an average Nielsen of 42.9 in its last season. Or “Dangerous Assignment,” popular with audiences, critics and sponsors in 131 cities. Or “The Visitor,” formerly “The Doctor,” now compiling enviable records in over 46 markets.

These successful proven selling shows are now on their way to even greater heights. You’ll find them hard to beat for drawing audiences... and sales results. Before your favorite series is snapped up in your particular markets, call or wire today.
NARTB Am Unit Adds Fineshriber, Johnson

MEMBERSHIP of the NARTB Am Committee last week was increased under board direction. William H. Fineshriber Jr., NBC Radio vice president, will represent that network and Earl M. Johnson, MBS vice president in charge of engineering and station relations, is the MBS representative.


NARTB President Harold E. Ellows named Hugh B. Terry, KLZ-AM-TV Denver, to represent NARTB on the Accrediting Committee of the American Council on Education for Journalism. It marks the first time NARTB has been represented on this committee, which supervises and conducts visits to colleges to examine curricula for journalism and broadcast training.

TV REVENUE WILL NEAR HALF-BILLION IN 1954, NARTB DISTRICTS ARE TOLD

NARTB Vice President Doherty and Sherman & Marquette’s John Crandall outline some economic aspects of tv to broadcasters. Mr. Doherty says 30% of new tv outlets will lose during the next year, while Mr. Crandall expounds on the high costs of tv.

TOTAL television revenues in 1954 will near the half-billion-dollar mark and run at least 50% over 1952, Richard P. Doherty, NARTB labor vice president, told NARTB district meetings last week in Atlanta, Asheville, N. C., and Philadelphia (see district meeting story page 34).

Mr. Doherty joined John Crandall, media director of Sherman & Marquette, New York, in reviewing economic aspects of television.

Any idea that 1954 will be a “jackpot” for new tv stations was dispelled by Mr. Doherty, however, when he warned that the year will be one “of over-expanded capacity during which new operations will tend to expand at a relatively faster rate than total tv revenue will rise.”

30% Will Lose

At least 30% of new tv stations will lose money during the next 15 months, he said, with the red ink showing up at both vhf and uhf stations. Some of the losing operations will be affiliates of networks, he predicted.

Mr. Doherty said these losses will not be due to the “dynamic character of the industry” but rather to “the naive innocence of many persons who have rushed into the field.”

“Within a few years,” Mr. Doherty said, “television income will adequately support at least 500 stations but the interim growth process will be rough on the inadequately conceived, over-capitalized and inadequately-managed new stations. The impact of this new station growth will unquestionably also be felt by some of the established stations.”

“Already we are seeing a few two-station markets where a 50-50 split of income provides a very slim profit margin for each station; other markets which have a potential for two good, profitable tv stations are in the process of getting three or four stations. Near-term marginal or even over-marginal operations are bound to emerge in such markets.”

Television’s “gold-mine” hopes, he said, “have attracted the venture capital of many persons and groups who seem to know very little about the economics of sound broadcast station management. These persons and groups will learn the hard way and the experience will cost them plenty of money before they turn red ink into legitimate profit.”

“Marginal operations are not likely to do the best programming and operating job. If such marginal operations are fairly widespread, the tv industry itself may suffer as a medium serving the public interest.”

Mr. Doherty said he had talked with many tv licensees “who seem to have no idea of adequate tv station staffs, or of sound cost operating structures.” He said he had been “appalled at the utter lack of basic understanding possessed by some prospective tv operators concerning proper capital investments, market potentials, film costs and other essential details.”

Looking deeper into this lack of basic business knowledge, he said some persons having television grants know little about practical broadcasting, figuring that a license backed up by physical facilities and some sort of staff are the only ingredients necessary to success. He contended they will need plenty of information, guidance and experience before mastering the art of profitable tv station operations.

The next year or so will bring an increase in “management know-how,” he predicted. At the end of next year the unsound and inadequate operations will be obvious to all, he said, “especially those who tossed their money into this 'sure thing' and figured that a tv tower was akin to an oil-well derrick.” He said well-run tv stations, new and those already operating...
are combined by KLZ-TV to bring to audiences in the Denver area the finest TV entertainment on the air-waves. Greater audience ... captured with the combination of top local productions and CBS Television Network shows across the board... means greater market penetration, more sales, for advertised products.

OUT IN FRONT FOR DOMINANT COVERAGE OF THE MULTI-BILLION DOLLAR DENVER AREA MARKET
ing, "will prosper even in the face of mounting competition."

Mr. Doherty predicted that television, as an industry, "has a fabulous future ahead but the process of growth and expansion will be hard and cruel upon the inadequately managed stations. Even in comparatively small TV stations relatively heavy losses can be incurred. In large stations, annual losses can run into the hundreds of thousands of dollars."

The complexity of problems in television station operations requires a high type of competent broadcast management. TV management 'know-how' cannot be measured by set circulation in any given market but by that kind of service to the viewing audience and to the sponsors which is reflected in a profitable station operation."

**Old Concepts Disappear**

Mr. Crandall said old radio-newspaper concepts of what constitutes a market have disappeared with television. It is now "market area" which can encompass more than one city or market, because of TV's normally greater coverage. Describing TV as the "most expensive medium strictly in the blue chip class," Mr. Crandall said great care is exercised in station selection to come within budgets. He pointed out that a Class A hour on 85 stations comprising a major network costs $5.5 million for 52 weeks; a commercial minute costs $1 million for a single announcement once a week for 52 weeks. For 125 markets the Class A one-hour would run $9 million and one commercial minute, $1.5 million.

Because it is the "most expensive medium existant," Mr. Crandall said, "we can't afford to fool around with television placements. We've got to be right." While the cost is high, Mr. Crandall said, television is the most potent of all media. He said much of the money spent in TV is derived from other media, including radio and newspapers.

**No Objection to UHF**

Basically, Mr. Crandall declared, there is no objection to UHF. It depends upon market and other individual factors. Normally, when UHF does a "good job of promotion," it is selected, he said. One station in a market cannot accommodate all desirable network programs, he pointed out, and the UHF outlet, if the only other available station, will get network and national business. "But where there are two good UHF's, a UHF station is in for a lot of trouble," he said. Mr. Crandall cited WSBT-TV South Bend as an example of efficient UHF operation. There is no UHF in the market but Chicago stations are picked up. WSBT-TV found the formula by putting live ball basketball in the hot sports market. Within a month, he said, the conversions to UHF had increased from 20 to 25%. The practice among agencies, Mr. Crandall said, is never to cut back on radio in a market until TV gets at least 35% saturation of homes. He pointed out that even when TV saturation has reached 60% there are still 40% of radio-only homes, plus the listening that goes on in TV homes. This, he said, represents a substantial buy for the radio advertiser.

When the broadcaster adds television, he should not forsake radio, District 4 Director Harold Essex, WSJS Winston-Salem, said on the basis of 22 days of experience with WSJS-TV. He pointed out that radio has been the breadwinner for many years and that it still must provide revenue for the joint operations. "Don't become enchanted with TV to the extent that you forget radio," he admonished.

**AAA Southeast Chapter Sets Nov. 13 Speakers**

A PARTIAL list of speakers who will address the annual fall meeting of the Southeast chapter of the American Assn. of Advertising Agencies Nov. 13 at the Kinkler-Plaza Hotel in Atlanta was announced last week.

The speakers include: John Cunningham, Cunningham & Walsh, New York; Sherwood Dodge, marketing vice president, Footo, Cone & Belding, New York; Fred Gamble, AAAA president; J. F. Napier, executive vice president, A. C. Nielsen Co, Chicago; Mark Seelen, vice president and general art director, Outdoor Adv. Inc., New York; Earle Ludgins, president, Earl Ludgin & Co., Chicago; Walter Guy, president, Atlanta chapter of the American Assn. of Newspaper Representatives, and J. Leon and Reimsch, managing director, Cox radio and television properties, Atlanta.
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
RTNDA OPENS WASHINGTON MEET TODAY

Briefings with high government officials, panels on radio and tv news will occupy busy three-day schedule.

RADIO and tv news directors will combine briefing sessions with high Washington officials and luncheon meetings at the annual Radio-Television News Directors Assn., convention, opening today (Monday) at the Sheraton Park Hotel, Washington. Some 250 delegates are expected.

The Eaton, WTIC Hartford, will open proceedings as RTNDA president. The opening day program includes a State Dept. briefing; luncheon talk by James C. Hagerty, White House news secretary; atomic energy and defense briefings; cocktail party and supper with General Motors as host, and evening forum on coverage of radio-tv news in Washington.

Taking part in the Monday evening forum will be Martin Agnosky, president of the Radio Correspondents Assn., Chicago; Richard Harkness, NBC; Everett Holles, MBS; Lewis Shollenberger, CBS.

Richard Oberlin, WHAS-AM-TV Louisville, will speak on work- ing on wire services. A discussion on the future of radio and tv news will be led by Robert K. Richards, NARTB administrative vice president. The panel includes Edwin H. James, senior editor of B&T, and John S. Hayst, president of WTOP-AM-TV Washington.

NARTB President Harold E. Fellows will speak at the Tuesday luncheon, with Sears, Roebuck & Co. as host. Julian Goodman, NBC TV, will conduct an afternoon tv news work-shop. An evening cocktail party and buffet will be held with Ford Motor Co. as host.

Quaker Oats Co. will entertain at a Wednesday breakfast. Jim Bormann, WCCO Minneapolis, will report as chairman of the freedom of information committee with J. Russell Wiggins, Washington Post managing editor, speaking as chairman of a similar committee of the American Society of Newspaper Editors.

Theodore Streibert, director, U. & S. Information Agency, and Leonard F. Erikson, director of the Voice of America, will describe operations of their units, with Attorney General Herbert Brownell Jr. speaking on government information. United States Steel will be host at the luncheon with Charles Campbell, Washington director of British Information Services, as speaker.

Business sessions will be held Wednesday afternoon followed by the annual banquet and presentation of RTNDA awards.

NARFD SETS CLINIC NOV. 2 IN NEW YORK

Some 300 representatives of 50 stations will hold an all-day farm radio-tv sales clinic.

In an atmosphere of booming farm radio business, some 300 representatives of approximately 50 stations are expected to meet in an all-day farm radio-tv sales clinic conducted by the National Assn. of Radio Farm Directors at the Hotel Commodore in New York on Nov. 2, officials said last week.

Mal Hansen of WOW Omaha, president of NARFD, pointed out that the volume of farm business has gained 119% in the spot radio field and 50% at the local level within the past year. He said:

"Radio that appeals to rural listeners still reaches more people and sells more products at lower cost than any other advertising medium. The fact that national advertising expenditures for farm radio have increased in spot radio from $2,764,000 to $6,043,000 (up 119%) and in local radio from $7,722,000 to $11,599,000 (up 50%) within the last year is certainly proof that our farm radio finds its niche in the modern business world and the stations they represent are doing a good job."

Phil Alampi, farm and garden director of ABC's WABC-AM-TV New York and former president of NARFD, is chairman of the Nov. 2 clinic, third in a series conducted by NARFD. Harold E. Fellows, president of NARTB, will be principal luncheon speaker. Other features of the meeting, which will open at 10 a.m. and run to 3:30 p.m., include:


Cone Will Address AAAA Eastern Meet

FAIRFAX CONE, president of Foote, Cone & Belding, will address the AAAA's 1953 eastern annual conference in New York Nov. 24, his Chicago office reported last week.

Mr. Cone will speak on the "Ten TV Commercials I Wish We Had Done." He made a similar talk during a session of the AAAA's central council meeting in Chicago Oct. 16.

The eastern meeting will be held at the Hotel Roosevelt Nov. 23-24, with addresses by top advertising executives (B&T, Oct. 19).

Other Chicago addresses were made by Lou Brockway, executive vice president of Young & Rubicam, and Richard de Rochemont, J. Walter Thompson Co.

Highlight of the AAAA Chicago meeting was a luncheon address by Thomas D'Arcy Brophy, president of the American Heritage Foundation. Recounting his recent trip to Europe, Mr. Brophy described the exploits of Radio Free Europe.

NTFC May Establish West Coast Chapter

POSSIBILITY of establishing a West Coast chapter of the National Television Film Council was reported by the organization last week following discussions in New York by Melvin L. Gold, chairman of the board of NTFC, and Louis D. Snader, president of the National Society of Television Producers.

An announcement from NTFC said Mr. Snader originally objected to an organization housing all tv film entities, but added that he now has agreed to NTFC "in principle." Mr. Snader has returned to the West Coast to talk over the advisability of such a move with producers, distributors, advertising agencies and television stations, and will resume his talks with Mr. Gold at a later date.

Mr. Gold stated that he had stressed in his discussions the benefits that have accrued to NTFC over the past five years, including the group's standard exhibition contract and representation of all entities before congressional committees and in union negotiations.

BROADCASTING • TELECASTING
This is the Steubenville-Wheeling metropolitan area—52nd market in the United States—and that’s all you pay for! Rates are set on the basis of 155,872 television homes in the Steubenville-Wheeling area. There’s no charge for that part of the 595,472 television homes in the Pittsburgh area which WSTV-TV is sure to deliver.

As a time buyer, how many times have you rattled the door to the Pittsburgh market, but walked away empty-handed? Here, without doubt, has been one of television’s “brick wall” markets.

Not after November 30th, though!

On that date this important market, along with Steubenville, Wheeling and the tri-state area, will enjoy VHF, yes, we said VHF coverage.

On that date WSTV-TV will blanket the Steubenville-Wheeling metropolitan area ... and Pittsburgh, to boot.

Here is a unique opportunity to cover not one, but several of America’s essential markets with outstanding spot adjacencies on one of the nation’s most important new TV stations.

For prime availabilities call your Avery-Knodel man today!

WSTV-TV

STEUBENVILLE, OHIO

CHANNEL 9

CBS Network

ANOTHER AVERY-KNODEL REPRESENTED STATION

October 26, 1953 • Page 43
AMERICAN MAKES HISTORY WITH THE First NONSTO
service - coast to coast!

Now - Transcontinental Travel UNDER 8 HOURS on the New DC-7 Flagship

In introducing the new DC-7 Flagship, American Airlines again demonstrates its leadership in air transportation with the first nonstop coast-to-coast service. For the first time in history—and at no extra fare—travelers will span the nation in less than eight hours.

Highlighting the many new developments in this magnificent Flagship are the special soundproofing that makes it the quietest plane aloft, the new 3250 horsepower "Turbo Compound" engines, and an air conditioning system that operates on the ground as well as in the air.

Beginning November 29th, there will be daily DC-7 nonstop transcontinental service at regular Flagship fares. Make your reservation with American Airlines now. Be among the first travelers in history to enjoy coast-to-coast service nonstop.

AMERICAN AIRLINES INC. America's Leading Airline
UHF ASSOCIATION TELLS FCC 'WHY'

Newly-banded uhf operators write Chairman Hyde to appraise the ultra high service and explain their organizing to promote it.

FRANK appraisal of the difficulties facing uhf television was made to the FCC last week when the newly-formed Ultra High Frequency Assn. [UHF, Oct. 19] submitted an official recital of the reasons for its organization to FCC Chairman Rosel H. Hyde.

A letter, written by William A. Roberts, general counsel of UHFIA, listed the following as "obvious and serious disabilities":

1. Delay in procuring "moderate and high power" transmitters.
2. Lack of adequate converters and the production of moderately-priced all-channel sets.
3. "Discrimination" of national networks to affiliate with uhf stations.
4. Changes in the Commission's processing plan, resulting in the "derogation of the National Association Plan.
5. "Extraordinary" number of withdrawals of mutually exclusive applications "and in other legalistic devices hastening the development of uhf competition over and above that which uhf investors feel they had a right to expect at the time of the promulgation of the Sixth Report and Order."

6. Proposals to add additional uhf channels to markets now served by uhf stations "have disastrously upset the orderly program of receiver conversion to uhf channels, and have utterly confused advertisers."

UHF Purpose

In speaking of the formation of UHFIA, Mr. Roberts intimated that one of its objectives may be the deletion of uhf telecasting and the sole use of uhf for television. He said:

"They [UHFIA organizers] . . . are at the same time convinced of the Commission's rec- titude in finding that the technical superiority of the ultra high frequencies and the necessity for efficient utilization of spectrum space would ultimately dictate that all of the television broadcast service employ the so-called uhf band. . . ."

Mr. Roberts said that UHFIA intended to bring to the attention of Congress, the FCC, manufacturers, advertisers and the public "any unreasonable obstacles" to the progress of uhf tv.

He also declared that none of UHFIA's members intended to divorce themselves from "continued participation" in NARTB. The association will conduct engineering and economic surveys," Mr. Roberts' letter continued, "and will participate in legal proceedings toward promotion of uhf television in the public interest."

Elected president of the new organization at an Oct. 16 meeting in Chicago was Lou Poller, WCAN-TV Milwaukee. Other officers, chosen to serve until the annual meeting scheduled for sometime in February, were: Don Faust, WFKE-TV (President), Chicago; Henry Tennenbaum, WTVI (TV) Belleville, Ill. (St. Louis); Marshall H. Pengra, KSTM-TV St. Louis; Jack G. Garrison, Robert E. Kliker, KACY (TV) Festus, Mo. (St. Louis); Lou Poller, Berthold L. Berkovich, WCAN-TV Milwaukee; Don Faust, WENS (TV) Pittsburgh; Harold Cowgill, WOTP (TV) Decatur, Ill.; Ted Nelson, WFEI (TV) Evansville, Ind.; U. R. Norman, WTVH-TV Peoria, III.; Brownie Ackers, WEEK-TV Peoria, Ill.

'Brotherhood Week'

To Get Tv Backing

PLANS for television support of the National Brotherhood Week sponsored by the National Conference of Christians and Jews were formulated Wednesday at a meeting of the week's tv committee at the Hotel New West in New York.

The event—Feb. 21-28—will endeavor to expand on a nationwide scale the neighborhood parties tried out last year in Chicago and Minne- apolis.

Committee members representing stations, networks, advertising agencies, station representatives, advertisers, film companies, package program producers and talent agencies divided up the tasks of preparing the material for use by the nation's tv stations and networks. Each station will receive a kit of visual material.

BAB Promotion Tour

In a promotional effort to garner a larger share of the retailer's advertising budget for radio, four BAB executives last week embarked on a 30-day tour of 32 cities in nine states. BAB President William B. Ryan visited De- troit, Minneapolis, Kansas City and Oklahoma, working with stations on the organization of sales committees for joint solicitation of retail business. Vice President Kevin B. Sweeney conducted retailer sales clinics in Los Angeles, San Diego, Sacramento, San Francisco and other West Coast cities. Working on assign- ments similar to Mr. Sweeney's were John F. Hardesty, director of local promotion, and David Kimble, director of national promotion, who were in Texas and Georgia, respectively.

Individual Programming Styles For Tv Advised by Saudek

Warns against following pattern of early-day radio.

TELEVISION is acting too old for its age, Robert Saudek, director of the Ford Foundation's Radio-TV Workshop, declared Wednesday in a talk on "Television-1963" given at the 12th annual luncheon of The Pulse, audience measurement organization. There are too many indications that tv is blindly following the pattern developed by radio a generation ago rather than striking out and building a new world of its own, he said.

"The curse of television in 1953 is that it is made up of one part show-business and nine part rate cards, contiguous rates, dollar volume discounts, annual rebates, 15% commissions, favorable adjacencies, unique opportunities and double spotting," he stated.

"And, to carry this a step further, these nine parts are nothing but a carry-over from the days of radio. Nothing new has happened to this business under the bright cushions of tele-

vision. Too many station owners spend too much time fishing and too little time on television. Too many station managers, committed as they are in proportion to their station's annual revenue, are offered no incen-
tive to invent new ways of doing their jobs."

Looking ahead at what might happen in the next decade, Mr. Saudek said that instead of all networks trying to do exactly the same thing, they might specialize their programming as national magazines do, one modeling its appeal on that of the "Saturday Evening Post, others on Life, Readers Digest or Ladies' Home Journal." Or, he said, a network might divide its program department four ways, one group handling only women's programs, another in charge of children's shows, a third for evening programming and the final group to concentrate on shows for Sunday.

"Then, at least," he noted, "we should be giving each part of the television schedule the care it deserves; we should be rearing a genera-
tion of experts and replacing a jury-built schedule with a schedule that shows some architecture and engineering."

Under the present system, he said, the creative people of television have to do too many different kinds of things and none of them is ever permitted the opportunity to reach his potential. Liking the situation to the manager of a baseball team using his best pitcher every day, Mr. Saudek said that the management end of tm might follow baseball practice and set up a training for creative people comparable to the farm system of baseball.

Ad Council Names SSC&B

SULLIVAN, Stauffer, Colwell & Bayles, N. Y., has been appointed by the Advertising Council to serve as volunteer advertising agency for the Council's campaign in behalf of the 1954 Red Cross fund drive.

Small Agencies to Organize

A PLAN to set up an association of small advertising agencies, with up to eight employees, is being launched in Philadelphia by Louis B. Klein of Louis B. Klein Advertising and Ed- wid Van Steebl and Edward F. Barber of Ad-

vertising Assoc. The idea is to provide the smaller agencies with a medium for the exchange of ideas. The new group will be known as Advertising Agency Executive Council.
According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 56.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

**WAVE-TV Delivers:**

66.7% GREATER COVERAGE AREA
than any other television station in Kentucky and Southern Indiana!

19.8% GREATER CIRCULATION
than the area's leading NEWSPAPER!

627.3% GREATER CIRCULATION
than the area's leading NATIONAL MAGAZINE!

(***WAVE-TV's superiority as of July 1, 1953, and still growing!***)

Tower Height is by far the most important factor in a television station's coverage, particularly in "reaching out" to fringe areas. **Low Channel** is second in importance, and **Power** is third.

WAVE-TV's new tower on top the highest hill in this area gives us an over-all height of 1585 feet above sea level — 419 feet higher than Louisville's second station!

WAVE-TV's **Channel is 3!**

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3!

100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower on Channel 5!

Ask your local dealers and distributors about WAVE-TV's amazing new coverage and about the great WAVE-TV television market.

**LOUISVILLE'S**

**WAVE-TV**

**Channel 3**

**FIRST IN KENTUCKY**

Affiliated with NBC, ABC, DUMONT

Free & Peters, Inc., Exclusive National Representatives
FCC SIFTING LAMB HISTORY; POLITICAL MOTIVES DENIED

Comr. Doerfer acknowledges inquiry is underway, says broadcaster welcomes chance to clear doubts about his qualifications as licensee once and for all.

ONCE AGAIN the much-investigated background of Edward Lamb is under investigation. The Commission received last week a protest (see page 50) from Comr. John C. Doerfer, who affirmed earlier reports that he had urged the Commission's review of the broadcaster's qualifications to clear any doubt now and for all.

Other high Commission sources, however, disclaimed the term "investigation," pointing out FCC is only "studying the record" for the benefit of its "newcomers" and because of new information which it believes was not before the Commission in the past. It was emphasized that no decision has been made by the Commission as to the course it will take.

Meanwhile, on Thursday Mr. Lamb announced the appointment of J. Howard McGrath, former U. S. Attorney General and one-time chairman of the Democratic National Committee, as executive vice president of Lamb Enterprises Inc. (see page 50).

Mr. Lamb, a Toledo attorney who gained prominence in the 1930s as a civil liberties and labor counsel, is principal owner, with his wife, of WDTO-Toledo; WIKK and vhc ch. 12 WICU (TV) Erie, Pa., where he also owns the Erie Dispatch-Herald; vhch ch. 23 WMAC-TV Masillon, Ohio, and WHOO Orlando, Fla. He has purchased the construction permit of uhf ch. 47 WTVQ (TV) Pittsburgh, subject to FCC comment and action, pending at Toledo and Orlando, both in contest with other applicants. Aside from these radio-tv and newspaper interests, Mr. Lamb and his wife, through Lamb Enterprises Inc., have extensive industrial, business and real estate holdings.

Purpose of Inquiry

Comr. Doerfer, the Wisconsin Republican who was appointed by President Eisenhower to neutralize the FCC's political balance, made any suggestion that the inquiry into Mr. Lamb's "qualifications to be a broadcast licensee" involved a Republican effort to ratify skeletons in the Democratic closet.

"I certainly don't want to attach any political significance to our study of this matter," Comr. Doerfer said. "It just wouldn't be fair to the man. Since these questions have come up, he is entitled to a hearing and a chance to settle this thing once and for all."

Referring further to rumors of political significance to the study, underway now for some weeks, Comr. Doerfer said he "didn't even know Mr. Lamb was a Democrat, until the stories came up about his possible selection as treasurer of the Democratic National Committee. I had thought he was an Independent."

Comr. Doerfer said he didn't know there was a Mr. Lamb until he joined FCC, but Mr. Lamb since has sent him data, saying he would welcome settlement of the matter.

"Investigations" of Mr. Lamb have cropped up from time to time ever since he entered the broadcasting field after World War II. The reasons were roughly the same: Why had he written a book in the early 1930s titled "The Planned Economy of Soviet Russia and why was his name "associated" with certain organi-

izations which later turned up on the Attorney General's subversive list.

Mr. Lamb consistently has denied the insinuations and welcomed a fair opportunity to defend his claim as a vigorous anti-Communist. He describes the book as an exposure rather than defense of the USSR. He contends his name was used without permission and unknowingly by the "letterhead organizations" now termed subversive.

Comr. Doerfer's comments on the Lamb inquiry arose during questioning about his action last Tuesday as Motions Commissioner upon a petition by Woodruff Inc. for dismissal of its application for uhf ch. 30 at Portsmouth, Ohio. Woodruff is a Lamb interest. Comr. Doerfer felt the application was "outright, usually a routine action, but referred the matter to the whole Commission "because I thought they would like to know about it" in view of the inquiry. The Commission approved the dismissal Thursday "without prejudice" and without comment.

Proposed Grant to Woodruff

The Woodruff application had been the subject of an initial grant by a hearing examiner in July, but the validity of the initial ruling was questioned by Comr. Doerfer in July, presumably because of the inquiry. The initial grant had been made possible by withdrawal of a competing application by WPAY-Portsmouth.

In its petition to dismiss the Portsmouth bid, Woodruff noted the "substantial period of time" which has elapsed since the application was first filed. During this time, it was noted, "the application's thinking on both the engineering and economic feasibility of establishing a uhf station in a market as small as Portsmouth has changed." Counting the two tv authorizations held by the Lamb stations, plus the proposed purchase of WTVQ and the Toledo and Orlando bids, the petition noted the FCC limit of five tv stations for a single interest and said it was "impossible to dismiss the filing."

The Woodruff file includes two protests. One is from E. McFarland, Americanism chairman of James Dickey Post 23 of the American Legion, Portsmouth. The other is from Forest L. Williams of Williams Mfg. Co., Portsmouth, maker of women's shoes. Mr. Williams recited a local court hearing in a 1936 strike against his firm during which Mr. Lamb was counsel for CIO-United Shoe Workers of America. The letter related that Mr. Lamb's conduct resulted in a disbarment proceeding, but after he apologized to the court the matter was dropped.

The FCC public files show both local praise and protest when Mr. Lamb acquired WIKK Erie. The purchase was praised by Mayor Thomas W. Flatley; Rev. G. Weir Hartman, executive minister, Erie Council of Churches; John M. Hickey, superintendent of schools, and Comr. Doerfer. Rev. Mr. Hartman is executive manager of the Lake Shore Visitor-Register, official Catholic newspaper of the Diocese of Erie. All cited the public service precedent of WICU (TV).

To the protest of a local citizen, FCC in March 1952 replied in part:

"When this Commission had under consider-
ation a previous application by Mr. Lamb, it withheld action until it had contacted the Federal Bureau of Investigation for a report and summary of information in the Bureau's files regarding Mr. Lamb. Upon receipt of this material, the Commission was unable to find that his qualifications were in any way impaired by the material furnished the House of Representatives, 8oth Congress, 1st Session. This investigation focused on the activities of this Commission. A part of the file report of that Commission (H. Rep. 249, 8oth Cong. 1st Session) is attached."

There also was objection to Mr. Lamb's purchase of WWHO, the Commission files show. It was filed by DoD McQuaid, nationally commander, Catholic War Veterans, whose protest cited Mr. Lamb's questionable "affiliations." The protest later was withdrawn for lack of other information.

Charges Mis-representation

After return from a trip abroad, Mr. McQuade offered a new protest, contesting Mr. Lamb's news release misrepresented the withdrawal of the earlier protest and falsely attributed to CWV a commendation of the public service record of the Lamb stations. When the CWV official was abroad, however, FCC granted the WHOO transfer in January 1952.

FCC wrote Mr. McQuade that while it thought the press releases prepared by Mr. Lamb's staff might be less ambiguous, it does not appear to warrant the Commission's taking any further action to set aside the WHOO transfer approval.

All of the files for the Lamb stations have been under study by the FCC staff since early August. Some of these records also were reviewed earlier in the year by investigators on the staff of the Senate subcommittee directed by Sen. Joseph R. McCarthy (R-Wis.), Commission spokesmen recall.

Sen. McCarthy brought up Mr. Lamb's name in his recent hearing on Communist infiltration of the United Nations [BET, Sept. 14]. The Senator asked ex-Communist John Lautner, who was testifying on Reds in U.N., whether he knew Mr. Lamb was considered for treasurer of the Democratic Committee. Mr. Lautner, now employed by the Justice Dept., said Mr. Lamb was "held in very high esteem" by Communist Party leaders, but he did not know whether he was a party member.

Mr. Lamb, in a statement said, "I do not re- call knowing a man by the name of Lautner. Last week, I announced I would not be able to accept the responsibilities of treasurer of the Democratic Party. Finally, I am proud of my anti-Communist record over the years."

The Commission has been withholding action on all applications pending by Lamb stations for some time. WICU (TV) license renewal

Broadcasting • Telecasting

Page 48 • October 26, 1953
Yes sir-e-e, it's time to revise your figures—and thinking—when you talk about Midwest markets. Things have been happening up in North Dakota, and the Williston Basin. The discovery of rich, new oil fields, together with a steady, above-average farm income which last year topped $582 million, pinpoints North Dakota as the promised land for wealth, expansion and a major market. KFYR offers you the nation's largest area coverage—where coverage counts!

"Gee Pop, I wonder how the folks back in Texas will feel about us moving up to North Dakota?"

"Shucks son, everyone knows us Texans are only interested in the biggest and the best...That's why we're settling up here in the land of OIL and AGRICULTURE."

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

October 26, 1953
has been on file since April and a power boost request since May. The WTVQ (TV) transfer was filed in July. WMAC (TV) asked for change of transmitter site in May so it could commence construction.

WICU has promised its transmitter to the noncommercial educational WQED (TV) Pittsburgh, assigned uhf ch. 13, but can't make delivery until it gets its new, higher power equipment.

In the McFarland letters sent to WTDQ and WHOO respecting their tv applications, FCC said it had no further information which may possibly bear on Mr. Lamb's qualifications to own and operate a broadcast station. Should it determine that additional issues be drawn with respect to the matters under study, it will advise you accordingly by subsequent letter.

Mr. Lamb summarized his position in his "Publisher's Notebook" column in a recent issue of the Dispatch-Herald. Recalling his early legal experiences and other background, Mr. Lamb noted that "even now, some politician is discovering that I, with Supreme Court Justice Robert Jackson, Justice Ferdinand Pecora, and many others, organized the National Lawyers Guild. While we remained members, I am sure that all of us merely thought that we were attempting to improve economic conditions of the American lawyer. We resigned many years ago when the purposes of the organization seemed to get on international issues and many of its positions did not agree with our individual sentiments."

Mr. Lamb wrote further: "There were many other lettered organizations to which my name was used, sometimes even without my knowledge. Much later, they popped up on Attorney General J. Howard McGrath's list, but I even now have the satisfaction that I had long previously severed my connection with them.

"At least the record is clear that I never knowingly belonged to any Communist-front organization. I, of course, never belonged to the Communist party. I never registered or voted for a Communist. If there was a Communist like Louis Budenz or Gus Hall, in any tracts, articles, or presentations which I represented the union—and I didn't choose its members. Indeed over the years, I developed a violent hatred for Communists and their tactics."

Relating that he has donated to candidates of both Republican and Democratic parties and supported Republicans as well as Democrats in his paper, Mr. Lamb said he wants "the records always to show that I did not contribute a penny to any Communist, or even Socialist party.

"I was blasted by the Commies for our editorial policies and my broadcast activities," Mr. Lamb said. "I hardly think that I was 'esteemed' by them, at least, I never solicited or accepted their friendship or aid."

Self-Policing by Industry

**Advocated by Comr. Doerfer**

SELF-POLICING by the broadcast industry of its own problems was advocated by FCC Comr. John C. Doerfer Thursday in an address before the National Conference of Business Paperbackers at Washington's Hotel Stalwart.

Comr. Doerfer reminded the editors that the FCC has no censorship powers other than that it can suspend the license of a station which transmits obscene words, language or meanings. He stated his desire to "leave it there.

Regulation of program content should be left to the industry and to public indignation, he said.

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**Grantham Lamb**  
**EXEC. V.P.**

APPOINTMENT of J. Howard McGrath, former U. S. Attorney General as executive vice president of Edward Lamb Enterprises Inc., and the various broadcasting and manufacturing companies it controls was announced last Thursday by Edward Lamb.

FCC currently is reviewing Mr. Lamb's qualifications to be a broadcast licensee (see story, page 5). Mr. Lamb's other principal interests include the Erie Dispatch-Herald; the C. L. Bryant Corp., Cleveland furnace manufacturer, and the various broadcasting and manufactur-

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**Grantham McGrath**

**Mr. McGrath**

**Mr. Lamb**

Mr. McGrath, who will continue to main-

tain his law offices in Washington and Prov-

dence.

In making public the appointment of Mr. McGrath, it was announced that "Mr. McGrath's whole history reflects excellent business and legal training, a maturity of judg-
ment and a confidence in the American sys-

tem of free enterprise which our organization seeks to perpetuate. Mr. McGrath will spend considerable time at each of our operations and I know that the people of each community will learn to look upon him with fondness and confidence."

Mr. McGrath is former governor of Rhode Island, onetime U. S. Senator and former chairman of the Democratic National Committee.

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**FCC Deletes WRBJ (TV):**

**Turn-Back Total Now 19**

WITH deletion by FCC last week of WRBJ (TV) Beloit, Wis., on uhf ch. 57, a total of 19 post-thaw tv grantees have surrendered their authorizations, chiefly for economic reasons.

The other permittees to give up their grants were: KGKL-TV San Angelo, Tex., uhf ch. 2; WTVS (TV) Gadsden, Ala., uhf ch. 21; KTWA (TV) Joliet, Ill, uhf ch. 21; WHIO-TV Dayton, Ohio, uhf ch. 4; WTVI (TV) Charleston, W. Va., uhf ch. 35; KXII (TV) Texarkana, Tex., uhf ch. 54; WTVN (TV) Mansfield, Ohio, uhf ch. 12; WTVZ (TV) Zanesville, Ohio, uhf ch. 14; KTVW (TV) Twin Falls, Idaho, uhf ch. 2; WTVN (TV) Huntington, Ohio, uhf ch. 44; WTVI (TV) Wheeling, W. Va., uhf ch. 21; WTVI (TV) Kalamazoo, Mich., uhf ch. 26; KCFT (TV) Austin, Tex., uhf ch. 18; WRHV-TW Warren, Ohio, uhf ch. 47; WWOOD-TV Lynchburg, Va., uhf ch. 16; KTVS (TV) Wichita Falls, Texas, uhf ch. 21; WTVG (TV) Kalamazoo, Mich., uhf ch. 19; KCNC-TV Englewood, Colo., uhf ch. 14; KRBD (TV) Sandusky, Ohio, uhf ch. 42; KDKD (TV) Minot, N. D., uhf ch. 30; KTHX (TV) Hemet, Calif., uhf ch. 12; WNOH (TV) Northampton, Mass., uhf ch. 30; WTVI (TV) Owensboro, Ky., uhf ch. 14; KIPR (TV) Galveston, Tex., uhf ch. 42; KFXD-TV Nampa, Idaho, has returned its STA but said it intends to complete the ch. 6 station.

WRBJ's deletion came after Sidney H. Bliss, trading as Beloit Broadcasting Co., petitioned FCC fortnight ago to cancel his construction permit and then cease all financial network affiliation and the present availability of vhf service in his market [B&T, Oct. 12].

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**Lamb: Ike Open Drive**

PRESIDENT Dwight D. Eisenhower will launch the 1953 national campaign of Religion in American Life in a quarter-

hour program to be broadcast on ABC radio, Friday, 11:15-11:30 p.m., and on ABC television, Sunday, 1:15-1:30 p.m. Rosalind Russell and Samuel Gold-

wyn also will participate.

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**KSTM Asks for Vhf in Lieu of Uhf Permit**

KSTM-TV St. Louis, new uhf ch. 36 station now testing, filed application with FCC last week for change of frequency to vhf ch. 11, now in contest among KMUX, WEW, 220 Television Inc. and St. Louis Amusement Co. KSTM-TV asked the Commission to waive the rule which forbids a tv station from seeking another channel while holding authorization for its present station.

The request to be included in the ch. 11 contest is an alternate proposal to KSTM-TV's earlier petition seeking substitution of uhf ch. 11 for vhf ch. 76 and 82 and uhf ch. 11 there [B&T, Oct. 19]. KWK and KKXO St. Louis are in contest for ch. 4.

Since uhf ch. 30 is available, KSTM-TV believes it more logical to make five channels available for six contestants rather than two for six. The uhf ch. 36 station also cited economic factors, noting nearby WTVI (TV) Belleville, Ill., is operating on uhf ch. 54 while WIL-TV St. Louis is now on uhf ch. 42. KSD-TV St. Louis is operating on vhf ch. 5 while educational KETC (TV) is building on vhf ch. 9, a noncommercial channel.

KSTM-TV's counsel and party owner, Frank-

lin C. Salisbury, explained the alternate ch. 11 application does not affect the station's support of the newly organized Ultra High Frequency Assn. [B&T, Oct. 19].

KSTM-TV told the Commission in the ch. 11 application that should FCC decide to con-

tinue the St. Louis uhf assignments, the station should be allowed to apply for ch. 11 "and thus provide insurance to St. Louis." The station contended its ability to serve "will be materially impaired if an additional uhf station is assigned to St. Louis and granted to any com-

peting applicant."

**NFL Awaits Court Ruling:**

**Bell Says 'Tv Helps Sport'**

OFFICIALS of the National Football League "are not going to lose" the government's anti-

trust case against the league, Bert Bell, NFL commissioner, predicted last Monday. The case has been brought by U. S. District Court in Philadelphia; decision is being awaited.

Addressing the Football Writers Assn. in New York, Mr. Bell said player salaries have gone up 400% in the last decade principally due to television and radio income. If NFL loses the court case, he added, salaries would have to come down. He defended blacking out of telecasts in areas where a game is being played.

Comr. Bell said tv "has helped the sport tremendously, with attendance well above last season." Games are being telecast on over 130 stations with no loss in revenue, he added, "Because we are televising our 'away' games, interest is remarkable every-

where. New fans are being made each week."
J. Paul McCaslin, manager of KFPW, Fort Smith's pioneer CBS Radio station, is a veteran of 25 years in the radio business. Versatile and genial, McCaslin's experience includes engineering, sales, service and merchandising. He is well versed in the art of keeping a "good operation" on the air—and making it produce results for its advertising clients.

McCaslin recently succeeded James P. Walker as manager of KFPW, when Walker was appointed general manager of KATV, Griffin-owned VHF Television station which will serve the Pine Bluff-Little Rock market of Central Arkansas on Channel 7.

Avery-Knodel, Inc., National representative
Affiliated with KOMA, Oklahoma City

* Reach the billion-dollar market of Tulsa and Eastern Oklahoma—PLUS the multi-million dollar trade area of Fort Smith and Western Arkansas at the lowest cost per listener. ONE OPERATION—ONE NETWORK—CBS Radio. Earn greater discounts by using BOTH STATIONS.
You've got to hand it to the women! They've mastered the fine art of getting money. The ladies, bless them, now own 70% of the nation's private wealth and they spend 85 cents of every American dollar.

To induce them to spend more of their money on your product, the local Radio stations we represent have created a brand-new line up of profit-making shows. They're built strictly for women, strictly for sales.

*For the best spot, at the right time, at the right place*
than others

These local shows are low in cost, delivering impressionable women listeners for as little as 70 cents per thousand. They feature local top-flight personalities who are real pros at entertaining and selling! In addition, their programs offer you exciting, new merchandising possibilities.

Women who pull the purse strings go all out for

- Faye Emerson in New York
- Captain Glenn in Cleveland
- Marjorie King in San Francisco
- Mary Merryfield in Chicago
- Playhouse Party in St. Louis
- Nancy Osgood in Washington
- Josephine Biehl in Honolulu, Hawaii

SPOT SALES
90 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta "Bomar Lowrance Associates"
West Palm Beach takes first place in the A category, with Fort Worth ahead in the B’s. Revisions came under the policy of bringing the list up to date every 60 days.

REVISES Priority list for the processing of competitive television applications was issued by FCC Friday. The revised priority list by 31 cities in Group A (no local operating station) and 23 cities in Group B (one or more operating) [B&T, Aug. 31, 24]. There are 42 cities in the new Group A, 21 in Group B.

Since the Commission by last Thursday night had processed and issued McFarland letters in the old Group A lineup to include Mansfield, Ohio, and in the Group B lineup to and including Miami, the new priority is headed by West Palm Beach, Fla., in Group A and by Fort Worth, Tex., in Group B. Fort Worth is followed in order by Richmond, Jacksonville, Tulsa, Charlotte, Phoenix, Huntington, Charleston, Raleigh and Alexandria, Va.

The revised priority was due Saturday, Oct. 24, since FCC proposed to revise the list every 60 days. It was issued Friday with all changes in markets reflected through Thursday night. All cities to which McFarland letters have been issued are removed in the new list since processing of those applications and hearings now proceeding in regard to the priority.

Under the priority procedure, FCC starts processing the first Group A city applications, then the first Group B city, continuing down the list and alternating between Group A and B.

Following is the revised priority list. Population is given for each city to determine rank, and in Group B the population is followed by local commercial operating stations, which also determine rank. Pending applications and contested channels involved also are indicated.

GROUP A LIST

1. W. Palm Beach, Fla.—43,162 pop.; Applies.: ch. 5—WJNO, Palm Beach TV Inc.; ch. 12—WPGP

2. Portland, Ore.—25,818 pop.; Applies.: ch. 2—KOIN, KSTV

3. Columbus, Ohio—52,776 pop.; Applies.: ch. 13—WCMU

4. Baltimore, Md.—36,790 pop.; Applies.: ch. 11—WBAL, KBCO

5. Milwaukee, Wis.—28,820 pop.; Applies.: ch. 13—WMVS, WPRD

6. Atlanta, Ga.—28,798 pop.; Applies.: ch. 7—WJTV

7. St. Petersburg, Fla.—26,098 pop.; Applies.: ch. 7—WFTS

8. Shreveport, La.—17,980 pop.; Applies.: ch. 39—WKIC

9. Savannah, Ga.—17,977 pop.; Applies.: ch. 12—WTOC

10. Fort Worth, Tex.—17,875 pop.; Applies.: ch. 8—WFAA

11. Kansas City, Mo.—17,629 pop.; Applies.: ch. 2—WDAF, WRLK

12. Detroit, Mich.—17,618 pop.; Applies.: ch. 11—WJBK, WYTV

13. New Orleans, La.—17,602 pop.; Applies.: ch. 2—WDSF

14. Kansas City, Mo.—17,596 pop.; Applies.: ch. 2—WDAF, WRLK

15. Birmingham, Ala.—17,585 pop.; Applies.: ch. 12—WGBA

16. Milwaukee, Wis.—17,466 pop.; Applies.: ch. 11—WKTI

17. Fort Wayne, Ind.—17,278 pop.; Applies.: ch. 2—WFWA

18. Oklahoma City, Okla.—16,994 pop.; Applies.: ch. 7—KOCO

19. Ft. Wayne, Ind.—16,997 pop.; Applies.: ch. 2—WFWA

20. Des Moines, Iowa—16,967 pop.; Applies.: ch. 11—WTIC

21. Louisville, Ky.—16,954 pop.; Applies.: ch. 3—WKRC

22. Rochester, N.Y.—16,899 pop.; Applies.: ch. 4—WROC

23. Baton Rouge, La.—16,849 pop.; Applies.: ch. 12—KODI

24. Buffalo, N. Y.—16,849 pop.; Applies.: ch. 4—WIVG

25. Seattle, Wash.—16,812 pop.; Applies.: ch. 7—KOMO

26. Dallas, Texas—16,704 pop.; Applies.: ch. 9—WFAA, KXAS

27. Denver, Colo.—16,702 pop.; Applies.: ch. 7—KUSA

28. Denver, Colo.—16,702 pop.; Applies.: ch. 9—KUSA

29. Salt Lake City, Utah—16,684 pop.; Applies.: ch. 11—KSL

30. Detroit, Mich.—16,531 pop.; Applies.: ch. 7—WJBK

31. Oklahoma City, Okla.—16,491 pop.; Applies.: ch. 7—KOCO

32. Denver, Colo.—16,483 pop.; Applies.: ch. 7—KUSA

33. Denver, Colo.—16,483 pop.; Applies.: ch. 9—KUSA

34. San Antonio, Texas—16,483 pop.; Applies.: ch. 9—KUSA

35. San Antonio, Texas—16,483 pop.; Applies.: ch. 9—KUSA

36. San Antonio, Texas—16,483 pop.; Applies.: ch. 7—KUSA

37. San Antonio, Texas—16,483 pop.; Applies.: ch. 9—KUSA

38. San Antonio, Texas—16,483 pop.; Applies.: ch. 7—KUSA

39. San Antonio, Texas—16,483 pop.; Applies.: ch. 9—KUSA

40. San Antonio, Texas—16,483 pop.; Applies.: ch. 7—KUSA

41. San Antonio, Texas—16,483 pop.; Applies.: ch. 9—KUSA

42. San Antonio, Texas—16,483 pop.; Applies.: ch. 7—KUSA

DEMOS MAY BLAST LEE APPOINTMENT

New Commissioner’s part in Tydings-Butler campaign incident may be further explored.

Possibility that the confirmation of Robert E. Lee to be an FCC Commissioner will touch off the first all-out attack by Democrats on President Eisenhower was foreseen last week as the recess appointment of the former FBI agent to the FCC came under attack in Congress.

Bears Looking Into

Sen. A. S. (Mike) Monroney (D-Okla.) last week that he thought Mr. Lee’s involvement in the 1950 Maryland Senatorial campaign, which saw the defeat of then incumbent Sen. Margaret Chase Smith (R-Maine) by Sen. John Marshall Butler (R), would bear further looking into.

Sen. Monroney was chairman of the special subcommittee which investigated charges of irregularities in the Maryland campaign. Terming it “despicable,” the subcommittee referred findings to the Dept. of Justice. Attorney General Robert Kennedy announced Oct. 16 that the Justice Dept. had found no evidence of Federal violations.

Mr. Lee, who has made no bones about his activities in that campaign, had appeared before the investigating subcommittee to report on a $5,000 campaign contribution he received from Alvin M. Bentley, now a Republican Congressman from Michigan, in a meeting with Mr. Lee in the office of Sen. Joseph McCarthy (R-Wisc.).

Mr. Lee testified that he had taken the check to the Butler headquarters and that it had been endorsed over to Mr. Lee’s wife and used by Mr. and Mrs. Lee in a direct-mail campaign in behalf of Mr. Butler. The subcommittee found that the check was not reported until after it had begun its investigation.

Referring to this, Mr. Lee last week said there was nothing irregular in his acceptance and use of the Bentley contribution. “It apparently was not improper, nor was it a violation of Maryland authorities as a contribution but I don’t see how I could have had that,” he said. “I had no responsibility for reporting it.”

Close Split

Closeness of the GOP-Democratic division of the Senate would indicate that Mr. Lee might have difficulty being confirmed if the Democrats decided to make a party issue of his appointment. At present the Senate is divided 48 Democrats, 5 Republicans and one Independent. The Senate Commerce Committee, to which Mr. Lee’s name will be sent for confirmation, is now divided with seven Republicans and seven Democrats. Among the members of the committee are Sen. Monroney and Butler and also Sen. Lynden Johnson (D-Tex.), Democratic leader.

GROUP B LIST

1. Ft. Worth, Tex.—278,778 pop.; WBAV-TV, Applies.: ch. 11—KDFJ

2. Richmond, Va.—203,509 pop.; WTVY, Applies.: ch. 11—WTVY, WTVY, WTVY

3. Jackson, Miss.—164,920 pop.; WMCB-TV, Applies.: ch. 12—WMCB

4. Tulsa, Okla.—132,740 pop.; KTOL, Applies.: ch. 3—KOUT, Oil Capital Corp.

5. Cleveland, Ohio—127,389 pop.; WJW, Applies.: ch. 3—WJW


7. Kansas City, Mo.—123,064 pop.; KMBC, Applies.: ch. 9—KMBC

8. Detroit, Mich.—122,828 pop.; WJBK, Applies.: ch. 12—WJBK

9. Indianapolis, Ind.—126,522 pop.; WWIR, Applies.: ch. 12—WWIR

10. Los Angeles, Calif.—125,843 pop.; KTLA, Applies.: ch. 5—KTLA

11. Green Bay, Wis.—92,732 pop.; WDRV, Applies.: ch. 6—WDRV, Valley Telecasting Corp.


13. Richmond, Va.—65,679 pop.; WTVN, Applies.: ch. 5—WTVN


15. Waukegan, Ill.—40,942 pop.; KETX, Applies.: ch. 7—KGBS, KTBV

16. Lake Village, Ark.—33,724 pop.; KLAS, Applies.: ch. 11—KMBB

17. Boston, Mass.—1,051,446 pop.; WBZ, WCAN, Applies.: ch. 2—WBZ, Boston TV Co., WEJW, Mass. Bay Telecasters

18. San Antonio, Texas—328,828 pop.; KJAZ, Applies.: ch. 3—KJAZ

19. Minneapolisl-St. Paul, Minn.—383,067 pop.; WCCO, WBMP, Applies.: ch. 5—WCCO

20. Pittsburgh, Pa.—478,805 pop.; WDTV, WKSF, Applies.: ch. 12—WDTV

21. Buffalo-Niagara Falls, N. Y.—671,004 pop.; WKBW, WGRF, WGRF, Applies.: ch. 4—WKBW

22. Kansas City, Mo.—120,410 pop.; WDAF, Appliances Mfg. Co., Applies.: ch. 7—WDAF

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Broadcasting • Telecasting
LARGEST VIEWING AUDIENCE OF ANY TV STATION IN THE CINCINNATI AREA

Greater audience 7 P.M. to midnight than the other two stations combined.
Local plus network shows.
Four out of ten top multi-weekly shows.

* September Pulse
Ask about the CDC-Tri-State Network

WKRC-TV
Channel 12

KENNETH W. CHURCH
National Sales Manager
Radio Cincinnati, Inc.

Owners and operators of WTVM, Columbus, Ohio

REPRESENTED BY THE KATZ AGENCY
CBS TELEVISION NETWORK

October 26, 1953
Green Pastures surround WIBA

WIBA's rich SAM's 16-county area is one of the most agriculturally productive and progressive in the nation. Recent U.S. census of agriculture figures show that in 56 categories, counties in the WIBA area rank among the top hundred 118 times. WIBA is first in listeners in this "green pasture" area — first in value to advertisers. Write today for latest surveys and market data.

GOVERNMENT

'APPROVE COLOR' PRESSURE PUT ON FCC


THE FCC found itself last week under mounting Congressional pressure to authorize compatible color television immediately.

At the same time, it was learned there was no possibility of formal Commission consideration before next week. This was due to the fact that two commissioners have been away from Washington and are not due back until this coming weekend. It is believed that Chairman Rosel H. Hyde does not wish to take up the subject with less than a full Commission present.

With the lack of any significant opposition to the standards proposed by the all-industry National Television Systems Committee, with the general acknowledgment that the demonstrations in New York two weeks ago left few doubts regarding the effectiveness of the color signal [Draft, Oct. 19] — it is thought in some circles that the Commission might approve compatible color tv by or before Nov. 15.

Other observers of Commission activity are less sanguine. They recall that both Chairman Hyde and Commissioner Edward M. Webster warned that so momentous a decision was not going to be made hastily. It was also pointed out that it was normal to expect a number of official Commission meetings before any significant matter received the approval of all seven commissioners.

'Clear Up the Confusion'

Sen. Edwin C. Johnson (D-Colo.), senior Democratic member of the Senate Commerce Committee who has taken an active interest in color tv from the beginning, wired Chairman Hyde from Denver with a plea to "clear up the confusion."

The demonstration was successful, Sen. Johnson declared he had been informed. He said he has been asked when color tv would be a reality all over the country.

Unless there are some defects known to the FCC, Sen. Johnson went on, there is no reason why the standards cannot be adopted at this time.

Rep. Charles A. Wolverton (R-N.J.), chairman of the House Commerce Committee which investigated the color tv question last spring, urged the "prompt adoption" of the NTSC color standards.

In a statement, Rep. Wolverton called the demonstration "an outstanding success." "It seems to me that unless the Commission now specifies with particularity any questions or reservations it has with regard to the proposed new standards, it should proceed immediately to adopt these standards," Mr. Wolverton said.

Senate Commerce Committee Counsel Robert D. L'Heureux also wrote the FCC last week asking for information on the status of color tv. He said that he needed the information in order to answer queries from members of the Senate committee.

Why the FCC has been put under pressure by "Hill" solons has Commission members guessing. One line of thinking leans to the theory that Congressmen fear influences are at work to hold off a final FCC decision until after the Christmas selling season is passed.

There is also the fear, it is apparent, that some FCC engineers or lawyers may be so concerned with the record that they will urge an oral session to clear up questions regarding receiver and studio equipment costs and complexities raised by Paramount Television, Chromatic Television Labs., and by CBS.

Away from Washington, in the present time are Comr. Webster, who has been in Chicago and will be in San Francisco this week, returning to Washington Nov. 1, and Comr. Robert T. Bartley, who has been in Texas, and who is due to return Nov. 15.

Meanwhile, RCA announced last week that first deliveries of its compatible color equipment to permit stations to transmit network color program will be delivered beginning in December. RCA also announced that the first technical color seminars for broadcast engineers and executives would be held in Camden Oct. 28-29, for consultant engineers.

One or more stations in 57 cities have ordered RCA color broadcast equipment, T. A. Smith, RCA Victor Engineering Products vice president said. Equipment for the origination of live and filmed color shows will be ready for delivery in March 1954, Mr. Smith added.

He said that stations in the following cities have ordered color equipment:

Atlanta, Austin (Texas), Baltimore, Bethlehem, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Denver, Detroit, Fort Lauderdale, Fort Worth, Grand Rapids, Harrisburg (Pa.), Houston, Indianapolis, Jackson (Miss.), Johnstown (Pa.), Kansas City, Lancaster, Los Angeles, Nashville, Memphis, Milwaukee, Minneapolis, New Haven, New Orleans, New York City, Norfolk, Oklahoma City, Omaha, Philadelphia, Portland ( Ore.), Providence, Richmond, St. Louis, Salt Lake City, San Antonio, San Francisco, South Bend, Spokane, Syracuse, Toledo, Tulsa, Washington (D. C.), Wilkes-Barre, Williamson (Del.), and Youngstown.

Zenith-CBS Chicago Case

GETS NEW LEGAL ARGUMENT

ZENITH Radio Corp. has raised a question regarding the legality of the FCC's proposal to hold a comparative hearing on its application for Chicago's ch. 2 in consolidation with the renewal application of CBS-owned WBBM-TV Chicago. This was the subject of "McFarland letters" sent to both last month [BT, Sept. 29].

In its answer, Zenith said that the U. S. Court of Appeals had stayed any action on Chicago's ch. 2 until it has decided the Zenith appeal against the FCC. This was the action which dismissed Zenith's application for that frequency.

Also, Zenith added, the WBBM-TV renewal application is for ch. 4, not ch. 2. WBBM-TV is operating on ch. 2 under temporary FCC authority.

CBS' reply to the FCC's McFarland letter said that it is willing to have the WBBM-TV renewal application set for comparative hearing with Zenith if the latter so desires, or if it failed to answer the Commission notice. CBS, however, questioned the validity of Zenith's application, which it pointed out had been dismissed by the Commission.

Zenith, in its response to the Commission, pointed out that one of the issues in the Court of Appeals was whether, if its initial application should be heard, the hearing should be against Balaban & Katz Inc. CBS, Galahan & Katz owned WKBK (TV) Chicago on ch. 4, and sold those facilities to CBS for $6 million early this year when the Paramount case was decided. The Zenith application for ch. 2 was filed in 1948. In the end-of-the-facility report the FCC deleted Chicago's ch. 4 and ordered then WKBK to move to ch. 2.

Broadcasting • Telecasting
When planning an ADVERTISING schedule for OKLAHOMA, remember . . .

WKY
-third oldest radio station in the nation
serves more Oklahoma homes from its state capitol . . .

-covers more Oklahoma buying power from its largest city . . .

than any other station!

Sources: Nielsen and Sales Management

WKY RADIO
930 KC • NBC

Owned and operated by The Oklahoma Publishing Co.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY-TV
Represented by KATZ AGENCY
Sale of WKG Among Multiple Approvals

FCC authorizes a bumper crop of transfers that amount to more than a million dollars.

APPROVAL was granted by FCC last week to more than a million dollars worth of radio and TV station transfers, including sales of KGW Portland, Ore.; WNWJ and WNJV Newark; KCPR, San Francisco; and WTVI Altoona, WTVI Phila., WTVI Phoenix City, Ala., and WGBA Columbia, Ga. (details of all transfers in FOR THE RECORD.)

The Commission authorized sale of KGW-AM to publisher Samuel 1. Newhouse Jr. for $500,000 to KING-AM-TV Seattle (40%) and principals in North Pacific Television Inc., vhf ch. 8 contestant there. KING controls North Pacific. For dropping a competitive bid for vhf ch. 6 at Portland, Mr. Newhouse acquired option for substantial minority holding in KOIN-TV, the ch. 6 grantee.

At Newark, FCC approved the Evening News Pub. Co. sale of WNJV for $145,000 to Rollins Broadcasting Inc. and its purchase of WNJV from Earle H. Young, Arthur Walsh and associates [B *T, Sept. 28, 7]. The News pays $96,750 for WNJV and assumes 4% bearer notes totaling $33,000.

Concerning a protest by an "employees group" at WNJR who said the staff would be cut and Negro programming instituted, FCC wrote: 

Upon presentation of the matters raised in your petition and the facts appearing in the application, the Commission finds that the petition for relief from the proposed transfer of WNJR to Rollins Broadcasting Co. has made a showing that it is in the public interest for the Commission to require a full opportunity for the proposed grantor of WNJR to operate indefinitely at a financial loss. The new applicant by consent of the Commission has agreed that if the station's financial basis is not adequate to cover all costs of operation, the Commission shall be given the opportunity to approve any necessary changes in the station's financial basis.

Rollins Broadcasting, whose board chairman is Delaware Lt. Gov. John W. Rollins, operates WRAD Radford, Va.; WFAI Fayetteville, N.C.; WJWL Georgetown, Del., and WRAP Norfolk. The firm holds permit for uhf ch. 40 WHRN (TV) Dover, Del., and has a tv application pending at Fayetteville. New am station under permit to operate TV at Jackson, Va.; Indianapolis; Wilmington, Del., and Houston, Tex.

Rollins concurrently announced appointment of Albert Lanphere, vice president of Richard Eaton's United Broadcasting Co., to be manager of WNJR.

The WRBL, WGBA and WPXN transfers stem from merger of the principals in WGBA and WRBL and for a vhf ch. 4 grant at Columbus [B *T, Aug. 31]. The Columbus Ledger-Enquirer sells WGBA for $25,000 to Community Broadcasting Co. (WPXN owner) which in turn sells WPXN for $30,000 to L. H. Christian and C. A. McClure, owners of WAFP Athens, Ga. Community also moves WGBA on 1460 kc (1 kw fulltime, directional) to Phenix City, changing call to WPXN, while Christian & McClure will switch the present WPXN on 1270 kc (1 kw day) from Phenix City to Columbus, changing call to WGBA. Changeover is to commence today (Monday), it was reported.

WRBL is assigned by J. W. Woodruff interests to Columbus Broadcasting Co., new merger firm holding the ch. 6 grant (1 kw fulltime, directional) to Phenix City, changing call to WPXN, while Christian & McClure will switch the present WPXN on 1270 kc (1 kw day) from Phenix City to Columbus, changing call to WGBA. Changeover is to commence today (Monday), it was reported.

The Woodruff group holds 49% and R. W. Page Corp., Ledger-Enquirer owner, 51%.

The ch. 4 permit for KABS (TV) Honolulu is assigned from American Broadcasting Sta- tions Inc. (TV Cedar Rapids) to Pacific Frontier Broadcasting Co., whose ownership is divided between the WMT group and principals in KJBS San Francisco. Pacific Frontier is operator of KULA Honolulu.

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WAY PAVED FOR HARTFORD MERGER

FCC also makes final its proposed grant to WIBG Philadelphia for ch. 23. WQXI Atlanta gets an initial decision towards authorization on ch. 54.

PREVIEWING a merger of the Hartford radio-television interests of General Teleradio Inc. (WONS) and the Hartford Times (WTHT), FCC last week granted a construction permit for the ch. 18 tower to General Times Televisi- tion Corp., a new firm owned 100% by General Teleradio but in which 45% option is held by the Times.

The merger proposal was disclosed to FCC Tuesday when the new General Times Televic- sion Corp. bid was filed and WONS and WTHT withdrew their respective competing ch. 18 applications. After the merger is effected and ap- proved by the Commission, it is planned to dispose of the WTHT assignment (1230 kc, 250 kw fulltime) and to continue the WONS opera- tion (1410 kc, 5 kw fulltime, directional day and night).

Aiken Ch. 54 Awarded

In other television actions, FCC (1) awarded uhf ch. 54 at Aiken, S. C., to Aiken Electronics Advertising Corp. (WAKN) there; (2) made final an examiner's initial decision to grant uhf ch. 23 at Philadelphia to Daily News Television Co., licensee of WIBG there, and (3) announced an initial decision by Examiner Hugh B. Hutchison looking toward grant of uhf ch. 36 at Atlanta, Ga., to Robert W. Roun- saville, operator of WQXI Atlanta.

The ch. 18 authorization is Hartford's first commercial tv station. Uhf ch. 24 there is under permit to the Connecticut State Board of Education for noncommercial WEDH (TV). Only other channel available is vhf ch. 3, in contest between WTIC (WCTI) Hartford Telecast- ing Co. WTIC has a merger agreement pending with former ch. 3 contestant WDR, should it win out [B *T, Sept. 28]. Hartford Telecast- ing, meanwhile, has protested the legality of the WTIC application [B *T, Oct. 19].

The WONS-WTHT merger plan was jointly announced by Thomas F. O'Neil, president of General Teleradio, the radio-television subsidiary of General Tire & Rubber Co., and by David R. Daniel, publisher of the Times. General Tele- radio owns both Yankee Networks (including WONS) and WOR-AM-TV New York, plus control of Mutual.

'Welcome Association'

Mr. O'Neil commented, "I welcome this as- sociation with the Hartford Times because of the increased service that General Teleradio Inc. can render greater Hartford and central Connecticut by availing itself of the knowl- edge of the interests and desires of the com- munity and the ability to meet those desires which the Hartford Times has gained through its many years of outstanding service. We will bend every effort to serve greater Hartford and central Connecticut with television as quickly as possible."

Mr. Daniel said, "Our newspaper, with its long and widely recognized record of service to the community as well as our 17 years in broad- casting, will combine with an organization of long experience in the television field. This combination should provide greater Hartford and central Connecticut area with the type of television service which such an important area deserves."

WONS is a Mutual affiliate. WTHT is an ABC outlet.

Details of last week's grants follows:

Hartford, Conn.—General Times Television Corp. granted uhf ch. 18; effective radiated power 20 kw visual and 112 kw aural; antenna height above average terrain 820 ft. Authorization is subject to condition that it is without prejudice to any action the Commission may take with respect to any future applications which are filed to effectuate the merger agree- ment between General Teleradio Inc. and Hart- ford Times Inc.

Philadelphia—Daily News Television Co. (WIBG). In final decision, FCC granted uhf ch. 23; ERP 1,000 kw visual and 500 kw aural; antenna height above average terrain 620 ft. WIBG was made probable by withdrawal of competing bid by Lou Poller, operator of WCAN-AM-TV Milwaukee.

Aiken, S. C.—Aiken Electronics Advertising Corp. (WARK) granted uhf ch. 54; ERP 17.4 kw visual and 9.33 kw aural; antenna height above average terrain 590 ft. At Atlanta, the initial ruling proposing to grant ch. 36 to WQXI was made possible by withdrawal of a competitive bid by the U. of Georgia's WGST Atlanta. WQXI reimbursed WGST for expenses in the amount of $4,500 and promised to allow the school to train students in tv technique at its prospective tv outlet.

Premature Construction

The Commission moved to settle a question of premature construction in the Savannah, Ga., vhf ch. 3 case last week and ordered inclusion of a new issue to determine "whether construc- tion of the station proposed by WSAV Inc. has been begun within the meaning of Sec. 319 of the Communications Act." Sec. 319 says FCC may not license a station prematurely built be- fore it was authorized.

The order was based upon a petition by ch. 3 contestant WJW Savannah which earlier sought disqualification of the WSAV bid, then, when unsuccessful, asked for certification of the partially completed record to the Commission for ruling on WSAV's evidence on the WJW charge of illegal construction [B *T, Oct. 12].

In the ch. 3 contest at Madison, Wis., FCC turned down Badger Television Co.'s (WIBA) petition to return as defective an illegal an amendment filed by Radio Wisconsin Inc. (WISC) showing changes in stock ownership which have occurred since the original bid was filed. FCC also denied Badger's plea for en- largement of issues respecting Radio Wiscon- sin's financial qualifications.

Respecting the uhf ch. 46 contest between Notre Dame U.'s Michiana Telecasting Corp. at Notre Dame and South Bend Broadcasting Corp. (WHOT), South Bend, Ind., the Com- mission granted a petition by Michiana to delete hearing issues concerning its financial and technical qualifications since these have been clarified. FCC denied WHOT'S plea that the issues be retained with another issue included concerning Michiana's legal qualifications.

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TURN YOUR CAMERA into TWINS...

with the GPL VARI-FOCAL LENS

(3” to 15” or 6” to 30” range)

One camera and a GPL vari-focal lens equals the work of two or more chains... at only the cost of a lens. One camera can handle an entire show, for the lens has a 10:1 change in focal length in two 5:1 steps—from 3 to 15 inches and 6 to 30. One camera can be used in studio or field with either range. Interchangeable back elements provide quick shift of two ranges.

Fully color-corrected, this lens has perfect overall focus at f/5.6 or higher numbers, in 3-15 range. Flat field over entire range. Motor driven lens is operated from camera or control room.

The GPL Vari-Focal Lens is adaptable to image orthicon cameras of all types.

Now in network use, this lens offers station operators new scope in camera work—new economy in making twins of any camera.

Write, wire or phone for full optical and mechanical specifications.

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Camera Chains • Film Chains • Field and Studio Equipment • Theatre TV Equipment • GPL-Continental Transmitters

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Broadcasting • Telecasting

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COLOR TV THREATENS RADAR FOR ARMED FORCES—Adm. Ruble

A VEILED implication that the advent of color TV may hamper the procurement of radar equipment for the armed services was voiced last week by Rear Admiral R. W. Ruble, USN, director, Aviation Plans Division, Office of the Chief of Naval Operations, before more than 300 delegates to the fall assembly of the Radio Technical Commission for Aeronautics in Washington.

Admiral Ruble was the featured dinner speaker Thursday night. His remarks touching on color TV followed a tribute to the efficacy of radar during World War II. "We couldn't get it fast enough and we couldn't get enough of it," he said. "We still can't—and with the coming general use of color television, that problem will be intensified."

FCC ALLOCATION CHANGES MADE

FCC made final last week its proposal to add vhf ch. 3 minus to Wilmington, N. C., and vhf ch. 4 to Fayetteville, W. Va., with changes of the offset carrier requirements to plus for ch. 3 at Magna, Utah, and ch. 4 at Chapel Hill, N. C.

The Commission denied the petition of High Point Enterprises Inc. to assign ch. 6 to High Point, N. C., by deleting that channel from Wilmington, N. C., and Beckley, W. Va., and substituting therefore chs. 3 and 4 respectively. The petitioner operates WHPE High Point. FCC also denied a petition by the Daily Telegraph Printing Co. to assign ch. 6 to Bluefield, W. Va., where it owns WHIS, by substituting ch. 4 for ch. 6 at Beckley.

In another allocation action, FCC noted the counterproposal of WWEB Duluth to add vhf ch. 10 to Duluth (it earlier sought allocation of ch. 12 there) and adopted further proposed rule-making to assign ch. 10 to Duluth and ch. 13 to Buhl, Minn., with uhf ch. 32 to be deleted from Superior, Wis.; vhf ch. 10 from both Hibbing, Minn., and Hancock, Mich., and uhf ch. 26 from Virginia, Minn., Buhl is between Hibbing and Virginia. FCC extended deadline for comments until Nov. 2, with replies due Nov. 12.

TOWER COLLAPSE DELAYS WJHL-TV; SEVEN MORE TV STATIONS COMMENCE

List of starters includes first outlets in five markets, a second for Knoxville, and a third for St. Louis. WJHL-TV plans to quickly erect an emergency tower.

PLANS have been drawn by WJHL-TV Johnson City, Tenn., to construct a temporary 60-ft. antenna tower so it can begin operations as soon as possible in the wake of the collapse of its 556-ft. steel tower Oct. 17, 1953. Last Friday, the station was scheduled to commence regular programming Oct. 24. All but 120 ft. of the steel tower crashed to the ground, inflicting two men. Damage to the transmitter building was not ascertained immediately. Part of the tower steel came to rest on the beams of the unfinished studio building.

This was the second tower to be built for the station. The first was discarded because of defective steel.

First local TV stations came to five cities last week when seven new grantees began regular operation. The five cities getting their initial local outlets are: Yuma, Ariz.; Panama City, Fla.; Lebanon, Pa.; Parkersburg and Wheeling, W. Va. Second local station began airing in Knoxville, Tenn., and the third in St. Louis, Mo.

Of the seven newly operating stations, four were uhf and three vhf. They were: KTVF (TV) Yuma, Ariz., vhf ch. 11 (DuMont), represented by W. S. Grant.
KJDFM (TV) Panama City, Fla., vhf ch. 1 (CBS, ABC), represented by George P. Hollingbery Co. KSTM-TV St. Louis, Mo., uhf ch. 26 (ABC), represented by H-R TV Inc.
WMBR-TV Johnson, Pa., uhf ch. 15.
WTMK (TV) Knoxville, Tenn., uhf ch. 26, represented by Pearson TV Inc.
WFAP (TV) Parkersburg, W. Va., uhf ch. 15 (DuMont), represented by Forjoe TV Inc.
WJHL-TV Wheeling, W. Va., vhf ch. 7 (NBC), represented by George P. Hollingbery Co.

Scheduled to begin commercial operation Dec. 10 on vhf ch. 4, KOMO-TV Seattle made its public bow early this month with a week-long closed circuit telecast, received on sets placed throughout the Bon Marche, Seattle department store, the station reported.

WITV (TV) Fort Lauderdale, Fla., bringing coverage to the Miami area, has moved operations personnel, equipment and supplies to its new studio building in Hallandale in preparation for its first telecast in November on uhf ch. 17. Adjacent to the studio are 35 acres of which WITY will use for outdoor programming, the station said.

Governor John S. Fine of Pennsylvania was to "throw the switch" when WLBV-TV Lebanon, Pa., made its first commercial telecast Sunday on uhf ch. 17 according to the station.

KATV (TV) Pine Bluff, Ark., uhf ch. 7, with target date of Dec. 1, paraded its 1,000-ft. tower on a convoy of trucks through the streets of Pine Bluff and Little Rock en route to the transmitter site.

WKNV-TV Kingston, N. Y., held ground breaking ceremonies last week. Mayor Oscar V. Newkirk was among the speakers. The station expects to be on the air in January on uhf ch. 66.

Stations due on the air in the next 30 days are: CALIFORNIA  KQKD (TV) Berkeley-San Francisco, vhf ch. 9, Nov. 1. KTVU (TV) Stockton, uhf ch. 36, represented by Great Eastern Broadcasting Co., Oct. 30. KCOK-TV Tulare-Fresno, uhf ch. 27 (DuMont), represented by Forjoe TV Inc., Nov. 9.
COLORADO  KLZ-TV Denver, uhf ch. 7 (CBS), represented by The Katz Agency, Nov. 1 (granted STA Oct. 15).
GEORGIA  WRTL-TV Columbus, vhf ch. 4, represented by George P. Hollingbery Co., Nov. 1.
WCLA (TV) Champaign, vhf ch. 3, represented by George P. Hollingbery Co., Nov. 7.
INDIANA  WFFE (TV) Evansville, uhf ch. 6, represented by O. L. Taylor Co., Nov. 1 (granted STA Aug. 6).
WKJG-TV Fort Wayne, uhf ch. 33 (NBC), represented by Paul H. Raymer Co., Nov. 15.
WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Oct. 31.
IOWA  KTGV (TV) Des Moines, uhf ch. 17, represented by George P. Hollingbery Co., Nov. 11.
KANSAS  KOAM-TV Pittsburg, vhf ch. 7 (NBC, CBS, BW), represented by The Katz Agency, Nov. 15.
WIBW-TV Topeka, uhf ch. 12 (CBS), represented by Capper Sales, Nov. 15 (granted STA Sept. 22).
LOUISIANA  KTAG (TV) Lake Charles, uhf ch. 25 (CBS, 8,

NEGOTIATORS of a contract whereby Avery-Knudal Inc. becomes the national representative for WSTV-TV Steubenville, Ohio, can look through this window to the site of the station's present fm and future tv tower. The pactmakers are (left to right) John J. Lour, WSTV-TV vice-president-general manager; Lewis Avery of the representation firm; Carl Weinman, secretary, and Jack N. Berkman, president, of WSTV-TV.
YOU MIGHT GET A 1600-lb. BULL MOOSE

BUT . . . YOU NEED WKZO-TV
TO BAG TV AUDIENCES
IN WESTERN MICHIGAN

WKZO-TV gets more than twice as many viewers as the second Western Michigan station, morning, afternoon and night. Here's why:

**WKZO-TV has a higher TOWER . . . lower CHANNEL . . . greater POWER . . . better RE-LAY FACILITIES . . . finer PROGRAMMING!**

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture effectively serves more than 300,000 TV homes in 27 Western Michigan and Northern Indiana counties—a far larger television market than is available in and around such cities as Rochester, New Orleans or Denver!

Get all the facts and you'll choose WKZO-TV, the dominant station in Western Michigan and Northern Indiana.

---

**The Felzer Stations**

- **WKZO** — KALAMAZOO
- **WJEF** — GRAND RAPIDS, KALAMAZOO
- **KOLN** — LINCOLN, NEBRASKA

Associated with **WMBD** — PEORIA, ILLINOIS

**WKZO-TV**

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives
OREGON Gov. Paul Patterson (2d r) officially dedicated Portland's KQIN-TV when it began operations Oct. 15. With the governor are (1 to r): C. Howard Lane, managing director of the CBS-affiliated station; M. J. Frey, publisher of the Portland Oregonian; and Ted R. Gamble, president of KOIN-AM-FM-TV. The station is the first vhf in Portland, which has had uhf KPTV (TV) for a year.

ABC, DuMont), represented by Adam Young TV Inc., Nov. 1.

WJMR-TV New Orleans, uhf ch. 41 (DuMont), represented by The Bolling Co., Nov. 1 (granted RCA Oct. 14).

MASSACHUSETTS


MICHIGAN

WBCK-TV Battle Creek, uhf ch. 58, represented by Headley-Reader TV Inc., Nov. 1.

MINNESOTA


MISSOURI

KOMU-TV Columbia, vhf ch. 8, represented by KOMU-TV Inc., Nov. 1.

KANSAS


NEBRASKA

KHOL-TV Kearney, vhf ch. 12, represented by Mesker TV Inc., Nov. 13.

NEW YORK

WHSU-TV Ingersoll, uhf ch. 30, Nov. 15.

WHNC-TV Rochester, vhf ch. 10, represented by Enquirer-Kenney Inc., Nov. 1 (share time with WVEF-TV).

WVEF-TV Rochester, vhf ch. 10 (ABC, CBS), represented by The Bolling Co., Nov. 1 (share time with WVEF-TV).


NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 35 (ABC), represented by The Bolling Co., Nov. 15.

WCHB-TV Durham, uhf ch. 46 (DuMont, NBC), represented by R-H TV Inc., Nov. 1.

WCOG-TV Greensboro, uhf ch. 39 (ABC-TV), represented by The Bolling Co., Oct. 28.

WNTV (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson TV Inc., Nov. 10.

OHIO


OKLAHOMA

KLP-TV Oklahoma City, uhf ch. 19 (DuMont), represented by The Bolling Co., Nov. 1.

KCEB (TV) Tulsa, vhf ch. 2, represented by The Bolling Co., Nov. 1.

PENNSYLVANIA

WJON-TV York, uhf ch. 49 (DuMont), represented by George P. Hollinger Co., October 53.

WIS-TV Columbia, vhf ch. 16 (NBC), represented by Free & Peters Inc., Nov. 1.

TELECASTING


KMIU-TV Midland, vhf ch. 2, Nov. 1.

KCEK-TV Temple, vhf ch. 6 (NBC), represented by KCEK-TV Inc., Nov. 1.

WTOC-TV Savannah, vhf ch. 27 (ABC, DuMont), represented by Georgia-Pacific Broadcasting Co., Nov. 15.

WABF (TV) Orlando, vhf ch. 12 (ABC, CBS), represented by WABF (TV) Inc., Nov. 1.

ARCHITECT'S drawing depicts the $250,000 building being constructed by Storer Broadcasting Co. in Miami, where Storer will consolidate its national headquarters. Executive offices in Toledo, where the Storer operation started as the Fort Industry Broadcasting Co. 26 years ago, and in Birmingham, Mich., where executive and staff offices (except finance) have been located for the past five years, will transfer to the new 14,000-square-foot building at Broad Causeway (96th St.) and West Bay Harbor Drive. The two-story building, topped by a penthouse, is expected to be completed early next year.

Storer Retains Michaels As Manager of KABC

BILL MICHAELS, manager of KABC San Antonio since 1946, will continue as manager of the station under its ownership by Storer Broadcasting Co., George B. Storer Jr., vice president and general manager of San Antonio Broadcasting Co., licensee of KABC and KEYL (TV), announced last week. Storer Broadcasting acquired KABC from Gene L. Cagle, president of Texas State Network, and associates a few months ago. Mr. Michaels has been with the station since 1940, has been broadcasting Southwest Conference football since 1942.

MISS Joan Carol Petry, daughter of Mr. and Mrs. Edward Petry of New York and Spring Lake, N. J., and LeGrand Snowden Redfield were married Oct. 17 in New York. Mrs. Redfield's father is head of the Edward Petry & Co. station representation organization. Mr. Redfield is the son of L. L. Redfield of Picard, Marvin & Redfield Advertising Agency, New York, and is a time salesman for the Petry organization. (New York Times photo).

Baskerville Gets WNAO Post

CHARLES G. BASKERVILLE has been appointed general manager of WNAO-AM-FM-TV Raleigh, N. C., station President John W. English announced last week. Mr. Baskerville succeeds Charles W. Stone, who is returning to business interests in Erie, Pa. Mr. Baskerville had been with KRIC Beaumont, Tex., as general manager since May 1952, and earlier was manager of WFLA Tampa, Fla., during his more than 20 years in radio.
HATCHED!

WHBQ-TV - MEMPHIS IS ON THE AIR!

Now . . . it's 13 for 11. WHBQ-TV, Channel 13 - a CBS affiliate - now covers the 225,000 television sets (September 1st estimate) in the nation's eleventh wholesale market. Write, wire or telephone for availabilities.

WHBQ-TV

HOTEL CHISCA • MEMPHIS, TENNESSEE
TELEPHONE 5-0825
A CBS AFFILIATE
REPRESENTED NATIONALLY BY BLAIR-TV, INC.

October 26, 1953
BAXTER TO WSFA, MARTIN HEADS WAPI

THE resignation of Lionel F. Baxter, vice president of The Television Corp. and radio operations manager for WAPI Birmingham, to become vice president-general manager of Montgomery Broadcasting Co., Inc., operator of WSFA-AM-TV Montgomery, Ala., was announced last week by Henry P. Johnston, president of The Tv Corp., licensee of WAPI WAFM (FM) WABT (TV) Birmingham, and managing director of the Birmingham News Co.'s radio-television properties.

Herbert M. Martin Jr., WAPI sales manager since July 1 and formerly sales manager of WSGN Birmingham under Birmingham News Co.'s ownership, will succeed Mr. Baxter at WAPI, Mr. Johnston said. The changes are effective Nov. 15.

Mr. Baxter, who joined WAPI in 1934 as an announcer, became program director in 1938 and in 1949 was made operations manager for WAPI and WAFM. He is president of the Birmingham Advertising Club, a board member of Alabama Broadcasters Assn. and the Birmingham Symphony Orchestra and is past president of the Catholic Men's Club there.

"It is with real regret that we are losing Mr. Baxter, but our best wishes go with him in the new opportunity which has come to him," Mr. Johnston said.

Mr. Martin joined WSGN in May 1950 as sales manager. He came to Birmingham in 1946 and was with a local advertising agency and served a year with the Birmingham Post advertising staff. A native of Auburn and a graduate of Alabama Polytechnic Institute, he was an army officer in World War II and presently is public information officer of the 87th Infantry Division of the U. S. Army Reserve Corps.

WAAM (TV) Sets New Rates

WAAM (TV) Baltimore last week announced new rates effective Nov. 1. The new rates range from $850 for one hour of Class A time to $250 for one hour Class E. The station time for the vhf ch. 13 outlet is broken down as follows: Class A—Sunday through Saturday 11:59 a.m.-12:59 p.m., Friday-Sunday 1:00 p.m.-5:59 p.m.; Class B—Sunday through Saturday 6:59 p.m.-7:29 p.m., 10:30 p.m.-10:59 p.m.; Class C—Monday through Friday 5:59 p.m.-6:59 p.m., Sunday through Saturday 10:30 p.m.-11:29 p.m., Saturday and Sunday 12:59 p.m.-6:59 p.m.; Class D—Monday through Friday 11:59 a.m.-5:59 p.m., Sunday through Saturday 11:29 p.m.-11:59 p.m., Saturday and Sunday 12:59 p.m.-11:59 a.m.; Class E—Sunday through Saturday 11:59 p.m.-11:59 a.m.

HARRE TO MANAGE WENR CHICAGO

ARTHUR F. HARRE, formerly general manager of WJJD and WCFL Chicago, was appointed manager of WENR that city last week.

He will report directly to Sterling C. (Red) Quinlan, general manager of WENR and WBKB (TV), who announced the appointment, effective last Tuesday.

Mr. Quinlan said that Mr. Harre's "impact is certain to be felt in the new programming and commercial activities now underway at WENR" and termed his job as one of the station's "key operating positions."

WPIX (TV) Oct. Sales Up 30%

BUSINESS at WPIX (TV), New York independent, is 30% over that of October 1952, Fred M. Thrower, vice president and general manager of the station, reported last week. He pointed out that sale of spot announcements reached a record high during August and continued "at an even greater pace" during September and October. Mr. Thrower said the current total of 94 individual advertisers is the largest number of accounts for the station.
78 NEW
fifteen minute dramas on film
PLAYHOUSE 15
FIRST RUN in over 115 TV markets

TOP QUALITY • Made for television by the producer of the network hit shows BIG STORY and T-MEN IN ACTION.
• Finest stories...best authors
• Leading Broadway and Hollywood actors

HIGH UNIVERSAL APPEAL • Full variety of stories...comedy...drama...suspense...mystery...human interest
• Combines two of the highest Nielsen popularity classifications—drama and mystery (averaging 25.7 and 28.4)

LOW, LOW COST • Costs drastically less for time and program than a half-hour show—yet gives you the same amount of commercial time

FREQUENCY AND IMPACT • Enables you to reach your customer two, three, or five times weekly as required.

Phone, wire or write today your nearest MCA-TV office for a private screening.

another advertising
SHOWCASE ON FILM from

NEW YORK: 388 Madison Avenue — Plaza 9 7300
CHICAGO: 430 North Michigan Ave. — Delaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — Cheviotview 5-2003
SAN FRANCISCO: 100 Montgomery Street — Embarcadero 2-9622
CLEVELAND: Union Commerce Bldg. — Cherry 1-8979
DALLAS: 2102 North Akard Street — Prospect 7306
BOSTON: 45 Newbury Street — Copley 7-2081
MINNEAPOLIS: Northwestern Bank Bldg. — Lincoln 7-8080
ATLANTA: 611 Henry Grady Bldg. — Lamar 8-7300
STATIONS

SOULE, KTFI-KSEI OWNER, DIES AT 81

FUNERAL services were held Tuesday in Salt Lake City for O. P. Soule, 81, principal owner and president of radio stations KTFI Twin Falls and KSEI Pocatello, Idaho.

Mr. Soule, long a prominent attorney in Utah and southern Idaho, died Oct. 17 of a heart attack. He was the senior partner in the law firm of Soule, Day & Cayias, and was active in his work up to the time of his death.

Mr. Soule entered the broadcasting field in 1928 when he and his son, the late Stanley Soule, founded KTFI and later KSEI. Born in Farmington, Utah, Mr. Soule attended the U. of Utah and held a law degree from the U. of Michigan. He was a member of the Radio Pioneers and the Salt Lake City Advertising Club and was a deacon in the Salt Lake Congregational Church.

Mr. Soule is survived by his wife, Hanna Hansen Soule; a daughter, Florence Gardner, two brothers, and a sister. Following Stanley Soule's death in 1937, Mrs. Gardner became general manager of KTFI.

Reeder to Head WCOL Following Smith Death

CHARLES REEDER, program director of WING Dayton for 17 years, has been appointed acting manager of WCOL Columbus, Ohio, J. P. Williams, executive vice president of Air Trails Network, said last week.

Mr. Reeder replaces Neal A. Smith, WCOL station manager, who died Oct. 10 after a heart attack. Mr. Smith managed WCOL from 1937-44, then served at WLW Cincinnati, returning as WCOL manager in January 1952 when the station was purchased by Charles Sawyer.

Mr. Williams also announced appointment of Michael Ryan as WCOL program director to replace Myles Poland, who has relinquished that position to devote full time to his radio shows on the station. Mr. Ryan had been at WMRF Lewistown, Pa., NBC New York, WIP Philadelphia and most recently at WLEA Hornell, N. Y., where he was program manager for four years.

Bob Wery, chief announcer and production director at WMNC Morgantown, N. C., has joined WCOL as an announcer and will have his own disc jockey show, Mr. Williams said.

Whitelaw to East for KCBS

SEYMOUR WHITElaw, account executive with CBS-owned KCBS San Francisco, has been named to the new post of eastern sales representative for KCBS, with headquarters in New York. He will work in cooperation with CBS Radio Spot Sales in promoting KCBS sales in the East.
Channel 5 in Kansas City...

NEW Low-Band TV

with that Same Strong SELL!

The famous KCMO SELLING ABILITY is now available on television—low-band Channel 5 in Kansas City.

Channel 5 is the low-band hot spot—right in the middle of Kansas City's TV selling picture.

And the sales picture is great! Kansas City and Mid-America make up a rich, diversified big-city, small-town and rural market with high, stable income from agriculture and industry alike.

Fresh, bright programming... low-band Channel 5 position... strong selling ability, tested and seasoned in radio—it's the KCMO-TV combination that pays off. Ask the Katz Agency, Inc.
This is Mr. Harry Wiseman
President, Empire Tire Company,
General Tire Distributor, Billings, Montana

This is what he says

“We have sponsored Fulton Lewis, Jr. over KBMY (Billings, Mont.) for seven consecutive years. Throughout this period our sales have consistently increased. We have been able to trace a large part of this increase directly to our sponsorship of Mr. Lewis. Through the publicity derived, the Empire Tire Co., General Tire Distributor, has become the best known in the Billings trade area.”

This is Fulton Lewis, Jr.
whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 304 Mutual stations by more than 750 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

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Omaha Stations Stage Red Feather Simulcast

ALL of Omaha’s radio and television stations participated in a half-hour simulcast Oct. 11 on behalf of the Omaha Community Chest, according to Harold Soderlund, KFAB Omaha general sales manager and chairman of a simulcast committee of radio-tv executives.

The simulcast’s title was “Life Begins With Forty,” referring to the 40 Red Feather agencies in Omaha. Stations participating were KBNK KMTV (TV) KOIL KOWH and WOW-AM-TV.

Other members of the simulcast committee were Dick Welna, KBN; Garry Schroeder, KOIL; Frank Fogarty, WOW-AM-TV; Glen Harris, KMTV; Ted Storz, KOWH, and Harry Burke, KFAB. The simulcast was sponsored by the Omaha Advertising Club, which acts as the Chest’s publicity committee. Henrietta Keiser of Borel & Jacobs, Omaha, was chairman of the radio and tv committee.

The program was written by Amos Eastridge of KMTV and Jim Marker of KBN, directed by Paul Borge of KMTV and produced by Lora Jeffrey of KMTV. Most of the radio-tv stations canceled time to clear for the public service program, according to Mr. Soderlund.

The Omaha Community Playhouse furnished actors who created tableaus depicting various problems which the Chest agencies help to solve. Newscasters who told how the agencies solved the problems were Lyell Bremser, KFAB; Ray Clark, WOW-AM-TV; Floyd Kalber, KMTV; Dick McCann, KBON; Dean Naven, KOIL and Virgil Sharpe, KOWH.

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Leslie W. Joy Dies;
Former KYW Manager

LESLIE W. JOY, former general manager of KYW Philadelphia, died last Wednesday at his home in Chester Springs, Pa.

He had been manager of the station 12 years before retiring in 1947. He also was manager of WJAS Philadelphia for about a year.

Mr. Joy started his radio career at NBC New York as an announcer and was in radio more than 25 years.

Surviving are his wife, the former Ann Lutz; a son; a sister, and two brothers.

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T. J. Fontelieu Dies

FUNERAL services for Theodore J. (Teddy) Fontelieu, 56, sales manager of WSMB New Orleans, were held there Oct. 14. He had been manager of the station 25 years and conducted several of its early-day disc jockey and special events programs. Mr. Fontelieu was known in New Orleans broadcasting as “the dean of radio.”

Mrs. Evans Nord Dies

MRS. NANNIE NORD, wife of Evans Nord, general manager of KELO-AM-TV Sioux Falls, S. D., died Oct. 17 after a lengthy illness. She is survived by her husband, three children and her parents.

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WILS-TV Completes Link

WILS-TV Lansing, Mich., has completed its privately-owned microwave link to Detroit in 24 days, the station announced last week. WILS-TV will carry ABC-TV and DuMont network programs over the connection.
A Low Cost Buy... One Contract... One Affidavit... One Billing.

Nobody... but nobody can reach more people or sell more goods at a lower cost per thousand on the Gold Coast of the Gulf Coast than THE OK GROUP Stations. Make the 3 station buy and save money... give your advertiser high power coverage at low priced cost.

WRITE... WIRE... FOR AVAILABILITIES.

Forjoe and Co.
National Reps.
New York, Chicago,
Los Angeles, San
Francisco and Atlanta

October 26, 1953

Stanley W. Ray Jr.
Vice President and
General Manager
505 Baronne Street
New Orleans, La.

The OK Group

First! First!

Your Best Buy... Cover the Gold Coast of the Gulf Area

Continuous Coverage from the Texas Border to Pensacola, Florida

KAOK
First

Lake Charles

According to the latest O'Connor survey for the month of August, KAOK has the largest share of audience during the entire broadcast day from 7:00 AM to 10:00 PM with 45.1% of the listeners. Station "B" has 27.3% and station "C" 19.5%. This big audience with the highest purchasing power in the State of Louisiana has a real potential for national advertisers.

Proven Programming and Results
KAOK's Hillbilly and Negro programs carry a share of audience as high as 70%... largest of all stations in the market. Actual proven results for well known national and regional advertisers makes this a must for Southwest Louisiana. At low, low rates KAOK on the OK Group package deal is economy purchase that cannot be beat.

WXOK
First

Baton Rouge

According to the latest Hooper survey for the months of June-July WXOK is first in total audience between the hours of 8:00 AM to 6:00 PM with 25.4% of the audience, leading three network stations by substantial amounts. WXOK captured large share of audience with its tested black programming beamed at the Negro and Hillbilly listeners. National, regional and local advertisers such as bread... beer... drugs... soft drinks... coffee... department stores... appliances... have already tested WXOK and have gotten startling results.

Top Notch DJs
Diggie Doo for Blues and Jive... Golden Boy for spirituals are the top rated Negro shows in Baton Rouge. Compone Bishop and Fuzzy Fuzz lead the entire market for 16 consecutive quarter hours during their hillbilly programs. You can't miss with these master pitch men.

WBOK
First

Among All Independents in New Orleans

According to the July Hooper report WBOK was first in the morning with a 12.8 share of audience and first in the afternoon with a 12.3 among all independent stations and third in the 11 station market both morning and afternoon. In the quarter hour breakdown WBOK is first in 23 out of 24 quarter hours programmed to reach the Negro. With its hillbilly western programs WBOK is first in reaching this type of White audience. ON WBOK you have black programming with top rated pitch men who dominate the White and Negro market at one low cost.

Major Market Dominance
You can buy New Orleans and the three station OK GROUP at one low cost. Top rated in all three markets you reach a total of over 1,500,000 people with continuous coverage stretching from Panama City, Florida to Orange, Texas.
BERGMANN SEEN SURE TO SUCCEED
WITTING AS DTN MANAGING DIRECTOR

The network’s general manager is virtually certain to fill the vacancy
due Jan. 1 when Witting joins Westinghouse Radio Stations as its
president. Further expansion of the WRS broadcasting ventures is
indicated by the hiring of the new chief.

ELEVATION of Ted Bergmann from general
manager to managing director of the DuMont
Television Network was understood to be
virtually assured last week in the wake of
Managing Director Chris J. Witting’s ac-
ceptance of the presidency of Westinghouse
Radio Stations, effective Jan. 1.
The promotion of Mr. Bergmann to the top
operating executive post of the 186-station net-
work would be in line with DuMont’s policy of
promoting from within and also would give
recognition to the sales record he compiled
during his tenure as director of sales before he
was made general manager last July.

Selection of Mr. Witting as full-time presi-
dent of Westinghouse’s pioneering radio-tv
station interests was seen as indication that the
company intends to put greater emphasis not
only on tv, in which it is seeking expansion,
but also on the overall commercial aspects of
all its broadcasting operations, both radio and
television.

E. V. Huggins, who currently holds the
WRS presidency, cannot devote full time
to that post because of his additional responsi-
bilities as a vice president of the parent com-
pany, Westinghouse Electric Corp. But he will
continue to maintain top-level supervisory in-
terest in WRS, with Mr. Witting reporting to
him.

WRS currently operates five radio stations
and two television outlets and is seeking two
other tv stations. Its administrative headquar-
ters is in Washington, but—lending credence to
reports of increased concentration on commer-
cial phases—the possibility of moving “home
offices” to New York coincident with Mr.
Witting’s assumption of duties reportedly is
being considered.

The WRS radio stations are WBZ and
WBZA Boston and Springfield (am and fm);
KDKA-AM-FM Pittsburgh; KYW-AM-FM
Philadelphia, WOWO-AM-FM Fort Wayne,
Ind., and KEX-AM-FM Portland, Ore. WRS
tv stations are WBZ-TV Boston and WPTZ
(TV) Philadelphia. Additionally, the company
has gone through FCC hearings on an appli-
cation for a tv adjunct for KEX and has applied
for a station in Pittsburgh.

In announcing the selection of Mr. Witting
as WRS president, Mr. Huggins said it “re-
fects the increasing importance Westinghouse
is placing on its broadcasting activities.” Mr.
Witting “brings with him an intimate experience
with both network and station operations which
should prove invaluable to us as we broaden
the scope of our television and radio activities,”
the current WRS chief said.

With the DuMont organization since 1947,
Mr. Witting has directed the network opera-
tions since 1951, having risen from the general
managership. He helped to set up and later
directed the organizations which operated
WABD (TV) New York, WTTG (TV) Wash-
ington, and WDTV (TV) Pittsburgh, all owned
by Allen B. DuMont Labs, which also operates
the network.

Since his assumption of the managing direc-
torship, the DuMont Tv Network has ex-
panded to a present total of 186 stations, and
billings this year are expected to aggregate
$186 million.

Mr. Witting also is chairman of the television
committee for Brotherhood Week (see story
page 46); was on the committee which super-
vised the merger of the NAB and the old Tele-
vision Broadcasters Assn. into the present
NARTB, on whose board he continues to serve;
is a member of the Advertising Council, and,
last week, was named to the Broadcast Advisory
Council of the U. S. Advisory Commission on
Information. He was an executive advisor of
USO camp shows during World War II, and
currently is a member of its advisory board.

Like Mr. Witting, Mr. Bergmann joined the
DuMont organization in 1947. He started in
the sales department and rose to the post of
sales director two years ago, continuing in that
office until his promotion to general manager
of the network last summer. He is credited
with guiding negotiations for many national
accounts, including Procter & Gamble, General
Foods, and Westinghouse.
AB-PT QUARTERLY PROFITS $1 MILLION

ABC division of AB-PT has operated at a loss since the merger, but a profit is expected for this year’s last quarter, says AB-PT President Leonard Goldenson.

CONSOLIDATED earnings for the third quarter of 1953 for American Broadcasting-Paramount Theatres amounted to $1,009,000, although the broadcast division operated at a loss for the third quarter and to date, Leonard H. Goldenson, AB-PT president, announced last week in a report to stockholders.

He pointed out that the loss sustained by the broadcasting operations had been anticipated and had contributed to “normal seasonal slack and the initial costs involved in reorganizing and strengthening the operations of the radio and television networks and stations of ABC.”

Mr. Goldenson said the earnings reflected a profit in the operations of the theatres amounting to $394,000 and to $53,000 in capital gains. He said theatre attendance in “certain of the major metropolitan areas which have reached TV set saturation in the past year or two has continued strong.” He commented that the third quarter brought the public unveiling of Cinemascope with the movie, “The Robe,” and its success “lends substance to the belief that wide-screen presentations can make an important contribution to the motion picture industry.”

Despite the losses suffered by the ABC division to date, Mr. Goldenson said, the division is expected to operate at a profit in the fourth quarter. He pointed out that several of the new ABC television programs have received favorable public response and referred to the extensive advertising and promotion campaign over ABC stations as another factor that will stimulate the public interest in ABC.

“With the public looking and listening more and more to the television network and its affiliates,” Mr. Goldenson said, “advertisers and advertising agencies are turning in increased numbers to ABC as an effective advertising and merchandising medium.”

Mr. Goldenson noted that figures for the third quarter and for the nine months of 1953 included the ABC division as of Feb. 10, 1953, and prior to that date included WBKB (TV) Chicago, which was sold after the merger to comply with government regulations. The third quarter figure of $1,009,000, Mr. Goldenson said, compares with net earnings of $1,927,000 for the same period of 1952, of which $300,000 represented capital gains. For the first nine months of the year AB-PT consolidated earnings of $7,559,000 were reported, of which $4,377,000 was listed as capital gains. This compared with net earnings of $5,435,000 for the corresponding period of 1952, of which $1,465,000 was capital gains.

AT&T Hookups Reach 207

WROW-TV Albany, WKLO-TV Louisville and WTVH-TV Peoria have been connected with AT&T’s nationwide TV network facilities, making a total of 207 interconnected stations in 131 cities, AT&T has announced. The company also reported that a new Louisville-Atlanta microwave route has been opened, immediately providing two new telephone channels in each direction and with a southbound TV channel to be made available later this year for program transmission from Louisville to Nashville.

FOR YOUR PROTECTION

Now you can be sure the RCA-5820 Image Orthicon you buy for replacement use is new, unused and untouched by human hands since it left the factory. Each RCA-5820 is sealed in its own tamper-proof, transparent container.

The unbroken seal is visible assurance that you are the first to take the factory-fresh 5820 from its container.

Customer protection like this is a typical example of RCA’s never-ending effort to provide TV and broadcast stations with the most dependable tubes the industry can offer.

See your local RCA Tube Distributor for fast service on factory-fresh Image Orthicons ... and all types of RCA Tubes.
The tumult and
the shouting dies

...And WTAR-TV
Remains the only
Station that Delivers
the Norfolk Market

ARB Reports on VHF — UHF Reception
in the Norfolk Metropolitan Area:

VHF (WTAR-TV) Saturation ............... 79.6%
(140,175 TV homes)
UHF (Channel 15) Saturation ............... 10%
(17,521 UHF homes)
Total WTAR-TV Circulation in
41 counties... Oct. 1 ... 199,600 TV homes

*ARB Survey Sept. 15 — 21 inclusive covering the Norfolk-Portsmouth
and Hampton-Warwick-Newport News Metropolitan Areas.

WTAR-TV

All in the Family

NBC is taking pains to point out that
"Dragnet," the song based on the ra-
dio and television show of the same
name, reached— and has been heard on—
the Hit Parade. With Liggett & Myers
sponsoring the Dragnet shows for
Chesterfield cigarettes and American
Tobacco Co. (Lucky Strike cigarettes)
underwriting the Hit Parade on an al-
ternating basis, there had been specula-
tion as to whether the Dragnet theme
would ever be heard on the Hit Pa-
rade's "Lucky Strike" [B&T, Sept. 14].
NBC pointed out that it made it— and
was heard Oct. 10. NBC's interest? The
network carries both Dragnet and Hit
Parade.

NBC Uses New Camera Tube
To Transmit 2 Film Shows

WHAT NBC claims is the smallest television
film camera tube ever developed for broadcast
use was introduced on two NBC-TV film pro-
grams fortnight ago. It is a Vidicon tube,
described by NBC as weighing only two ounces
but possessing three times the sensitivity of the
iconoscope tube normally used for film pickup
[B&T, Oct. 5].

O. B. Hawth, NBC vice president and chief
engineer, said the tube was used in the trans-
mission of Superman on WNBT (TV) New
York and the RCA Victor Show starring Den-
nis Day over the full NBC-TV network (Mon.,
9-9:30 p.m. EST).
The tube was developed by the RCA Victor
Division of RCA, and is the outgrowth of the
Vidicon tube for industrial closed-circuit tv
systems announced by RCA last year. It
measures one inch in diameter and six and one-
quarter inches in length. Among features are:

- It equals or exceeds the iconoscope tube in
quality of picture produced; because of its small
size and simplicity, it makes possible more com-
pact and less expensive tv film cameras and as-
associated equipment for film pickup; it con-
tributes no appreciable noise to the video sig-
nal; it needs only one-third the light require-
ments of an iconoscope for televising motion
picture films; it is "highly suitable" for re-
production of color films on a monochrome sys-
tem; it shows no grain structure and provides
a precise picture reproduction unaffected by
electron distribution, edging effects or flare;
with a spectral response characteristic approaching
that of the human eye, it produces a picture
with "vastly improved" gray scale.

ABC-TV Adds 4 Outlets,
Bringing Total to 163

ADDITION of four stations to ABC-TV as
affiliates, raising the total to 163, was an-
nounced last week by Alfred R. Beckman,
national director of the ABC radio and television
station relations departments. The new affiliates
are: WROL-TV Knoxville (ch. 6), owned and
operated by the Mountcastle Broadcasting Co.,
with W. H. Linebaugh as general manager,
effective Oct. 1; KCRI-TV Cedar Rapids, Iowa
(ch. 9), Cedar Rapids Television Co., with
Frank D. Rubel as general manager, Oct. 15;
KTVQ (TV) Oklahoma City (ch. 25), Re-
public Television & Radio Co., with John Esau
as general manager, Oct. 25, and KRBC-TV
Abilene (ch. 9), Reporter Broadcasting Co.,
with Howard Barrett as general manager, about
Nov. 1.
WINSTON-SALEM
NORTH CAROLINA
HEART OF THE BILLION DOLLAR
PIEDMONT TOBACCO MARKET

WTOB-TV
FIRST with Television in
WINSTON-SALEM
NOW IN FULL OPERATION

nationally represented by

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

JAMES S. AYERS, Southeastern Representative
DuMont Adds 25 Shows, Sees 'Strongest' Schedule

INCORPORATION of 25 new shows into the DuMont Television Network's programming this fall has resulted in "the strongest and most attractive schedule" ever presented by DuMont, according to James L. Caddigan, director of programming and production.

He said the programming covers a wide range of formats and has been designed for viewers of varied tastes and interests. He listed such programs as the Chicago Symphony Orchestra and Opera Cameo Shows for the serious music lover; Foursome, Mono-Drama and a series featuring actor Joseph Schildkraut, for the drama fan; The Roy Doty Show, Magic Cottage and Saddle Scouts, for children, and Love Story, Glamour Secrets, Kitchen Faire and The Igor Cassini Show, for women.

Two Buy 'Today' Time

LUDEN'S Inc., Reading, Pa., will sponsor nine participations on NBC-TV's Today program (Mon.-Fri., 7-9 a.m. EST), starting tomorrow (Tuesday), and the National Cranberry Assn., Hanson, Mass., has ordered three participations on the same show, starting Nov. 3. Agencies are J. M. Mathes, N. Y. (Luden's) and BBDO, N. Y. (National Cranberry Assn.).

WKY-TV to Drop CBS-TV As KWTV Nears Affiliation

WKY-TV Oklahoma City last week served notice on CBS-TV, which recently signed KWTV (TV) as its forthcoming basic affiliate there, that it will not carry CBS-TV programs after Nov. 14. KWTV is slated to start operations about mid-December.

WKY-TV, a basic NBC-TV affiliate, was said to have taken the position that it was not feasible to continue to carry CBS-TV programs which soon would be moving to an opposition station. The same attitude reportedly caused two other NBC-TV basic outlets, WDAF-TV Kansas City and WTMJ-TV Milwaukee, to cancel CBS-TV programs in the past few months.

WKY-TV was said to have been carrying approximately 30% of the CBS-TV commercial program schedule.
Throughout The Rochester Area

THEY’RE WATCHING

ROCHESTER BECOMES A TWO TV STATION CITY ON NOVEMBER 1st . . . and every TV viewer in the whole Rochester area is pretty excited about it.—And why shouldn’t they be?—For Channel 10 will bring this third largest market in New York State the galaxy of star-studded CBS and

CHANNEL 10

ABC net work shows,—most of which have never been seen here before.

It’s not too early—nor too late—to get your product on the station that all eyes are on!

OPERATED SHARE TIME BY
WHEC-TV • WVET-TV
FOR AVAILABILITIES, ADDRESS ERYN F. LyKE
CHANNEL 10, ROCHESTER 4, NEW YORK

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

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Judge a Station

By the Companies

It Keeps—

As of October 1, during the prime hours of 6:00 P.M. to Midnight, sixteen different programs were being sponsored by national or regional spot advertisers on WGN-TV.

Twenty other programs were being sponsored by local retail advertisers.

WGN-TV produces results for advertisers—large or small—so why not make your next buy your best buy—WGN-TV in Chicago.

NBC-TV'S 'ROSAH' SEEKS HOLIDAY ADS

PLAN to attract to television some of the holiday advertising dollars traditionally spent in printed media, which was announced Monday by Sylvester L. (Pat) Weaver, NBC vice chairman and head of NBC-TV Network programs, met with a generally favorable reception by the network's tv affiliates, he reported later in the week.

Called "Run-of-Schedule Advertising—Holidays," the plan offers advertisers the chance to run one-minute filmed announcements in unsold portions of five NBC-TV weekday morning programs, with NBC to determine the precise location of each announcement, as magazines determine the position of the advertisements in any issue. ROSAH became effective immediately and runs through Dec. 31.

In his message announcing the ROSAH plan to all NBC-TV affiliates, Mr. Weaver said, "A purchaser will be informed, probably after the run, where and when his advertising appeared and the circulations reached where ratings are available. It is expected that Nielsen ratings can be sent advertisers for their records and, of course, all advertisers can judge from general program ratings what the average value in circulation terms will be."

Programs included in ROSAH are all broadcast Monday through Friday, between 10 a.m. and noon. They are: Ding Dong School, 10:10-10:30 a.m.; Glamour Girl, 10:30-11 a.m.; Hawkins Falls, 11-11:15 a.m.; The Bennett Story, 11:15-11:30 a.m.; Three Steps to Heaven, 11:30-11:45 a.m., and Follow Your Heart, 11:45 a.m.-12 noon.

Price of each announcement is $3,530 gross, commissionable. Two one-minute participations will be placed in 15-minute programs, three in half-hour shows. Mr. Weaver said, "We will always place orders with you for an entire program period of either 15 or 30 minutes, specifying products to be advertised," he told the stations. "We will place such orders as far in advance as practicable and in every case you will have advance notice of at least one full working day. You will receive your full compensation for each program period on the same basis as if one sponsor had purchased an entire period."

ABC Cites Station Growth For Improved Tv Position

IN ITS STUDY of uhf and the importance of that portion of the tv band (see story page 78), ABC took occasion to point out its own improved position as a network with the growth in number of stations.

"The launching of uhf stations, together with the construction of new vhf stations, vastly improves ABC's clearance picture," the network said in its booklet, "The P's and Q's of V's and U's."

"This fall, ABC-TV can assure the network advertiser of broad coverage and excellent clearance."

Before the lifting of the licensing freeze last year, ABC asserted, ABC-TV had 63 affiliates, about two out of three of which were in single-station markets. "By Sept. 1 (1953)," the report continued, "ABC had 154 affiliates, an increase of 150%. Of these affiliates, three out of five—57%—are in multichannel markets."

Further, the report asserted, "ABC-TV has considerably better inside coverage of the top 200 retail sales markets than any other network." Of these 200 markets, the report said, ABC-TV has local stations in 127, whereas "the nearest competing network has inside coverage of only 116" (CBS-TV).

Officials said ABC-TV currently has signed 57 to 60 uhf affiliates.

LaRosa, Bleyer Dismissals Attributed to Outside Work

DISMISSAL of singer Julius La Rosa from all Arthur Godfrey CBS programs and of musical conductor Archie Bleyer from all Godfrey shows except the Monday night Talent Scouts was announced last week in a move attributed to the outside professional activities of Mr. La Rosa and Mr. Bleyer.

Mr. Godfrey told a news conference in New York Wednesday that Mr. La Rosa had been dismissed largely because he had signed a talent management contract the previous week with the General Artists Corp. though he knew of the Godfrey policy that prohibits outside management for his entertainers. He said Mr. Bleyer had been released largely because he had made a recording featuring Don McNeill, an ABC personality, for his record company, Cadence Records and Publications Co., New York, with which Mr. La Rosa also is associated. He said that Mr. Bleyer's contract for the Talent Scouts program has eight more weeks to run, and indicated that the conductor will be retained for an indefinite period beyond that date.

Mr. La Rosa's contract with CBS is still in effect. The singer would join Ed Sullivan on Toast of the Town, starting yesterday (Sunday).
With a 5-fold increase in power

WOWO

FORT WAYNE

will extend its signal to cover a rich Midwestern market including

1,700,000 additional people

Now nearing completion at a cost of more than a quarter-million dollars, the new WOWO transmitter is another example of Westinghouse's continuing faith in radio. WOWO, always outstanding for audience-action, will become Indiana's only full-time 50,000-watt station... serving 3,701,600 people and offering advertisers a greater value than ever!
ABC BOOKLET COMPARES UHF AND VHF

Network releases booklet designed to set the record straight about uhf as compared with vhf in providing nationwide service. The network in mid-November also will release an ARB study on viewing habits in uhf-converted homes.

A DRIVE to set the record straight about uhf and its essential role alongside vhf in providing nation-wide television service was launched last week by ABC with the release of a 59-page booklet, "The P's and Q's of V's and U's."

Unveiling the study to newsmen Thursday afternoon preliminary to distributing it among advertisers, agencies and others, ABC officials also disclosed that the network has commissioned American Research Bureau to conduct what ABC considers the first nation-wide study of viewing habits in tv homes which have converted to uhf. Results are expected to be available in mid-November and officials said that, perhaps for the first time among networks, ABC was committing itself in advance to reveal the findings "even though we do not know now what they will be."

Oliver Treyz, ABC director of research and sales development, pointed out that approximately three homes out of five now have television and estimated that approximately 10% are uhf-equipped. He said ARB studies had shown that, as of September, there were 50 markets reached by both uhf and vhf signals and that, in these markets, the median penetration of uhf in television homes was about 50%.

To point up uhf's growth, Mr. Treyz noted that in June there were 32 such "mixed" markets and that uhf's median penetration in these was 46% of the tv homes. For these same 32 markets the median penetration of uhf had increased to 62% by September, he asserted. It also was estimated that in the "typical" market uhf reached or passed 50% conversion in 60 to 90 days.

Referring to the forthcoming ARB viewing-habits study, Mr. Treyz said:

"It is believed that the homes which first convert to uhf are the heavy viewing homes. It is known that television, like any other medium, is somewhat selective, in that certain homes view more than others. "It is quite likely, therefore, that the heavy viewing homes are the first to convert to uhf. The study which ABC has commissioned ARB to undertake this month will develop data on the hours of total viewing by uhf-equipped and vhf-only homes. It will develop national ratings for specific network programs in two classifications: vhf-only homes and homes equipped to receive both uhf and vhf stations."

Ernest Lee Jahnecke Jr., ABC vice president and assistant to the president, said it is ABC's view that uhf's only "disadvantage" as compared to vhf is in circulation—and that this will be cleared up in time. From the standpoint of stations, it was pointed out that as of the preceding week there were 199 uhf and 93 vhf outlets on the air; counting stations authorized and under construction as well as the operating stations, uhf had almost pulled even, with 241 grants and stations compared to 281 vhf grants and stations, while in the matter of total allocations uhf is far ahead, FCC having provided for 1,281 uhf and 504 vhf stations.

Asked about sponsors' attitudes toward uhf, Mr. Treyz said he knew of no "sponsor defections" from uhf, but did know of uhf "sponsor accretions."

Engineering Vice President Frank Marx, discussing technical features, predicted that within two years at least one uhf station would be on the air with the maximum permitted power of 1,000,000 w (one megawatt).

PHILIPSON QUITS ABC

WILLIAM PHILLIPSON, general manager of ABC Western Division, last Monday in New York resigned (effective Nov. 1) over disagreements on policy with Earl Hudson, Western Division vice president. Not elaborating on the nature of the disagreements, Mr. Phillipson said he was in complete accord with other network executives.

Although offered an executive post with ABC in New York, Mr. Phillipson said he turned it down, preferring to remain on the West Coast. A practicing attorney in New Jersey before joining ABC New York four years ago, he became Western Division general manager a year ago. For a year prior to that he was Western Division director.

After Mr. Phillipson's resignation, Mr. Hudson announced that the post of Western Division general manager has been eliminated. Besides absorbing some of those responsibilities himself, others have been assigned to Fran Conrad and Donn B. Tatum, director of radio and television, respectively, for ABC Western Division, he said.
KROD-TV has been operating on full power—56,300 watts, since August 1st, from the finest transmitter location in the Southwest, atop Mt. Franklin, 1585 feet above downtown El Paso.

This means EVEN BETTER COVERAGE of the Fabulous Southwest. This means EVEN BETTER PICTURES in an enlarged KROD-TV Trading Area. This means that more of the best programs—locally and on the CBS, DuMont and ABC networks will reach an even greater audience.

Naturally you'll sell EVEN more on KROD-TV because you'll reach more prospects.

Planning a TEST Campaign? El Paso is the perfect test market. It's more than 400 miles away from any city of equal size or larger. It is the center of distribution for the Fabulous Southwest.

It's the Nation's largest trade territory with a total population of over half a million. Write us for complete details on our amazing, low-cost testing plan.

RODERICK BROADCASTING CORPORATION
Dorrance D. Roderick  
Chairman of Board  
Val Lawrence  
Pres. & Gen. Mgr.

Dick Watts  
Gen. Sales Manager

Nationally Represented by the
BRANHAM COMPANY

October 26, 1953  
Page 79
what a row of beans can amount to... with wfmy-tv

Rows of canned beans, to be exact...

Pinto beans. One year ago the Mountain View Canning Company took the wise step of advertising its Luck's Pinto Beans on WFMY-TV.

Well sir, a hillbilly band was featured on a weekly 15-minute show — and the fame of Luck's Pinto Beans raced across WFMY-TV's 29 counties with the speed of Jack's Beanstalk.

Last year Mountain View produced about 750 cases of Luck's Pinto Beans a week. This year it's over 5,000 cases a week! Factory space and staff have tripled, and still grocers can't keep a row of these beans on the shelf!

Sales magic like this is nothing new with WFMY-TV. When the people in 29 surrounding counties have $1,500,000,000 to spend... the only TV station tapping all that buying power is bound to be popular with advertisers and viewers!

wfmy-tv

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

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

NETWORKS

RADIO IS MEDIUM OF TRUTH—SARNOFF

RCA-NBC board chairman speaks at luncheon where he received citation for contributions to religion and democracy.

ALONG with churches and synagogues, radio was described last week by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, as the institution that brings truths to the peoples of the world behind and outside the Iron Curtain.

Gen. Sarnoff offered this evaluation Thursday at a luncheon in New York at which he received a citation from the Jewish Theological Seminary of America for his contributions to "religion in all its manifestations, to American democracy and to civilization itself." The citation was presented in commemoration of the tenth anniversary of the Eternal Light radio program (Sunday, 12:30-1 p.m. EST), which is carried as a public service by NBC under the auspices of the seminary.

Gen. Sarnoff acknowledged that his characterization of radio as a carrier of truths, along with churches, was a "startling statement," and he conceded he had not thought of radio in this light until he heard a former Polish diplomat tell of his experiences behind the Iron Curtain. At an American Heritage Foundation dinner in Washington Wednesday night, Gen. Sarnoff said, this man spelled out clearly that the churches and the free radio stations were the only media that could carry the truth to freedom-starved peoples.

"The invisible waves of radio, truly a manifestation of an 'infinite reason,' recognize no national origins or territorial frontiers," Gen. Sarnoff asserted, "nor do they discriminate against race, religion or creed. And no matter how hard the forces of evil try, they cannot control the air waves. Somehow, people who want the truth badly will hear it."

The citation was presented to Gen. Sarnoff by Dr. Louis Finkelstein, chancellor of the seminary, and was read by Edgar J. Nathan Jr., member of the board of directors of the seminary and chairman of the Eternal Light Committee. It read in part:

David Sarnoff, Brigadier General, U. S. Army, chairman of the board, Radio Corp. of America and the National Broadcasting Co., on behalf of the faculties, board of directors and board of overseers of the Jewish Theological Seminary of America, we extend to you and your associates in NBC cordial felicitations at the opening of the tenth year of the 'Eternal Light' radio program. The notable achievements of this instrument for spiritual enlightenment of the whole community are based upon the remarkable teamwork developed between the officers and staff of NBC and their colleagues at the seminary. Your vision has contributed mightily to Judaism as a faith, to religion in all its manifestations, to American democracy and to civilization.

Brief talks were made by Rev. Edwin B. Bruderick, director of radio and television communications for the Archdiocese of New York; Rev. Clayton Griswold, chairman of the board, Broadcasting & Film Commission of the National Council of the Churches of Christ in U.S.A., and Rabbi Simon Kramer, past president of the Synagogue Council of America.

CBS-TV Signs Director Vail

LESTER VAIL, veteran director of stage, radio and TV, has signed a long-term contract with CBS Television, Hubbell Robinson Jr., CBS Television vice president in charge of network programs, announced Thursday. His initial assignment will be to direct Meet Millie, returning to CBS-TV Oct. 31, Sat., 7:30 p.m.
Milwaukee’s New Baby
is no longer an Infant

FROM TODDLER TO MILWAUKEE’S BIG TV STATION IN A FEW SHORT WEEKS

Yes, WCAN-TV Milwaukee’s million-dollar TV baby, changed from diapers to long trousers fast. On the air a week and WCAN-TV was walking right into tens of thousands of Milwaukee homes. NOW, only FIVE WEEKS LATER, WCAN-TV is running high, wide, and handsome all over town, into almost 150,000 homes.

He’s really covering the rich Milwaukee market for canny local advertisers. And WCAN-TV is getting blanket coverage for America’s largest and smartest national advertisers.

So, if you haven’t seen Milwaukee’s newest baby, take a peek now. For even a baby knows that in Milwaukee you’re seen best on Channel 25, WCAN-TV.

CHANNEL 25, MILWAUKEE
REPRESENTED NATIONALLY BY O. L. TAYLOR & CO.  ALEX ROSENMAN, NEW YORK, BUSINESS MANAGER

October 26, 1953
FCG Endorsed by NABET; Covers Production Employes

Film Craftsmen's Guild sets worker classifications. New organization hopes to avoid 'feather-bedding,' prepares invasion of AFL jurisdiction.

JURISDICTION over employees of all types in any kind of motion picture production will be held by the recently organized Film Craftsmen's Guild of the National Association of Broadcast Engineers & Technicians was endorsed by the recent NABET national convention in Buffalo. With only the affiliation terms to be worked out, FCG is preparing for an invasion of the AFL-held motion picture production field.

The constitution, as set up by the fifty-member charter group of Hollywood workers in FCG, encompasses workers in two classifications: Type A covers production of films over two minutes in length made for television release and production of films intended for theatrical release which are budgeted over $50,000 each; Type B covers production of films primarily for training, industrial, government and education purposes, budgeted under $50,000 each and television commercials of less than two minute length.

Established work classifications include director, unit manager, production manager, assistant director, first, second, third and animation cameraman, sound mixer, electrician, carpenter, prop man, art director, picture, sound and tv newsreel editor, script clerk and others.

FCG has been designated, a NABET spokesman pointed out, to eliminate "feather-bedding" by furnishing complete production units to producers, thus necessitating their dealing with only one union.

Officers of the new organization are Donald Henderson, production manager, president; Melvin R. Kells, cameraman and editor, vice-president; John E. Mattias, film editor, secretary, and Marcia Endore, film editor, treasurer. Richard Kaplan, writer-producer and film technician, is membership committee chairman.

Through FCG, NABET is expected to add more video film bargaining contracts to those already in effect in the field in addition to those held for radio station publicists, engineers, transcription clerks, office workers and others.

KFRE to Vote on IBEW

ELECTION to decide if technical employees with to be represented by IBEW has been ordered at KFRE Fresno, Cali., by National Labor Relations Board. The bargaining unit, as specified by NLRB includes technicians as well as employees cutting, processing and spinning records, transcriptions and tapes, with professional and supervisory employees excluded. The station had contended that tv employees should not be included in the unit since the station is merely an applicant. NLRB reached no decision regarding employees who have been operating tv test equipment.

GE DuMont Report Transmitter Shipments

GE shipped transmitters and amplifiers to the following tv stations and grantees last week: 5 kw transmitter to KQDL-TV Kearney, Neb. (ch. 13); 20 kw amplifier and six-bay antenna to WTVN-TV Nashville, Tenn. (ch. 8); 35 kw amplifier to WRGG (TV) Schenectady, N. Y. (ch. 6); 1 kw amplifier to KFSF-TV Fort Smith, Ark. (ch. 22); 12 kw transmitter to KTUV (TV) stocking, Cal. (ch. 30). Also shipped were six-bay antennas to KTVV (TV) Los Angeles (ch. 11); KTVA (TV) Anchorage, Alaska (ch. 11) and WTVJ (TV) Miami (ch. 4). Five-bay antennas were shipped to WTVL-Tulare, Calif. (ch. 27); WJM-R-TV New Orleans (ch. 61); KLPB-TV Oklahoma City (ch. 19), KACY (TV) Festus, Mo. (ch. 14); WKAR-TV East Lansing, Mich. (ch. 60), and WLOU-TV Louisville, Ky. (ch. 41). A foam-bay antenna was shipped to KING-TV Seattle.

GE also announced that new contracts signed last week were as follows: For November delivery, 5 kw transmitter to Ridscon Inc., Superior, Wis. (ch. 6), and WAPA-TV San Juan, P. R. (ch. 4). Signed for delivery of a 12 kw amplifier was WCAN-TV Milwaukee (ch. 25) and for a 12 kw transmitter WTVT (TV) Chatanooga, Tenn. (ch. 59). DuMont announced that it has sold a 25 kw transmitter to Lee Radio Inc., Mason City, Iowa (ch. 3), and that it has shipped a 25 kw transmitter to its owns WDTV (TV) Pittsburgh (ch. 2).

GE Electronics Creates Laboratories Department

CREATION of a Laboratories Department within GE Electronics Division was announced Friday by Dr. W. R. G. Baker, GE vice president and general manager of the division. Brig. Gen. Tom C. Rives (U.S.A.F. Ret.) has been appointed to direct the unit, which will comprise activities of the Electronics Laboratory at Syracuse, N. Y., and the Advanced Electronics Center at Cornell U., Ithaca, N. Y. The new unit will be under the authority of Gen. Rives who has been manager of technical military liaison for GE since 1950.

DuMont Sales Up 26%

NET SALES of Allen B. DuMont Labs. for the first 40 weeks of 1953 were reported last week at $65,996,000, which was said to represent a 26.4% increase over sales of $52,128,000 for the same period in 1952.

Profit before provision for Federal income taxes amounted to $1,910,000 as compared with $718,000 for the corresponding period last year. Net profit after taxes was $935,000 as against $359,000 for the 40-week period in 1952.

RETA's 'Kite and Key'

DEVELOPMENT of the electronics industry from Benjamin Franklin's kite flying days to the present age is depicted in layman's language in a new booklet, The Kite and the Key, which Radio-Electronics-Television Mfrs. Assn. is distributing. Publication was authorized by RETA's board of directors on recommendation of its committees on history and education.

The electronics story takes in radio, tv and then pushes forward from mass communications to modern warfare, medicine and electronics in space. It can be handled as a teaching aid in limited quantities by RETA's headquarters, 777 14th St. N. W., Washington 5, D. C.

Graham Named to Duties Of Electrotechnical Unit

ELECTION of Virgil M. Graham, director of technical relations of Sylvania Electric Products Co., New York, as a vice president and member of the executive committee of the U. S. National Committee of the International Electrotechnical Commission was announced last week by the American Standards Assn., the American parent body of IEC.

IEC is the international standardizing organization in the electrical and electronics field with the objective of promoting the interchangeability of the electrical and electronic equipments of various nations in all countries.

Mr. Graham, who has been active in standardization work in the electrical and electronics field for 30 years, is chairman of the communications and electronics sections of the electrical standards board of the joint electronics and engineering council of the Radio-Electronics-Television Mfrs. Assn. and the National Electrical Mfrs. Assn., and associate director of the RETA engineering department.

Ideco Promotes Irwin

PATRICK IRWIN has been appointed engineering manager for the recently organized film production company, West Coast Theatrical, which plans to produce theatrical releases. Mr. Irwin was formerly an executive of the National Association of Broadcast Engineers & Technicians and will be in charge of the company's technical development.

Mr. Irwin, who joined Ideco in July 1946, was an engineer in the building engineering department prior to his present promotion.

Mr. Irwin

During World War II he served as commanding officer of a tank after attending the Coast Guard Academy at New London, Conn.

Record Sales for Sylvania

RECORD net sales and earnings for Sylvania Electric Products Inc. for the first three months of 1953 were reported Thursday. Sales, at $224,469,087, were 38% over the $162,222,117 for the same period last year; income, at $7,562,941, was 50% over the $5,031,701 for the same period in 1952. Per-share basis on stocks was $2.73 on 2,425,506 common shares outstanding; last year's per-share was $2.18 on 1,867,872.

RCA Gear to WATZ, WTCM

RCA Victor Division's Engineering Products Dept. has shipped new 250 w am transmitters to WATZ Alpena and WTCM Traverse City, both Michigan, and both licensed to Midwestern Broadcasting Co., the department said last week. WATZ is on 1450 kc, WTCM is on 1400 kc.

Gates Ships Three

TRANSMITTERS for one new station, one which is replacing its old unit and one which is increasing power have been shipped by Gates Radio Co., it was announced last week by L. J. Cervone, Gates' general sales manager. In order, they are: a 250 w unit to WMTS Murfreesboro, Tenn.; a 250 w unit to WMJB Brookhaven, Miss., and a 500 w transmitter to WWPF Palatka, Fla.
anyway you survey it...

WREC... is Memphis No. 1 Station

It’s a fact! Hooper, Pulse and Standard Audit & Measurement Survey ALL acclaim WREC as Memphis top radio station. And, it’s a fact advertisers on WREC-600 reach the “better half” of both the rural and metropolitan listeners with a single schedule. Cost?? 10% LESS, per thousand listeners, than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY... Affiliated with CBS Radio—600 KC—5,000 Watts
The United States Steel Corporation announces with pride the first performance of THE UNITED STATES STEEL HOUR—a new TV show designed to bring fine dramatic entertainment into homes across the nation. The stories: new plays written especially for TV and adaptations of famous novels, all with a broad popular appeal. The stars: both established personalities of movies and TV and promising youngsters on their way to the top. Produced by the famous Theatre Guild, THE UNITED STATES STEEL HOUR aims to compel the interest of America's discriminating viewers. The first show is “P.O.W.” and it stars Gary Merrill.

Don't miss it.

9:30 p.m. Alternate Tuesdays
WABC-TV—CHANNEL 7

In other cities, check your local newspapers for station, channel, day and time.
Getting the word at its source

**Listeners Tell Why They Are**

WHY do listeners like radio?

WGAR Cleveland decided to find out by asking the listeners themselves. Accordingly, the station conducted two “I Like Radio Because...” contests—one on Henry Pildner’s show at 5:15 p.m. and the other on Hal Morgan’s classical music program at 10:30 p.m.

The result was 3,000 letters from listeners, with a total of 12,000 reasons why they preferred the aural medium. The information originally was intended to be used as a WGAR guide for future program planning, according to the station, but the tabulation of radio’s appeals has evolved into an effective promotional weapon.

WGAR, which reports it already had suspected that radio’s “lusty 1953 status is based on key assets never adequately documented,” said nearly 48% of the survey responses indicated that people like radio because it is possible for them to do something else while listening.

The key reasons favoring radio, as disclosed by the replies to WGAR, are:

► Because it is a great time saver. ‘People can listen while doing other things.

► Because of its versatility and wide program selection. With several stations available in most areas, there’s always something on radio to fit the mood.

► Because it is the most relaxing form of entertainment. It lightens the most arduous form of work.

► Because it is mobile, moving from room to room and outdoors, wherever people go.

► Because it is effortless, requiring only the twist of a dial for information and entertainment.

► Because it exercises the imagination, providing drama with limitless scenery.

► Because it is timely, presenting last-minute news in relatively unbiased fashion.

► Because it is available anytime, providing ‘round-the-clock news and musical service in most regions.

► Because its freedom of choice represents and helps preserve American freedom and democratic ideals.

WGAR reports it also collected a number of “snappy advertising slogans” from the contests. Examples: “You can only stay in the know, wherever you go, with radio.” “With cost so low and entertainment so high, radio must surely be today’s best buy.” “Radio has first word in news, last word in entertainment.” “Radio enables me to see with my ears while I look at what I’m doing.” “Wherever I go, I take my show, with a portable radio.”

WGAR also tabulated individual preferences of listeners, with popular music first choice among 57% of respondents. Some 49.6% listed drama, comedy and variety as favorite program types. News-casts and commentary rated second behind music on 51% of returns. Other favorite program types were sports, religion, homemaking, discussions, weather and time reports.

The station said it is “hammering away on the all-media promotional front” with the ideas documented through the study, and that WGAR Program Director Reg Merridew is planning drastic format changes to take better advantage of radio’s exclusive qualities.

Best expressing radio’s relation to television, WGAR reported, was this entry:

“I like my radio because of its single sense-appeal sound. Like a good impressionist painter, radio leaves to my own creative mind the pleasurable occupation of completing the picture. I thereby create characters physically appealing to me, settings that fit my fancy, and unite them in emotions befitting the occasion.”

Page 85
A big new bet for radio is the music-loving audience that buys high-fidelity gear

HIGH-FIDELITY (Hi-Fi), a new hobby that has touched off another mass production industry, has many definitions—almost as many definitions as cycles.

They range all the way from just plain "good-listening" and "realism" to "psycho-acoustical sophistication."

The enthusiasms of the hobby's addicts cover just as wide a range. Most of these addicts play their avocation from the depths of living-room sofas as lovers of realistic reproduction of music. At the other extreme are the tinkers whose torrid enthusiasm over the shriek of a clarinet is exceeded only by the searing heat of a nearby soldering iron.

At the living-room end of the hi-fi hobby rests the makings of a new market for manufacturers of electronic and audio devices.

More important to broadcasters is the audience potential—probably the most promising source of new listeners and increased listening that has developed since television started competing for public attention.

Putting it bluntly, hi-fi will greatly improve the broadcaster's product at the point of delivery—the listener's ears.

This relatively new burst of interest in the quality of reproduced sound means that the public wants to enjoy more fully two products of long standing—broadcast signals and phonograph records.

It promises to start, at last, a new era for ears.

It promises, also, to dispel the illusion that lovers of long-hair music are the only people who like good sound from their loudspeakers.

The facts of hi-fi life have been grossly exaggerated and dramatized in recent magazine articles, whose very appearance is a testimonial to the rapid growth of public interest in good listening. Sales of the components that go into custom and hobbyist installations have been estimated as high as $700 million a year at retail, and the number of homes with very good sound systems has been placed at figures soaring upwards to five million.

Wringing out the enthusiasm and sales puffery of hi-fi's ardent protagonists, the actual retail situation looks about like this:

- Sales of component parts to public in 1953—$70 million.
- Sales of phonograph records in 1953—$225 million.
- Sales of all types of radio sets in 1953—$241 million.
- Sales of all types of tv sets in 1953—$1,377 million.

That's the 1953 equipment situation, based on best available information from Radio-Electronics-Tv Mfrs. Assn., RCA and other sources. A rather small share of radio and tv production can be described as hi-fi.

Now, how about 1954, assuming entrance of hi-fi into the mass production phase brings the public response anticipated by major manufacturers? Here is an educated guess, based on the same sources:

- Sales of component parts and hi-fi radio-phonograph assemblies—$200 to $300 million, depending on how fast the mass-produced stuff catches fire.
- That goal be attained, there will be at least five times as many homes with very good sound systems at the end of 1954 as there are today. RCA Victor, which has been working hard for some months on the hi-fi problem, hopes the total may be 10 times the 1953 figure.

That raises the question nobody can answer: How many homes are equipped with sound devices that will turn out good reproduction?

RETMA has been trying for months to set up a statistical system for hi-fi, but thus far hasn't been able to get its manufacturing members to agree on definitions of minimum standards.

If one out of 25 radio homes of the estimated 43 million has high-quality sound, the hi-fi audience could be estimated at 1.7 million homes. Some of hi-fi's best friends, however, place it at around a million.

The surest sign that hi-fi has emerged from the fad phase to enter the mass market is found in the sudden activity at RCA Victor, Philco, Admiral, General Electric and other major manufacturers.

These companies have been scanning the reports of their statisticians and engineers. They see in hi-fi a new business opportunity. That's why their recent advertising has started to emphasize the ability of their radios, phonographs and tv sets to supply high-quality sound.

Mass production for a mass market will be reflected soon in much more intensive advertising—and intensive advertising has been responsible for nearly every industrial success story in the nation's history.

Those who have been crystal-balling hi-fi's future believe that one out of every four or five homes is a good prospect for good sound equipment.

The big electronic manufacturers contend that hi-fi can attain mass proportions only if it can be supplied in a ready-made package that can be fit into the living room as easily as a television set. A compromise is found in the lines of most manufacturers, mass and custom. These firms now supply speakers, amplifiers, pickups, turntables and other gear in flexible assortments that can be assembled with a screwdriver, to suit the buyer's taste and pocketbook.

For the fussy there are combinations that cost up to $1,000, and on up some more, if desired. Then there are modest starter outfits that can be put together for $100.

Some of the consumer advertising for this
equipment is really luscious. For instance: "silky smooth"; "hemispheric sound"; "gratify your wish for excellence"; "incomparable"; "golden matched"; "concert hall realism."

An excursion into the salubrious semantics of hi-fi promoters will leave the non-technical customer in a temporary tizzy but after a few hours of study the situation starts to clear up and he'll be tossing off such terms as "tweeter" and "woofer" with the abandon of a veteran (see glossary, page 88).

Right inside the broadcasting industry rages a hi-fi argument that's good for heated debate any time am and fm executives get together.

The fm-only operator is likely to insist that wide-range sound with a high degree of fidelity is unobtainable on am. The fm proponent will argue unto death that if it isn't flat to 15,000 cycles it isn't hi-fi. Raymond S. Green, who runs WFLN (FM) Philadelphia, contends that if it isn't fm, it isn't hi-fi broadcasting.

On the other hand, Elliott M. Sanger, operating WQXR-AM-FM New York and one of the first of the good-music broadcasters, contends his am stations audio signal is flat to 8,000 cycles, and falls off 5 db at 15,000 cycles. This, he contends, satisfies most of the music lovers, so long as harmonic distortion is avoided.

Another good-music operator who has both am and fm, Robert Rogers of WGMS-AM-FM Washington, D. C., points out that an am station can be flat to 10,000 cycles and that the transmitter can be modulated to 15,000 cycles if side-band splatter doesn't clash with stations on adjacent channels. In an area four or five miles around the transmitter, he added, am can be as good as fm depending on static and other interference.

Frank H. McIntosh, consulting engineer and developer of high-rated amplifier circuits, says am stations can easily adapt their equipment to compare favorably with fm both as to distortion and signal-to-noise ratio close-in to the station. He explains that am modulators are available that will effect an on-the-air distortion, both harmonic and intermodulation, of less than 1% from 20 to 20,000 cycles.

Pickups, pre-amplifiers and main amplifiers, he adds, will perform at less than 0.5% distortion "and in fact will compare as above stated with fm in all respects except from background and noise-rejection standpoints." He said all weak links such as poor microphones and poor recordings must be eliminated.

Hi-Fi Broadcasting

To obtain high-fidelity, according to Mr. McIntosh, the broadcast station (am particularly) needs a new modulator, recheck and analysis of the audio channel from microphone and pickup head out. For the fm station, there should be a re-check of noise and distortion characteristic of transmitter (which ordinarily should be well below 1%), plus a check of the audio channel right from the microphone and pickup.

He says the theory that the ear could not appreciate less than 4% to 5% distortion is no longer subscribed to by experienced engineers since tests show people can detect a change in distortion of 0.5% or less.

Mr. McIntosh stresses the importance of record pickups that will play without slowing off the high-frequency waveforms.

Any time two people try to define the term "high-fidelity" and the more popular "hi-fi" the results are likely to be diversified if not confusing. The purist thinks in terms of a perfectly true signal from 30 to 15,000 cycles whereas the more practical manufacturer, thinking in terms of volume markets, is willing to settle for maybe 60 to 10,000 cycles and throw in a latitude of plus or minus 8 db—a tolerance whose mere mention is likely to rip asunder the sensitive ear drums of the purist.

Everett L. Dillard, operator of WASH (FM) Washington, who has helped nurse fm through what he confidently believes are its worst years, defines hi-fi this way: "low harmonic distortion in transmission and reception, wide audio-frequency band width and low noise level." Getting less technical, he paraphrases it this way: "realism in reception or feeling of presence."

Harry F. Olson, of RCA Labs., offers this simple definition for the layman; "sound reproduction in which characteristics of the original are reproduced with realism and naturalness."

Manufacturers have been disagreeing for years on what constitutes high-fidelity and some of the claims actually are of no help to the buyer who knows what he wants. With the skyrocketing of hi-fi popularity in the last two years they have been trying, through RETMA, to reduce this technical jargon to some form of uniformity so people would be able to buy intelligently.

Unfortunately the joint effort by equipment makers to agree on standards and definitions as well as a hi-fi seal has run afoul of intra-industry feuding. A set of definitions was nearing the final stages a fortnight ago under a subcommittee headed by F. M. Saymore of Stromberg-Carlson. This RETMA-sponsored movement was set back months when the small component makers staged an anti-big-fellows debate. They charged that a set of minimum standards would ruin the terms hi-fi and high-fidelity because everyone would cut down to the minimum.

The large production-line companies argue that phony advertising claims of high-fidelity for obviously inferior stuff will spoil

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These terms, now backed by years of prestige and promotion. They note that the small custom firms still can make superior gear far above the minimum standards and attract the big spenders.

Last Oct. 15 Mr. Slaymores subcommittee threw up its hands and an impasse has been reached while a new subcommittee is named to study what action should be taken towards adoption of a code of advertising practices [B&T, Oct. 19].

Had the small vs. big factories feud not developed, RETMA might have been able to insert the advertising code into the Fair Practice Code soon to be adopted for the whole set manufacturing industry under Federal Trade Commission sponsorship.

So the manufacturers find themselves unable to adopt a seal that would prevent sale of inferior goods under a hi-fi banner. With possibility that hi-fi advertising abuses continue there may be need for an entirely new set of terms. RETMA's board may solve the problem at its November meeting.

Hi-fi's peculiar value to broadcasters lies in the fact that all but the tinkering faddists are interested in music—classical, semiserial and popular. Even the tinkers are music lovers, spending much more time listening than gadgeteering.

Good Music Fans Stations specializing in the more enduring forms of music have found that one out of ten radio listeners likes classical selections of the operatic, symphonic and concert type. They figure that 3½ million families are regular listeners to good musical broadcasts.

This figure is steadily increasing, sparked by the fast-expanding supply of good-music programming on fm and the astonishing improvement in the quality of phonograph records.

Good Music Broadcasters Inc., a 14-station group stretching across the nation, claims it regularly serves 1½ million homes, and its list does not include many of the major cities. Another 22 stations want to join the group, which sells time on any segment or all of the stations.

GMBI has such national sponsors as John Middleton tobacco, Omega watch, Swiss Knight cheese, Air France, French government tourist office, Atlantic Monthly, Scandinavian air lines and Macmillan books.

The spread of hi-fi already has doubled the audience of some music stations. This audience, contrary to popular conception, is not limited to retired professors of philosophy and dreamy students. It is not limited to the contrary—a cosmopolitan group of lawyers, bricklayers, mechanics, doctors, housewives, high school kids, ministers, clerks, reporters, chemists and assorted others.

At the same time it is above average in that 55% are college-educated and 50% own their homes.

Even if it were confined to lovers of long-hair music, GMGI recalls that 30 million people attend concerts in a year compared to the 45 million who see ball games.

It reminds, too, that good-music listeners listen an average of three hours a day and 20 hours a week, with a majority in the 32-50-year-old bracket.

WQXR-AM-FM New York feeds an extensive northeastern hookup with its hi-fi musical service, most of the stations taking the fm signal out of the air and supplying fm service to their listeners. Starting out in the 30s as W2XO on 1560 kc with wide band service, John V. L. Hogan and Elliott M. Sanger pioneered serious music programming. The New York Times bought WQXR in 1944.

The two WQXR signals are now broadcast on a "binural" or two-channel basis so that persons who want all possible realism can feed an am set in one corner of a room and an fm set in the other. WQXR now claims a half-million families as regular listeners in the New York area, and estimates 40% of New York's 3½ million homes have fm receivers.

Operating in the Northeast is another regional hookup, Rural Radio Network, aiming originally at the farm populace of New York State. It grew out of a cooperative effort by 10 farm organizations, starting with six stations in 1948 and now comprising a 13-station fm network feeding specific programs to a 16-station am network.

Donald K. deNeuf, RRN general manager, said the network has an agreement with WQXR, carrying 10 hours a day of WQXR programming from New York. RRN's own audience, he said, runs around 128,000 families. Its list of advertisers has included such national firms as Allis-Chalmers, Aluminum Corp. of America, Amana, Avco, Ball Bros., Beech-Nut, General Electric, Simon & Schuster, United Fruit and Zenith, to mention a few.

Continental hi-fi network, with WASH (FM) Washington as key, feeds a 15,000-cycle intercity high-fidelity line with musical programming. Symphonic programs, concerts and service band music are fed over the line to WKFN (FM) Philadelphia, KEZXXC Alpine, N. J. (Maj. Armstrong's fm station) and WQXR (FM) New York, WMBI (FM) Boston (educational). Programming averages three hours an evening. WCIR (FM) and WGMG Washington are cooperating with WASH in supplying live concert material to Continental.

WFLN (FM) Philadelphia started hi-fi music of the serious type in 1949. Growth of interest in means of having fm music, said, by audience expansion from 50,000 homes in 1950 to 125,000 in 1952 and 270,000 in 1953.

Similar stories of growth are told by WGMS; Jean Putnam of WCFM (FM) Washington; Steven A. Cisler, KEAR (FM) San Francisco; Robert Rogers, WGMG (FM) Evanston, Ill., and many others.

Robert Rogers, with both am and fm at WGMS (call letters stands for "good music station"), argues that stations can't live on long-hairs alone. Programming of the stations ranges from Burl Ives and show music to symphonic. He found that a number of young people to the charms of better music broadcast with fidelity is bringing results, he said.

Hi-Fi Advertising He observes that retailers, distributors and manufacturers of hi-fi radio and phonograph gear are finding hi-fi stations an excellent way of reaching their best prospects. C. Leslie Golliday, of WEPM-AM-FM Martinsburg, W. Va., says the expansion of the hi-fi hobby means "more listeners, and all radio station operators should be highly interested in anything which means more dials tuned to their frequency. Perhaps in high-fidelity we have the salvation of fm broadcasting and at the same time something which can offer television stiff competition. Above all, high-fidelity enthusiasts are concerned with listening."

One way of measuring interest in good-music stations is to note the number of listeners who pay for their best prospects.

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KBS Is A Market By Itself . . . 53 Million Strong!

Investigation proves that the voice of HOMETOWN AND RURAL AMERICA gets through to a vast multi-million market that richly rewards advertisers. And KEYSTONE goes a step farther . . . puts "muscles" in your merchandising with a consistent pattern of localizing your message . . . adding the warmth and sincerity of local flavor in each and every area.

Here is an amazing but true story of merchandising "beyond the call of duty" that has paid off for others . . . can pay off handsomely for you. Here is a rich market that can be reached effectively and economically by KEYSTONE—and only by KEYSTONE.
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American Research Bureau, Inc. study determined that each paid copy of Broadcasting-Telecasting is read by 4.68 persons per week. Broadcasting-Telecasting’s paid print order is 16,230.
broadcasting—the competition of phonograph records.

Every person who buys a good record-player is a good prospect for an fm or fm-am tuner, if the outfit lacks this basic item. And every person who has this quality equipment, including tuner, is a good prospect for the broadcast station that has good engineering and musical programming.

It narrows down to competition between broadcasters and purveyors of phonograph records for the ears of hi-fi owners.

Milton Sleeper, publisher of High Fidelity magazine, reminds broadcasters that record manufacturers with their greatly improved product are stealing millions of listening hours from radio shows.

To win listeners, he continues, broadcasters should use 15,000-cycle network lines and improve the quality of their programming and engineering. Nearly all hi-fi installations include an fm tuner, according to Mr. Sleeper, and they're crying for more and better musical programming. Incidentally, he notes, not all stations programming music turn out music suitable signals.

Aiming at the much larger segment of the public that isn’t long hair but likes instrumental music of the semi-classical and standard type is WWDC-FM Washington, managed by Ben Strouse, NARTB board member and one of fm’s fighting'est proponents. WWDC-FM takes the air at 7 a.m. and shuts up shop at 2 a.m., carrying an entirely different set of programs from its standard broadcast brother, WWDC.

Audience Reaction

Mr. Strouse wondered recently what his fm audience thought of the service and put on several announcements explaining that the station was contemplating duplicating am programming part of the time. Within a week he had 3,005 letters of protest from professional men, college students, housewives, office workers and the wife of a Senator whose name figured prominently in the 1952 campaign.

That convinced him. WWDC-FM is doing better than ever, much better. It has a score of sponsors, including several hi-fi firms and eight proprietary accounts. A subsidiary, Tempo Inc., feeds WWDC-FM’s music, purged of plugs, to 200 banks, stores and restaurants. In addition the station has a tieup with Peoples Drug Stores and is installing speakers in 78 of the chain’s outlets. The “Drugcasting” service carries only the drug commercials.

WITH-FM Baltimore has one of good music’s most spectacular contracts, an all-day Sunday program bought by May Co., one of the city’s major department stores. The 52-week contracted series started in June and involves $20,000 in time costs. Music is picked off the air from WGBS.

These are some of the stations that have been pioneering fm and/or good music. Some have had their hungry moods; some are doing nicely. All have suffered the trials of the ground-breaker but now they are getting results. As to the future, they’re full of confidence—especially when they watch the public interest in hi-fi equipment.

John H. Smith Jr., NARTB fm manager, contends the hi-fi surge “gives fm stations the best opportunity they have had in a long time.” It’s his view that parts and set manufacturers along with the recording industry, music stores and radio dealers, “are creating a promotional climate for the fm station.” He adds, “The tendency of the average listener is to seek through radio a form of entertainment that television does not provide in such quantity.”

Tv, incidentally, has been educating the public to the lack of interference and static in its fm-delivered sound signals.

Mechanical reproduction of sound started in the late 70s when Thomas Edison first turned out a few recorded squeaks. The phonograph industry developed slowly, soon becoming a contest between the Edison cylinders and Victor discs. Eventually the disc won because of longer performance and easier handling.

Electronic recording came in the mid-20s when Brunswick put out its costly Panatrope. Quickly the industry converted to electronic techniques, a stimulus that was soon reflected in public appreciation.

Unfortunately, recording techniques just about stood still until World War II brought a shortage of the shellac coating used on records and transcriptions. Plastics were gradually adopted for transcriptions despite difficulty of processing. They gave quieter surfaces and permitted high-fidelity recording.

In 1944 the British started to feature high-fidelity records and American industry followed the pattern. With introduction of the General Electric magnetic cartridge in 1947, Columbia long-playing discs and RCA’s 45 version, the phonograph industry finally was able to deliver to the public a reproduction that bore good resemblance to the original. Diamond needles, light-weight tone arms and tape-recording methods were adopted and now the hi-fi hobbyist can obtain well-recorded music from discs and tapes, as well as from stations that feature live and recorded programming delivered with a well-engineered signal.

Interest in music, given its greatest stimulus by radio in three decades of development, is constantly increasing. Even the pop music fans are discovering that hi-fi gives them practically all the rhythms, basses and trebles supplied by the instrumentalists and vocalists. Schools are building record libraries and putting in hi-fi equipment. A Society of Music Enthusiasts has been formed with chapters in every state and many foreign countries. It has a regular program on WNBC New York.

Columbia Records has its 360, plus an XD unit for three-dimensional sound. RCA offers intermatched hi-fi units and assemblies with some 200 combinations. Philco has its Phonorama, Hoffman its trio-phonics.

Binaural, or dual-channel reproducing systems are reaching a commercial basis and double-grooved records are available for around $5. Hi-fi expositions are taking place in major cities everywhere.

So what does hi-fi mean to the broadcast?

Its industrial boosters, who think in terms of production and selling, dream of 9 or 10 million hi-fi homes in the next five years . . . and that’s a good omen for fm, too.

Optimistic, perhaps, but they have found that people who first hear top-quality sound reproduction are highly impressed. They have found, too, that people who have good sound available simply won’t condone the tinny tone of a cheap table radio—and there are millions of cheap fm sets, too. They have found that people with good equipment use it a lot.

It looks as though 1954 will be a good year for ears.
Is Television Already in a Rut?

By Louis N. Brockway

IT SEEMS to me that television commercials show a greater range of quality—from a high degree of excellence to a low degree of inferiority—than you will find in a printed form. Some of the better ones—and there are many of them—show great ingenuity and daring, as fine examples of imaginative advertising as can be found anywhere.

Is the reason for the wide range in television the fact that we do not yet have an array of facts and figures to guide us in the construction and execution of television commercials? As information about the subject grows and replaces intuition and hunch, will commercials achieve an average of mediocrity?

I hope not because the excitement and newness of television has stimulated some fine creative work which should not be inhibited by too much knowledge—knowledge not wisdom—about the subject.

The vehicle which carries our advertisements, the show, is far ahead of the commercials in going down the road that becomes a rut. And the reason is not hard to find. It appears weekly, bi-weekly, or monthly depending on what rating service you take.

We know, according to ratings, that a comedy show is the most popular type of show. But good comedians are hard to come by and they are susceptible to all kinds of trouble, even bishops.

We know that dramatic shows, as a class, are the safest. They are likely to get a good steady rating and be more durable than comedy shows.

So, by a not-to-difficult-to-follow process of reasoning, we develop a hybrid, the situation comedy, a comedian starring in a dramatic vehicle. And situation comedies break out like a rash all over the television screens.

Ratings indicate that mystery shows, as a group, have the lowest cost per thousand. So the advertiser with only a million or two to spend—a limited tv budget—finds himself with a mystery, perhaps in more ways than one.

Now I am not unaware of the practical problems besetting the agency and client going into tv. Moreover, I live in a glass office and have no desire to start a rock-throwing contest.

I submit, however, for serious consideration, the opportunity for creative effort in television and the responsibility of management to encourage it.

Mr. Brockway has been executive vice president of Young & Rubicam since 1943 and with the agency since 1930.

Page 94 • October 26, 1953

By Richard de Rochemont

I HAVE been in and about television long enough to realize that there is a job to be done, and to be done very quickly, if television is to become as effective a medium and as potent a force in American culture as its technological excellence, and what I can only call its miraculous quality, entitles it to be.

In my opinion, the gap between the promise and the fulfillment is not being closed up by the networks, nor by the packagers, nor by Hollywood. If television is to be all that it should be, and all that we want it to be, the job is very squarely up to the advertising agencies and the talents, services and experience which they are best able to mobilize.

That, in brief, is all I am going to say, though it will take more words for me to say it.

My own background, as you may know, has been primarily in motion pictures and, at a time when much of television is being made on film and many shows are being put together by film-makers in Hollywood and elsewhere, I think the moment is propitious for some re-examination of the two media, as to the audience psychology of each, the purposes of each industry and the factors for change which exist in each of them.

In the first place, as has been repeated to us endlessly, the movies reach a crowd, a mass audience in a place of public assemblage. The average motion picture audience, in spite of popcorn and the cranking cellophane bags, has very little to distract it from the picture in front of it. It sits in a darkened room with very little possibility of wandering about, doing and thinking of other things.

The television audience, on the other hand, is, for the most part, subjected to all the distractions of home and the family. The phone can ring, the soup can boil over, the baby can get into trouble and, in general, attention is at a very low intensity compared to that of the motion picture audience.

This basic difference in the psychological attitude of the two audiences would seem to me to indicate that these are, in spite of certain superficial points of resemblance, two different audiences in the same way that a group of people who go to church is quite a different audience from the same people when they go to a ball game. This question of the television audience has to be thought through very carefully, with as much attention as the motion picture people ever gave to theirs, and, since the volume of entertainment offered and the hours of attention (Continued on page 96)

Mr. de Rochemont, a vice president of J. Walter Thompson Co., is a former producer of March of Time.
GET COMPLETE INFORMATION ON PHILCO BROADCAST PRODUCTS

- Television Studio Equipment
- Television Microwave Equipment
- Communications Microwave Equipment

Write Department BT for full details—Today!

PHILCO CORPORATION
GOVERNMENT & INDUSTRIAL DIVISION, PHILADELPHIA 44, PA.
De Rochemont on TV

(Continued from page 94)

demanded are much greater, with even more ingenuity, and primarily without prejudices of any kind.

The purposes also are different. Primarily the motion picture showman wants an audience that will pay at the box office. As in certain other entertainment establishments, people pay on the way in, not on the way out. Perhaps, if they paid on the way out, they would not pay at all.

Television, on the other hand, has what is, for practical purposes, a non-paying audience. If they pay at all, they pay on the way out, if and after they have been satisfied and when their curiosity, interest or emotional need has been reasonably rewarded.

In this connection I think we could all agree that the end to be achieved is not simply to have an audience, but to make sure that this audience, having been well pleased, pauses voluntarily at the box office, which may be the supermarket or the automobile agency, and makes its contribution gladly and without rancor. I do not mean to say that audience ratings do not have their place, as a current guide to the perpetual question “Is anybody listening?” but that we have to go beyond ratings to results, which in the case of television means sales of products and services.

The evolutionary factors are something not to be ignored either in the motion picture or in television. The motion picture has finally had its rigidity shattered, largely by the competition of television. Today the producers of motion pictures have had to revise their thinking and reach out for such devices as 3-D, wide screen, greater use of color, etc. They are doing this in a struggle for survival, but, if they show the same capacity for readjustments which they have shown in the past, I, for one, am far from predicting the end of the motion picture theatre or of the great studio.

Are Arteries Hardening?

Television, much younger, is showing some of the early symptoms of hardening of the arteries. Too many shows repeat slavishly the formulas of other shows. Programming tends to fall into rigid patterns and, although these things have not proceeded far enough to be disastrous, they do seem to indicate a trend and one which is not a very happy one.

With all due respect for the great men of the motion picture business, the great exhibitors and showmen and for television’s own showmen, it is evident that the showmen’s view of television is by no means a complete one. Your showman, for instance, has very little idea of the role of television as an agent in mass distribution. He has great difficulty in accepting an idea such as that of the commercial, which he is still inclined to regard with some horror, having become a real social force in our American culture. An example of this is the way children have reacted to the music and jingles of some of the more attractive commercials.

Your showman also has difficulty in understanding what I call “the box office in escrow,” that is, the idea of people who pay after thinking it over, after they have been away from the show for a week or more, instead of paying just before they see Little Egypt do her dance and having no recourse afterwards.

By and large, television has set up new ground rules and made it evident that the showman’s vaunted intuition is, for the most part, bankrupt. There may be other things in television that also appear bankrupt, or close to it, but what I mean by my last remark is that no longer can a producer produce a sudden good idea for one show, as has been the case from time to time in Hollywood, and without study or examination of his market run the idea into millions of dollars. This television is evidently a business where things have to be thought out in advance and where the ingenious improvisation cannot be made to stand up for 26, 39 or 52 weeks. This is not a business for Barnums.

Perhaps I am being a little severe, or exaggerating, when I say that television is not a showman’s business. What I mean is that there is more to it than selling tickets.

Mistakes Are Easy

In another sense, it is not entirely a businessman’s business, and from time to time we are reminded how men whose judgment, in industry, seems almost infallible can make fantastic mistakes about tv.

I am not concerned with those errors due to simple ignorance or inexperience. If they had the right agency these mistakes would be corrected and avoided, we presume. What worries me, and surely some of you, is whether they have a clear concept of how television should operate, and the various roles to be played by network, producer, agency and client.

What are the limits of responsibility? Can they be defined? Is the network the custodian of all tv responsibility? Is the packager competent to assume the editorial role?

On the other hand, is the sponsor, our client, a publisher? Is he qualified, and is he willing, to take on such a grave cultural and social responsibility on his own as the production of a tv series, or a group of shows, requires him to assume? Obviously, some sponsors are. But should they, all alone? Does high competence as a business man imply this required kind of social vision? It doesn’t mean anything obscure or double-domed when I talk about social vision. All I mean is the ability to see our country and the audience clearly, and in not one, but many of its relationships. For instance, the audience. What do we mean? We are all consumers, and to some degree we all consume the same things, and in vast quantities. This is the source of America’s power, more than its power to produce, perhaps.

But as we tend to divide into separate, smaller consumer groups when we progress beyond the food and soup level of consumption, so does our audience divide, and divide almost infinitely into distinct preference groups.

Network television at its most banal seems to recognize few distinctions, beyond simple ones such as night and day, male and...
female, young and old, indoor and outdoor. But I am sure that if we could achieve the variety in television production, program- ming and distribution which exists among publications, we would be able to reach these many audiences which are asking for the chance to enjoy, and be satisfied by, what is definitely the technological wonder of our age, television at its best.

In too many tv tubes is dark most of the time and too many members of the American community, who have been attracted by the miracle, have been driven away from it in boredom, or despair of ever finding it in what they need and can enjoy.

In my opinion, it is up to the advertising agencies to do something about this. They have the talents and the general experience in communications and they enjoy the valuable advantage of impartiality. They are not networks or stations, centers of wires and electronic impulses. They are not producers, selling primarily their particular brand of entertainment and with little interest in the other kinds.

If we could see television not as one medium, comparable to a vast picture maga- zine bought by everybody, where the only competition is for readership of articles and for ad position near the most-read pieces, but as a whole constellation of media, we might be nearer to the solution of tele- vision’s dilemma and a fuller understanding of what the agency can do.

Remembering, as I feel sure you do, that the aim is not simply audience, but the satisfied, grateful audience, the clients’ own audience, you can see why the agency must be watchful, aggressive, creative and discriminating and not let the client be stumped in his choice of programs. of time, or for that matter of the medium itself.

The agency with a reasonable cross-section of accounts is in an excellent position to exert a powerful influence on the future of television.

Let me hark back to the history of motion pictures. At first there were silent images, lacking the dimension of sound, much as radio lacked the dimension of the image. Yet these two means of communication, silent films and radio, won themselves huge audiences, incomplete as they proved to be. Sound came to the movies, not so long ago, only 25 years ago, and a new surge of life and profit came over the industry, reaching its peak in post-war 1947. Then something happened and it wasn’t all tele- vision. The movies discovered they had lost their audience of people over 30. These older people had come, by and large, to the conclusion that the pictures had nothing more to offer them. They just stayed away.

They didn’t burn down the picture houses and didn’t stop the kids from attending. But there were vacant seats, as there are today many darkened tv tubes, and the re- sults were disastrous. To avoid anything like the disaster which hit the movies, let us, who work for and with the agencies, exert our best efforts at every level to make sure that television has something for everybody, as far as is possible. Let’s have great regular shows, lots of them, but let’s also have programs of special interest to special groups and find a way to get them to these groups efficiently and economically.

We will need the support of all kinds of people if our industry is to prosper and we are going to have to earn that support. Of course, we will have to get behind all kinds of public service programs and real ones. But over and above that we should remember that there are whole sections of our nation asking for bread and still getting a stone.

As technicians in the molding of public opinion and public taste, we cannot afford to lose touch with those elements of the public who themselves, in their spheres, also create, shape and sanction public taste.
How radio and television gave Toni Co. a big hand in a national promotion campaign to make co-eds conscious of home permanents.

Toni Goes To College

IF YOU'RE an advertiser and want to crown your own beauty queen, your best promotion bet may be a nearby television or radio station.

In fact, the local station may step in where a broadcast critic might fear to tread, when it comes to scanning beauty.

At least, the Toni Co. is sold on the promotional value of the broadcast media, on the basis of a four-month campaign to crown a queen for its Prom Home Permanents. Radio-tv coverage was nothing short of comprehensive, according to the Prom division of the Gillette Co.

And when Marjorie Hightower, a 21-year-old, winsome lass from Dallas went out to California, the winner among eight regional finalists, Cascade Pictures tested her, not alone for the screen but television as well.

The Prom contest was a full-blown effort involving the participation of Toni's public relations office and counsel, as well as its radio-tv department. The contest was extensively promoted on its network shows and by individual stations.

College Round-Up

Last April, Toni sent letters to 1,825 U. S. and 250 Canadian colleges, announcing the contest and enclosing entry blanks. Local stations joined the effort by conducting their own contests, in some instances, and by arranging personal appearances.

Eight regional winners were chosen early in June, with more radio and tv publicity in their respective home towns. Toni phoned program directors of tv stations in areas where they lived and lined up guest appearances. Where there were no tv outlets, radio stations were called. The judging and coronation were held in Chicago June 13.

As an example of pre-regional competition, KTBC-TV Austin held its own Prom contest, selecting a U. of Texas coed to enter the national contest. But this was as nothing compared to prominence given the event by stations, once Miss Hightower was chosen. Toni successfully combined radio-tv with a beauty contest gimmick not exactly new.

For the coronation, NBC-TV photographed her for its Camel Caravan. Fox Movietone tv newsmetal and WGN-TV Chicago also gave it a good play.

The Prom Queen made eight radio and tv appearances while in Chicago and continued to shine along radio-tv row, back to Dallas, and out to Hollywood. The Chicago stints: Jack Eigen's Chez Paree show on WMAQ June 13; Danny O'Neill's program on WBKB (TV) June 15; Mr. Eigen's tv show on WBKB June 15; Mr. O'Neill's Chicago at Night June 15; Hi Ladies on WGN-TV June 16, and Shopping with O'Reilly on WBBM-TV June 16.

Back in Dallas, she was a guest on Julie Benell's tv show.

The Hollywood trek had all the ingredients of a high-powered campaign once the exclusive domain of the motion picture industry. The trip, as well as tv and film tests, were her prizes. She was accompanied by Walter Hiller, Toni's radio-tv director, and Eleene Oberling, the firm's beauty-fashion director.

Leo Burnett Co., which handles the Prom account, went into high gear, cooperating with Toni brass to get Miss Hightower on its sponsored West Coast radio and tv shows: Place the Face on NBC-TV (which shifted to CBS-TV Aug. 27), Wizard of Odds on CBS and Family Skeleton on CBS.

Additionally, Miss Marjorie guested on the Al Jarvis show (ABC-TV), Ed McGlroy program (NBC-TV) and Meet the Missus on the CBS Pacific Coast Radio Network.

Once in Hollywood (last June 28), Miss Hightower got the full treatment for Cascade Pictures of California, which makes film for all Toni products and other clients (Halmark cards, Kellogg cereals, Carnation milk, Oldsmobile).

The tv tests occupied the better part of two days at Cascade, located on the Hal Roach studio lot in Culver City. The test is being screened for all of Cascade's clients.

Miss Marjorie was on the go every minute. On July 2, she was a guest on the initial Place the Face tv show sponsored by Prom.

The four-month contest was handled by Robert Peck, Toni's public relations director, with assistance from Daniel J. Edelman & Assoc., public relations counsel for Toni, and Mr. Hiller.

Only college queens were eligible for the contest, with selections based on charm, poise, appearance, artistic talents, scholastic record and campus activities. Finalists came from various geographical locations of the country, each receiving an all-expense paid weekend July 13-14 at the Ambassador East Hotel in Chicago before the finalist was chosen and given a $100 U. S. Saving Bond.

A similar contest was held in Canada, with Merne Perry winning out. She was a guest on two CFCF Montreal radio shows.

Among the judges were H. Leslie Aftass Sr., vice president of CBS Central Division, and Wendell Kling of Kling Studios Inc.
Yes, Miss . . . everything needed to put your station on the air and keep it there — one source, one responsibility . . . a comprehensive service developed through more than 25 years of Graybar experience in supplying the broadcasting industry. Via Graybar you can select complete TV and AM equipment installations from among the nation's most outstanding product lines — dependable, precision-engineered items all broadcasters know and respect.

You get the planning help of capable Graybar Broadcast Equipment Representatives — expert advice on the selection, operation, and maintenance of your facilities . . . plus, if you desire, a complete packaged proposal covering all of the electronic equipment items you require.

For your TV or AM requirements, call Graybar first — it's the best way to get everything electrical for your station when and where you need it. Graybar Electric Co., Inc. Executive Offices: Graybar Building, 420 Lexington Ave., New York 17, New York
Another "Scotch" Brand Development!
First in the industry...

2$^{1/4}$-inch HUB!

- Stops Tape Spillage
- Minimizes Timing Errors

Exclusive design of this first truly functional large hub reel accommodates standard lengths of all magnetic tapes regardless of date of manufacture... stops tape spillage on take-up reels... minimizes timing errors. Get it today from your electronic parts distributor.

It's the "SCOTCH" Brand "V" SLOT 7" PLASTIC REEL

- "V" SLOT offers easiest, quickest threading device available
- WIDE SPOKES give extra rigidity, true balance
- TAPERED FLANGES eliminate frayed tape edges
- COSTS NO MORE than ordinary reels

SCOTCH Magnetic Tape


EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar

the finest tape recorders for broadcast use

For uses where utmost reliability, "perfect" fidelity and accuracy of timing are of prime importance, Ampex Tape Recorders are universally preferred. America's four major broadcasting networks, the country's leading phonograph record manufacturers and various important musical organizations are among those whose usage has established Ampex as the world's standard of excellence in sound recording.

SERIES 300
These, the finest of the Ampex line, are the machines used where speaking or musical performances justify the best recordings it is possible to make. Because of their supreme reliability, the 300 Series machines are used by major radio networks to originate, delay and rebroadcast important radio shows. Record manufacturers use the Series 300 for master recordings because of their high signal-to-noise ratio and low flutter and wow.

SERIES 350
Newest of Ampex's general purpose audio recorders, the 350 has a 30° slant on the top-plate. This puts reels, editing knobs and all controls within easier reach of the operator. Tape editing is faster and less tedious. A three motor tape transport (also used on the higher priced Model 300) provides excellent tape control and utmost reliability of operation. The Series 350 is unusually accessible for servicing.

SERIES 400
The Series 400 was the first tape recorder to bring the Ampex standard of performance within reach of smaller radio stations, schools, conservatories, high fidelity enthusiasts and semi-professional users. The 400 Series portables are the lightest of the Ampex models and consequently the best suited for professional quality recordings on location.

MODEL 450
For background music, automatic broadcasting and TV test patterns, the Model 450 Continuous Tape Reproducer provides up to 8 hours of continuous unpeated program. The Model 450 uses 14-inch NARTB reels with double track pre-recorded tapes. Starting, stopping, reversing and program repeating are controlled automatically with no attention from a standby operator.

TAPE DUPLICATOR
Designed to make duplicate tapes at minimum labor cost, the Ampex Tape Duplicator makes from 1 to 10" duplicates simultaneously and employs a time-saving speedup. Double track tapes are made in one pass. Fidelity is high (see specifications). Duplicates of any standard tape speed can be made from masters of any standard speed.

*User has the option of buying from 1 to 10 slaves to operate from one master unit.

Write for further information to Dept 1498-D

AMPEx CORPORATION
934 Charter Street • Redwood City, California
Branch offices: New York, Chicago, Atlanta, San Francisco and College Park, Maryland (Washington, D. C. area)
Pays for itself quickly with AM and FM operating costs saved

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TRANSMITTER REMOTE
CONTROL SYSTEM

Assembly at
Transmitter Location

* TRC-32 and TRC-T2 Units provide complete, independent control of a second transmitter, either AM or FM, if required. These units can be a part of the initial installation, or may be added later.

You can perform all operating, metering, and monitoring functions right at the studio with this reliable, high quality equipment. Units shown at left are for installation at studio or control point...units below at transmitter site.

**Outstanding Features**

- **Simplified Operation** with no telephone dials or charts.
- **Filament and Plate Control** by a toggle switch and PLATE OFF and ON buttons. Supervisor lights show transmitter condition. Time delay protects rectifier filaments.
- **Overload Indication** by supervisory light operated by a return signal from the transmitter.
- **Monitor Receiver** feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

Check the money-saving features of this new Continental equipment for your new or remodeled station. Call or write your Graybar Electronic Salesman for complete details.

**Continental Electronics**

MANUFACTURING COMPANY

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Remote Control operation emphasizes the need for utmost reliability in transmitter performance. The extra quality built into the conservative design of this sturdy, extremely stable transmitter is your assurance of trouble-free, unattended operation.

The unusual stability of operation attained in the Continental Type 315 Transmitter results from the use of vacuum capacitors and special ceramic coil forms in all RF circuits. All components are conservatively rated.

For 10 KW operation, Continental also offers Type 316 Transmitter with identical features and performance.

When planning a new station or the modernization of your present facilities, for radio broadcasting at its best, specify a complete Continental installation—of both Transmitter and Transmitter Remote Control Equipment. It will bring you greater convenience... reliability... and economy.
3 ways to simplify electrical connections for TV and AM facilities...

with standard Thomas & Betts fittings

1. Specify T & B grounding sheath connectors for shielded conductors

Here's a neat, easy way to ground and terminate shielded or co-axial conductors. Ideal for all AF and RF applications, T & B compression-type grounding sheath connectors assure positive, uniform contact between braid strands and ground lead — without soldering . . . without damage to insulation.

Simply slip hard metal inner sleeve under conductor braid. Then, add ground lead and slip on larger soft metal sleeve. Compress with T & B SHURE STAKE hand tool and the job is done! T & B grounding sheath connectors can be supplied for conductors from .046 to .312 in diameter . . . are also available with integral terminal tongues.

2. Specify T & B Sta-kon® pressure terminals for power circuits

Sta-kon terminals provide mechanically strong, electrically sound power cable connections in all current ranges as well as audio circuits.

Just slide bronze Sta-kon barrel over conductor and compress with T & B SHURE STAKE tool. Staking indentor forces conductor into copper Sta-kon tongue assuring a permanent, low-resistance joint.

Sta-kon connectors are available in a variety of tongue styles for conductors from #22 to 250 MCM. Self-insulated Sta-kons can be supplied where leads are crowded or overlapped.

3. Specify T & B construction fittings for conventional electrical systems

Lighting, power, and inter-com systems for your station can be installed faster and at less cost when you standardize on T & B products. There's a T & B engineered fitting designed for every connecting job . . . and designed to do it better.

Like all T & B products, they're sold only through leading electrical distributors in your area. The savings and convenience inherent in this method of distribution are an additional reason why it pays to standardize on T & B.

THE THOMAS & BETTS CO. INCORPORATE
Thomas and Betts, Ltd., Montreal, P.Q., Canada
MANUFACTURERS OF ELECTRICAL FITTINGS SINCE 189

For free samples and engineering data, just write: Thomas & Betts Co., 21 Butler Street, Elizabeth 1, New Jersey

EVERYTHING ELECTRICAL FOR TV OR AM...
It's just good common sense to match that fine transmitter equipment in your station with the best possible tower available in both guyed and self-supporting types. In heights to 1000 feet (or higher), you can select the Blaw-Knox tower that will insure maximum coverage. Soundly designed and sturdily constructed, with a minimum of deflection, these towers are engineered to provide the highest safety factor regardless of location. Heavy galvanizing gives longer life at lowest maintenance cost.

For over 30 years Blaw-Knox has been building towers that are considered the standard of comparison throughout the world. The result of this experience is yours for the asking . . . Graybar can furnish capable engineering assistance in selection of the right tower for your facilities.
Your every need for complete station equipment can be supplied by Federal Telecommunication Laboratories—a single, dependable source for the finest in television station equipment. Federal's outstanding facilities for research, design, engineering, and manufacturing offer the flexibility essential to today's wide range of telecasting requirements. Federal VHF and UHF station installations throughout the United States, Mexico, and South America are operating successfully with equipment designed to meet their specific requirements. Whether your needs are for a small "two-man" operation or an elaborate multi-studio installation, Federal has the equipment and the know-how to do the job!

Mobile TV Pick-Up Unit

A new design in Mobile Television Units. Overall size carefully chosen for optimum maneuverability combined with spacious, efficient interior layout. Completely equipped with provisions for dual field camera chain and portable microwave link. Air-conditioned, attractive in appearance, yet moderate in cost. FTL's Mobile Unit is outstanding in every respect.

Microwave TV Links

For Studio-Transmitter Link, Inter-city Relay and Remote Pick-ups. Ground-mounted antennas, unattended automatic operation and advanced circuitry provide most widely accepted unit for this service. High-power output and crystal control provide maximum circuit dependability. Sound Channel Equipment—an exclusive FTL development—permits multiplexing audio and video.

Highest Gain Antennas for Channels 7-13. Sixteen-loop array provides maximum ERP with only 25 Kw r-f power and single transmission line. Simplified structure reduces tower and erection costs. For better over-all coverage, new phasing system eliminates minor lobe nulls... provides high field strength in primary service area. One of the greatest new advances in VHF antennas.
for TV... from Federal

VHF and UHF Transmitters
Modern, high-efficiency VHF transmitters with outputs of 1, 5, 7.5 and 25 Kw, and UHF transmitters of 1 and 10 Kw. Proven design and performance features include: mid-level modulation, broad band rf circuits, long life, and low cost. Supplied with Master Control Console. Sideband filters, dummy loads and all auxiliary monitoring equipment also available.

“Poly-Efex” Scanner
Federal’s outstanding innovation for the best in television programming. Provides 4-channel video switching for its two self-contained slide sources, plus any two external signals. Permits an untold variety of special effects, montages, superpositions, wipes, 3-speed automatic or manual tape dissolves and fades—all with a single operator. Forms the operating heart of the TV station.

FEDERAL TV EQUIPMENT INCLUDES THE FOLLOWING OUTSTANDING UNITS:
- VHF and UHF Transmitters
- VHF and UHF Antennas
- Frequency and Modulation Monitors
- Transmitter Auxiliary Equipment
- Field, Studio and Film Camera Chains
- Synchronizing Generators and Auxiliary Equipment
- Flying Spot Scanners
- Master Control Equipment
- Picture Monitors
- Television Microwave Relay Links
- Mobile Pickup Units

UHF Antenna
Consisting of all-metal slotted sections. . . has no insulators, no de-icing problems and offers beam tilt and null fill-in for variations in vertical radiation pattern.

Custom-built for each installation, this highly-rated antenna offers models with power gains of 14 and 25. Proven operating performance and dependability for every UHF channel.

Federal Telecommunication Laboratories

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
Stay ON THE AIR

WITH THESE QUALITY PRODUCTS

TIREX MICROPHONE CORD

- A light, extremely flexible microphone cord. It has been an industry standard since the early days of radio. Widely known for its ability to withstand abuse. Smooth jacket will not catch on stages or sets.

TIREX PORTABLE CORDS

- A very tough, extremely flexible cord for a great variety of uses. Frequently used in connection with portable lights and with banks of overhead lights. Jacket is special neoprene compound that will withstand toughest service.

SIMPLEX ANHYDROPRENE

- For power distribution, panel board wiring and for signal service. Has a thin jacket of neoprene in place of fabric braids. Jacket is colored for circuit identification. A special Simplex-ANHYDROPRENE, Type WD-75, is available for use in both wet or dry locations at 167°F. (75°C.).

For these and many other Simplex wires and cables see your local Graybar branch. If they do not have them in stock they can get them for you quickly.


EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
Auricon 16mm Sound-On-Film Cameras provide ideal working tools for the production of Television Newsreels, film commercials, dramatic inserts and local candid-camera programming. Ask our distributor or write direct for free illustrated catalog.

CINE-VOICE

$695.00 (and up)
With 30 day money-back Guarantee

Photograph a sound track along one edge of your picture film with the Auricon "Cine-Voice" 16mm Camera. Same film cost as old-fashioned silent movies! Edit your own talking pictures on any make of 16mm sound projector.

BERNDT - BACH, INC.
7365 BEVERLY BLVD., LOS ANGELES 36, CALIF.

AURICON-PRO

- 200 ft. film capacity for 5½ minutes of continuous sound-on-film.
- Self-blipped for quiet studio operation.
- Synchronous motor for "single" or "double-system" sound-recording.
- Studio Finder shows large upright image.
- $1310 (and up) with 30 day money-back Guarantee.

SUPER-1200

- Two independent Finder Systems plus instant Ground-Glass Focusing through the Camera lens.
- Self-blipped for quiet studio operation.
- 1200 foot film capacity for 33 minutes of continuous recording.
- Variable Shutter for fades or exposure control.
- $4652.15 complete for 16mm sound-on-film...lenses additional. Also available without sound for $3377.90.
- Sold with 30 day money-back Guarantee. RCA licensed sound.

EVERYTHING ELECTRICAL FOR TV OR AM...
Graybar’s selection of the Machlett line of transmitting tubes is its best assurance to you of “keeping you on the air.”

The Machlett line of broadcast tubes is designed and produced to satisfy the needs of all broadcasters—AM, FM and TV—and to provide reliable, low cost operation at all power levels up to the very highest.

Manufactured by Machlett Laboratories, Incorporated, specialists in electron tube design and production for over 50 years, these tubes incorporate all the techniques and skills which have been inherently a part of Machlett Laboratories since 1897.

This established quality, coupled with the added advantage of immediate availability made possible by Graybar’s widespread distribution system, guarantees Graybar’s pledge—“to keep you on the air.”

---

**TUBES FOR AM BROADCAST SERVICE**

Final Stage Amplifiers, Modulators, Drivers, and Rectifiers—Incorporating Machlett improvements in design and processing—For reliable, low-cost-per-hour operation.

**FM BROADCAST TUBES**

1, 3, 10 and 50 Kilowatt Amplifiers as well as Drivers and Rectifiers—Tubes for a broad range of power requirements—With Machlett advances in construction for top performance in high-frequency service.

**TRANSMITTING TUBES FOR TV SERVICE**

Very-High-Power Single-Tube Amplifiers for VHF Channels—Featuring: coaxial, compact, high-efficiency design; sturdy, close-tolerance construction; and Machlett-developed, special processing techniques—Providing: minimum cost, reliable performance in high-power, high-frequency service.

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**EVERYTHING ELECTRICAL FOR TV OR AM...**

*via Graybar*
THE AIR... with ECONOMY

use MACHLETT TUBES

Performance

EVERYTHING ELECTRICAL FOR TV OR AM...

WCAE - INCORPORATED

To: File for reference
From: Chief Engineer

Subject: Tube Replacements

When reordering 866's, specify Machlett. They are the only make 866 from which we have received more than 10,000 hours operation in this service.

June 6, 1953
Crouse-Hinds Technical Data Bulletin 381-F contains important information on television, radio, and microwave relay tower lighting and tells you exactly what you need to do the job. There are layout drawings with complete bills of material for lighting towers of all heights. All of the information meets the requirements of FCC and CAA specifications.

A complete line of alarm relay equipment is available for remote indication of lamp failure as required by the FCC for unattended stations.

Send for your copy of this helpful bulletin today.

CROUSE-HINDS COMPANY
Syracuse 1, N.Y.

Photoelectric Control provides automatic operation of lighting circuits

Type TSS Flashing Switch

Type EOL Single Obstruction Light

Type FCB-12 Fresnel Beacon

A Microwave Relay Tower with Crouse-Hinds Obstruction Lighting Equipment

A Television Tower with Crouse-Hinds Obstruction Lighting Equipment

EVERYTHING ELECTRICAL FOR TV OR AM...
**NEWEST PRESTO TAPE RECORDER RC-11**
Radical new "unitized" construction with self-contained capstan drive unit. Reel size up to 10 1/2 inches; three enclosed heads; push button operation; heavy ribbed aluminum panel. PRESTO'S most advanced tape recording mechanism.

**LONG-PLAYING TAPE REPRODUCER PB-17**
Designed especially for background music in industrial plants, entertainment locations, ships and trains. Eight hour tape cycle at 3 3/4"/sec.; dual track; 4,800 ft. reel capacity; frequency resp. is 50 to 8,000 cps. (±2db)

**TURN TABLE-DRIVEN TAPE REPRODUCER TL-10**
Most amazing development to hit the recording field in years. Makes any standard 10" turntable quickly adaptable to tape. Turntable acts as motor; speeds of 7 1/2"/sec. and 15"/sec. Plugs into standard studio speech input equipment; no preamplifier required.

**PRESTO PORTABLE PT-920**
This popular portable tape machine is shown here with the new RA-1 reel adapters which increase its reel size to 10 1/2 inches. Three motor drive without friction clutch or friction brakes, 15,000 cps. frequency response and excellent dynamic range.

**PRESTO 92-B**
PRESTO'S famous 60 watt recording amplifier for rack mounting. Removable front panel makes maintenance easy. Selector switch and one meter indicate output level and tube plate currents. Push-button selector for recording characteristics. Response: 20 to 17,000 cps.

**PRESTO PORTABLE 90-B**
Qualities of high fidelity studio console but portable, with complete facilities for remote operation. Distortion of less than 1.5% at maximum output. Equalizers for flat, NAB 33% rpm, phono, NAB playback and automatic. Three-microphone input with mixer and master gain control.

**PRESTO STUDIO CONSOLE 8 D-G**
Designed to cut the finest instantaneous and master recordings. Has radial cantilevered overhead requiring no turntable contact. 1-D cutting head. Direct gear drive and twin motors. Eight different feed pitches in each direction, including 250 lpi. microgroove.

**PRESTO TRANSCRIPTION TURN TABLE 10-B**
Here is an improved model of the famous PRESTO 10-A which has been the preferred turntable in hundreds of broadcast stations. The 10-B is a rim-driven table of exceptional accuracy with 3-speed mechanism. Offered as chassis only or in console cabinet.

**PRESTO PORTABLE RECORDER 6-N**
World favorite! Unusual reliability under all recording conditions. Low mechanical noise level. Speed accuracy excellent at 78 and 33 1/3 rpm. Equipped with 1-D cutting head. Microgroove attachment available at extra cost.

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**PRESTO RECORDING CORPORATION · Paramus, New Jersey**

*World's Largest Manufacturer of Precision Recording Equipment and Discs*

Export Division: 25 Warren Street, New York 7, N. Y. · Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

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**EVERYTHING ELECTRICAL FOR TV OR AM...**
FOR LONG LIFE, TROUBLE-FREE PERFORMANCE...

Specify the Finest
ELECTRICAL CONNECTORS MADE

**Twist-Lock**

CONVENIENT AND EASY TO USE
A Twist of the Cap, and It's Locked.

Twist-Lock...first and still the finest separable electrical connection...has faithfully served the Broadcasting and Stage Lighting industry for more than 23 years. It is used on permanent or portable apparatus, such as motors, power outlets, audio packs, sound equipment, loud speakers, portable lights, testing and recording equipment. The unique locking principle insures uninterrupted electrical contact regardless of vibration. **Twist-Lock** never disconnects accidentally. **Twist-Lock** is manufactured in complete lines of two, three and four wires, grounded or not grounded. Ratings range from 10 to 50 amperes. **Twist-Lock** provides a maximum of safety and a minimum of time-loss and inefficiency in operation.

**Hubbellock**

FOR HEAVY-DUTY SERVICE—Breaks or Seals a Circuit in a Split Second.

Here is the ideal connector for heavy-duty use because it permits instant “make” or “break” of the circuit, yet stands up under continuous tough service. Once twisted in position, it is impossible for this device to disconnect accidentally, yet a simple turn, and presto, the spring loaded unit disconnects automatically. Vibration is no problem for **Hubbellock**. There is nothing to jam out of order. Rugged construction throughout prevents shifting out of alignment, bending or twisting. For convenience, safety and dependability, specify **Hubbellock** for heavy-duty use.

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Twist-Lock devices in use on a Davis portable dimmer.

Hubbellock in use on a stage lighting panel.

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Our development laboratory will cooperate with your engineers to adapt Twist-Lock or Hubbellock to your application...write

**HARVEY HUBBELL, INC.**
Bridgeport, Conn.
Dept. H

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*First and still the finest!!

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EVERYTHING ELECTRICAL FOR TV OR AM...
IT'S NEW . . . THE PERFECT SOLDERLESS WIRING CONNECTION FOR RADIO AND TELEVISION

Here is a revolutionary new Hubbell product that may save you endless time, effort and expense by speeding product assembly or repair. Interlock makes it possible in a matter of seconds to join the wires in a section that otherwise would take minutes or even hours. Interlock is widely used on test equipment, control panel boards, telephone equipment, sound effect equipment, patch boards, terminal strips and make-up boards.

Note these Features: Vibration-proof; Pull-proof; Automatic Locking Action; Constant Low Contact resistance.

Constant coil spring pressure presses the Interlock contact head against the jack contact, thus eliminating uncertain friction and contact fatigue. Interlock controls actual contact pressure within close limits.

Only Interlock plugs have two separate contact surfaces in parallel. If pressure on the clamping head “1” (primary contact) decreases through vibration, impact or extreme temperature changes, pressure on the secondary sleeve contact “2” increases proportionately.

Positive locking action—vibration and impact proof. No catches or separate locking parts. The contacts themselves form the locking mechanism. The lock is as perfect as the electrical connection because they are one and the same thing.

Constant resistance is low and stays that way throughout the life of the plug due to constant spring pressure. Contact surfaces are self-wiping. Wiping action breaks through any dirt or oxide film.

Designed for the quick connecting and disconnecting of radio and television wiring either at time of assembly or in service.

Applications Unlimited!
How can the Hubbell Interlock help you save time, trouble and expense? Our staff of Hubbell sales engineers will gladly study your problem and recommend a solution. Write for complete information.

HARVEY HUBBELL, INC. Bridgeport, Conn.

EVERYTHING ELECTRICAL FOR TV OR AM...
YOU CAN DEPEND ON US... to supply the finest in TRANSMISSION LINES & WAVEGUIDE

Broadband Coaxial Transmission Lines

Lowest Power Loss No Electrical Discontinuity

Designed for continuous service at any frequency to 2700 MCS, Prodelin Series 800 transmission line offers the highest microwave signal transmission efficiency with the lowest VSWR obtainable anywhere! And Prodelin Series 800 line can be cut at any point in the system, without regard for insulator spacing—it still retains its extremely high efficiency and low VSWR! Available in 3/8", 1/2", 3/4" and 6/8" sizes and in 50 ohm impedance.

Prodelin Air-Tite couplings are electrically smooth and completely air tight. Simple mechanical assembly cuts field installation time by 50% (Proved in actual field installations by experienced installers.)

EVERYTHING ELECTRICAL FOR TV OR AM...
For audio equipment, smart broadcasters place their confidence in the Altec Lansing Corporation. Experience has shown that Altec equipment is always better; its quality unsurpassed; and its dependability beyond expectations. Altec equipment is designed to work together, without extra matching transformers or other expensive adaptations. Whether it is the new 601A Duplex monitor speaker or a complete speech input installation, you'll find Altec audio equipment will do the job better, longer, more economically.

250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and completely self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.

Ask our distributor or write direct for complete information on any item of Altec audio equipment.

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
We recommend "PROVEN PERFORMANCE"

SEAL-O-FLANGE* UHF

UHF HARD DRAWN SEAL-O-FLANGE*
TRANSMISSION LINE SIZE 31/8"**—50 OHMS

(A) Cat. No. 200-506 Transmission Line
(B) Cat. No. 301-506 Elbow, Mitre, 90°, flanged
(C) Cat. No. 303-506 Elbow, Mitre, 45°, flanged
(D) Cat. No. 306-506 Gas Stop
(E) Cat. No. 310-506 Anchor insulator and inner conductor assembly
(F) Cat. No. 305-506 Flange, fixed type
(G) Cat. No. 311-506 Reducer 31/8" to 15/8", flanged
(H) Cat. No. 312-506 Coupling flange — Compression type
(I) Cat. No. 98-506 "O" Ring gasket

EVERYTHING ELECTRICAL FOR TV OR AM...
TRANSMISSION LINE
by
Communication Products Company, Inc.

*REGISTERED TRADE NAME

**LITERATURE ON OTHER SIZES OF NEW “PROVEN PERFORMANCE” UHF TRANSMISSION LINE AVAILABLE ON REQUEST.

EVERYTHING ELECTRICAL FOR TV OR AM...
FOR QUICK STARTS WITHOUT

Overshoot

NEW 3-SPEED TURNTABLE PROVIDES GUARANTEED TIMING FOR "DUBBING" AND ON-THE-AIR BROADCASTING

Reaching stable speed—less than ½ revolution at 33⅓ revolutions per minute—in minimum time, this newly designed turntable provides quick start from motor switch without overshooting. Successor to the 2-speed model 524, the Fairchild 530 is equipped with integral 3-speed drive, all three speeds synchronous. Ideal for "dubbing" operations, on-the-air broadcasting and laboratory applications, the 530 provides guaranteed accurate timing at all speeds, is virtually free of rumble and vibration. More than 300 already in use!

Accurate Equalization with the FAIRCHILD 205. As demonstrated by chart at right, this unit provides matching equalization curves for various types of lateral and vertical records and transcriptions, in accordance with NAB standards.

One TURRET HEAD HOLDS THREE MOVING COIL CARTRIDGEs...

The simplicity of this 3-in-1 Turret Head obviates multiple arms, equalizers and throwover switch. Use only one Fairchild Turret Head Arm, it mounts up to three Fairchild Miniature Moving Coil Cartridges at one time—ready for instant selection at the turn of a knob, which also sets correct stylus pressure. All critical adjustments, usually inherent in viscous damped arms, have been eliminated in the current Fairchild 201-B. A completely redesigned base assembly with a new method of pivoting now incorporates automatic temperature control.

WORLD'S FINEST TAPER RECORDING EQUIPMENT

Fairchild Tape Recorders and Accessory Equipment are built to the highest professional standards and incorporate many exclusive features, including Pic-Sync, Syncroll Drive, Automatic Framing Control and others. Fairchild Tape Recorders are also built to order for specialized applications.

Tenth Avenue, Whitestone, N. Y.

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
Get all your TV needs as a “Package” from this single, convenient source—

Graybar

Graybar, today, offers you a packaged planning and supply service for new TV installations — a complete package that can put you on the air with efficient, well-engineered equipment in the shortest possible time.

From camera to antenna, Graybar Broadcasting Equipment Representatives will work with you or your consulting engineers to develop practical solutions to any TV problem.

Graybar also distributes a complete line of equipment and supplies for studio and tower lighting, as well as everything else you require for wiring, ventilating, and communication systems. In these fields, too, other Graybar specialists are at your service.

Whatever your telecasting (or broadcasting) requirements, call Graybar first—it’s the easy way to get everything electrical when and where you need it. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, New York.

Graybar’s nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 21 cities.

ATLANTA  BOSTON  CHICAGO  CINCINNATI  CLEVELAND  JACKSONVILLE
Cypress 2751  Kenmore 6-4567  Canal 6-4100  Main 6600  Cincinnati 6 1-1260
DELCOEIS  DALLAS  KANSAS CITY, MO.  LITTLE ROCK  LOS ANGELES
E. A. Byers,  R. A. Uhrig,  W. E. Kunkel,  R. B. Thompson,
Temple 1-5500  Baltimore 1664  Little Rock 5-1246  Angels 3-7232

MINNEAPOLIS  NEW YORK  OMAHA  PHILADELPHIA
C. W. Greer,  R. W. Grifflins,  L. J. O’Connell,  J. W. Crockett,
General 1621  Exeter 2-2000  Atlantic 5740  Walnut 2-5400

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar

IN OVER 100 PRINCIPAL CITIES

PITTSBURGH  R. F. Grossatt,  Allegheny 1-4100
RICHMOND  E. C. Toms,  Richmond 3-3491
ST. LOUIS  J. P. Lenker,  Newstead 4700
SAN FRANCISCO  K. G. Mannon,  Market 1-5131
SEATTLE  D. I. Craig,  Mutual 0123
Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling and lighting your entire station and grounds.

For complete information on any of the items described on the previous pages, consult your nearest Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station planning or expansion as well as modernization of existing transmitter and studio facilities.

The names and locations of Graybar Broadcast Equipment Representatives are listed below:

ATLANTA
John Kultz, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. M. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 6060

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6452

DETROIT
A. E. Byers, Temple 1-3500

HOUSTON
R. T. Ashbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

SEATTLE
D. I. Craig, Mutual 0123

LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246

LOS ANGELES
R. B. Thompson, Angelus 3-7282

MINNEAPOLIS
L. S. Sellner, Geneva 1621

NEW YORK
R. W. Griffiths, Exeter 2-2000

OMAHA
L. J. O'Connell, Atlantic 5740

PHILADELPHIA
J. W. Crockett, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

ST. LOUIS
J. P. Lenkerd, Newslead 4700

SAN FRANCISCO
K. G. Morrison, Market 1-5131

A few of Our Leading Supplier-Manufacturers—Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Prodelin • Rek-O-Kut • Sarvis • Simplex • Thomas & Betts • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Television—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

...in over 100 principal cities
TOUR OF UN ON CBS-TV

HOUR-LONG telecast, which took viewers on a complete "tour" of UN headquarters in New York, was scheduled to be presented over the full facilities of CBS-TV Saturday 1:30-2:30 p.m. EST. Among personalities scheduled to participate in the program were Dag Hammarskjöld, UN secretary-general; Madam Via- jaya Lakshmi; and Pittsburgh and Maryland population.

WJR AIRS BARN PROJECT

WJR Detroit marked the 553d broadcast of its weekly public service program, In Our Opinion, on Oct. 18, from Almont, Mich., where moderator George Cushing interviewed a representative group from a hundred farmers who worked together to rebuild the barn of a neighbor it was destroyed by fire. WJR described the farmers' project as a "birth of the American pioneer spirit."

KSUN BISBEE, Ariz., reports it has made a radical departure in morning programming by airing adventure-mystery programs from MBS. KSUN programs Star- file Theatre, Let George Do It, High Adventure, Bulldog Drummond and Night- more Mon.-Fri., 9:30-10 a.m., because a great percentage of Bisbee's population is made up of copper mining employees who work on alternate eight-hour shifts every two weeks around the clock. KSUN said it also had found "that the house- wives welcome this type of program in the morning hours, because in the even- ing so many interruptions make it im- possible to listen to these favorite ad- venture-mysteries unbothered."

DEPARTMENT STORE ADVERTISING

L. L. DAGGETT, commercial manager of KYNQ Fresno, Calif., has prepared a report
entitled "Department Store Advertising" the purpose of which is to explode the myth that de- partment stores must depend on newspapers one hundred per cent in order to have a successful advertising campaign. Using circulation figures, Mr. Daggett claims that a newspaper reaches only 30% of the population. He shows that a cessation of newspaper advertising, as was the case during the Pittsburgh printers' strike in November 1950, had no adverse effect on sales of those department stores using radio. Mr. Daggett concludes by saying that it is vir-
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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**THE WAYS OF MANKIND**

*WBVM Chicago* is presenting a new program, *The Ways of Mankind*, which attempts to explore the origin and development of cultures, customs and folkways in various parts of the world. The program, which is produced by the National Assn. of Educational Broadcasters under the terms of a grant from the Fund for Adult Education, established by the Ford Foundation, has as its purpose the understand-
ing of the ways of other peoples so that we can live with them successfully. The 13-week series premiered Oct. 16 and is heard Friday 8:30-9 p.m. CST.

**CLOSED CIRCUIT CANCER DATA**

The latest techniques in cancer research and treatment will be shown to physicians and sur-
egons on a closed-circuit television program at the WCAU-TV Philadelphia auditorium. The program, first of a series, will originate at the Francis Delafield Hospital and Memorial Cancer Center in New York. The closed circuit will link New York, Boston, Pittsburgh, Detroit, Toledo and Philadelphia.

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**‘THE SYMPHONY STORY’ ON KPOJ**

A new program, entitled *The Symphony Story*, has made its debut on KPOJ Portland, Ore., under the sponsorship of the Portland resident offices of J. Henry Heiser & Co., West Coast investment managers. Aired Sunday, 10:30-11:30 p.m., each program in the 13-week series is devoted to the history, description and use of the instruments within a symphony or-
chera. To illustrate the varying ensemble and solo uses of the instruments, the program will

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**Deerfield Revisited**

RADIO can take credit for the re-public-
lication of a boy's adventure book, *The Boy Captive of Old Deerfield*, which was published in 1904 and had been out of print for 17 years.

Back in 1950, WHAI Greenfield, Mass., was so dissatisfied with available children's programming that it decided to read *The Boy Captive of Old Deerfield* over the air for three weeks. Audience response was so enthusiastic, according to WHAI General Manager John Haigis Jr., that the readings were continued and ex-
panded to include all the books of the *Old Deerfield and Young Puritan* series, written by Mary P. Wells Smith. Inter-
est was so high, Mr. Haigis said, that the entire series was repeated not once, but twice with every expectation of con-
tinuing indefinitely.

Mr. Haigis added that booksellers and the Greenfield Public Library were swamped with requests for books. Start-
ing in 1951, he worked continuously on a project to have *the Boy Captive of Old Deerfield* reissued. This entailed the ac-
pquisition of publishing rights from the author's heirs and the re-making of plates that had been destroyed.

Public response to the book reportedly is so enthusiastic that Mr. Haigis is making plans to have re-issued the seven other titles of the *Old Deerfield and Young Puritan* series.
utilize illustrative musical passages from folk music and the classics, interwoven with explanatory material. Interviews will be scheduled with instrumentalists from the Portland Symphony Orchestra, who will perform, as well as with some of the guest conductors who will appear with the orchestra—Arthur Fiedler, Igor Stravinsky, Dimitri Mitropoulos and others. Announcements in behalf of the Portland Symphony Society will be a part of the program.

'LIFE BEGINS' ON KTBC-TV
A NEW program titled Life Begins adds a new educational service to the roster of KTBC-TV Austin, Tex. Designed to show the young mother or mother-to-be the do's and don't's of raising a family, the series is conducted by Eve Martin, a woman of experience who is the mother of 11 children (the 12th is on its way) whose family was featured in American Magazine as one of the country's most interesting families. The format allows Mrs. Martin and husband to roam through a studio home, utilizing a nursery, kitchen and living room set. Produced by Bob Hella, the program is co-sponsored by the ABC Shop, local maternity shop owned and operated by the Martin, and Bray & Jordan Pharmacists.

NBC-TV's Quick Rio Films
NBC-TV last week claimed a possible speed record in getting the air with films showing President Eisenhower and Mexican President Adolfo Ruiz Cortines dedicating Falcon Dam on the Rio Grande last Monday. A "hot developer," was used to process, edit, and cut the film aboard a chartered plane which flew from the dedication site to Dallas where WFAA-TV originated the coverage for the network's Camel News Caravan when it went on the air two hours twenty seconds after the Falcon Dam ceremony, according to Frank McCall, Caravan producer.

'TV COMES TO CHARLESTON'
"TV COMES to Charleston" is the headline on a recent section of the Charleston Daily Mail. With a cover colored in yellow, the 30-page section was devoted to news about WKNA-TV Charleston. Included were stories covering the history of tv, the various aspects of a tv station's operation, how certain effects are achieved on tv and television's relation to social living. There were a number of pictures of personnel as well as equipment.

WTOP-TV 3-D STAR
WTOP-TV Washington's morning man Roy Meachum is the third 3-D star in D. C. tv, claims the station. He is the "cover boy" in a 3-D photo featured on more than 1,000 jumbo mailing cards sent to advertising and public relations executives. The promotion, which pictures Mr. Meachum seated in his set at the studio, was made up for Colortone Press of Washington by Robert L. Green Assocs., public relations counsel. The caption reads, "Roy Meachum, Washington's only local morning television host, 7 to 9 on channel 9, WTOP-TV, and the first Washington television star to be photographed in 3-D." Copy on the card plugs: "Life-like 3-D litho by Colortone Press offers unlimited potentials for all sales literature!" Special 3-D glasses come with card.

A low-priced professional recorder designed for the small broadcast station!

HIGH FIDELITY magneCordette

The Portable Magnecordette is the first professional record-playback-P.A. system in one case, designed and priced for the small radio station. It's a standard PT6-AH recorder-first choice of broadcast stations everywhere-complete with amplifiers and speaker for high fidelity playback.

Rack-mount this Magnecordette for studio use. Carry it into the field for remotes. Use it to present recorded shows to agencies or local advertisers. Amplifier-speaker unit can be operated up to 1000 feet away from the recorder, with volume controlled by either unit. Or it can be used separately as a P.A. system, with mike, phone, radio, or other sound source.

Look in the phone book under "recorders" for your dealer.

Magnecord INC. Dept. B-10A
225 West Ohio Street, Chicago 10, Illinois

October 26, 1953 • Page 125
Radio is a SOUN  

As the advertising agency for various Southern advertisers, we've found that radio pulls its weight without pulling its sales punch.

That's why we'd like to handle the trade paper advertising of one more radio station or one more television station outside the state of Tennessee.

We can point with pride to such national sales-making ideas as:

![Aims](https://via.placeholder.com/150)

**INDEPENDENT BUT NOT ALOOF**

Ideas that make your station talked about — ideas and sales plans that sell your station.

Drop us a letter. We'll be glad to give full details on our setup of providing your station with full national trade paper advertising agency service.

*And have you noticed the "HATCHED" full page ad for WHQ-TV in this issue? The series brought in the sales.*

---

Rosengarten & Steinke, Inc.

A Nationally Recognized Advertising Agency

683 UNION AVE, • MEMPHIS, TENN.

PHONE 37-4566

If you don't want to wait to write

•

AFFILIATED OFFICES IN 40 CITIES

Copyright 1953 R & S, Inc.

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**PEOPLE**

**Advertisers**

George W. Davidson, general sales manager, and Frederick P. Riedel, brewmaster, Piel Bros. (beer), N. Y., elected vice president in charge of personnel, traffic, sales and advertising and vice president in charge of brewing, packaging power plant and maintenance, respectively.

A. Dix Leeson appointed advertising manager of Budd Co., Phila.

**Agencies**

Alden H. Kenyon, formerly of Geyer Adv., N. Y., to Biow Co., N. Y., as vice president and member of key executive group.

William D. Tyler appointed to newly-created position of vice president in charge of copy department, Leo Burnett Co., Chicago.

Geoffrey Garth named vice president, Lee Randsell & Co., Phila. Mr. Garth will be account executive on newly acquired account, C. R. Bard Inc., Summit, N. J.


George V. Gensmer, merchandising director, Erwin, Wasey & Co., L. A., to head newly formed sales promotion department. Donald E. Gehring, formerly sales and advertising manager, Nutren's Mills Dog Food Div., named his assistant.

Anthony Joseph Walton to Lohmeyer, Adelman & Montgomery, Phila. advertising agency, as production manager.

Jay Wieder, Cecil & Presbrey, to Doyle Dane Bernbach Inc., N. Y., as production manager.

Bill Munsell to Minneapolis office of Bruce B. Brewer & Co. agency as account executive. He was formerly account executive with W. D. Lyon Co., Cedar Rapids, Iowa.


Rlwyn R. Welhe, associate director, NBC New York, to Sherman & Marquette, N. Y., as a producer-director in radio-tv department.

Horace D. Nalle, formerly of N. W. Ayer, to Geare-Martson Inc., Phila. agency, as account supervisor and member of plans committee.

Paul H. Kerr Jr. to Geare-Marston as copy director. He was with William C. Esty Co. and BBDO. Richard Cummins, former art director of Gray & Rogers, Phila. advertising agency to Geare-Marston, in same capacity.

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**THREE**

*broadcasters with an interest in plowing new to Cobourg, Ontario, for the World Plowing Match: (l to r) Larry Heeg, manager, WCCO Minneapolis; Jim Hill, WEAU Eau Claire, Wis., form director, and Herb Plambeck, farm director of WHO Des Moines. All had worked with the National Plowing Contest held recently at Augustus, Wis. [BT, Oct. 12].

Neil Leroy, account executive of Toronto office of O'Neill, Larson & McMahon, named radio-tv director, and John H. Robins, named manager of Toronto office, which has moved to new address at 67 Yonge St.

Clarence B. Palmer, media director, John Falkner Arndt & Co., Phila., has retired. Mrs. William A. Farren will succeed him. Mr. Palmer will continue with agency on consulting basis.


Joseph I. George, former general merchandise manager of Patterson Bros., N. Y. hardware firm, to Wilson, Haight, Walsh & Grover Inc., Hartford, Conn., and N. Y., as marketing director.

Charles H. Weisner Jr. to Roy S. Durstine Inc., N. Y., as assistant account executive. He formerly was with Morse International.

Phil Flad Jr., former program director at WAND Canton, Ohio, to radio-tv of Jack Lacey Advertising Agency, Tampa, Fla.

Fred de P. Rothermel, former director in Phila. Museum School of Art, to art department of Beaumont, Heller & Sperling, Reading, Pa., advertising agency.


Stuart Sneed to copy staff of John Falkner
Arndt, Phila. He was formerly with RCA. John Ball Jr., former N. Y. newspaperman, also to John Falkner Arndt.

Roy Van Hook, John Falkner Arndt, Phila., to copy department of Gray & Rogers, same city.

Maxwell Dane, Doyle Dane Bernbach Inc., N. Y., named chairman of advertising division of Federation of Jewish Philanthropies of N. Y.

John F. Devine, legal staff of J. Walter Thompson Co., N. Y., appointed chairman of Committee on Radio and Television Production of AAAA. He replaces Walter Craig, vice president and director of advertising for Pharmaceuticals Inc., N. Y.

Stations

W. M. Carpenter and Joseph B. Matthews, general manager and sales manager, respectively, of WLOW Norfolk, to WTOV-TV Norfolk where they will assume duties similar to those at WLOW. Bob Deepepper, program director at WLOW, also to WTOV-TV as program director. He will be succeeded at WLOW by Art Ross, who will be in charge of film dept. at WTOV-TV as well.

Jack Maurer, vice president of WCRY Akron, Ohio, adds duties as commercial manager of station.

Mr. Maurer

Fred L. Vance, formerly with O. L. Taylor Co., station representative firm, in charge of Dallas office, appointed sales manager of KTVF (TV) Oklahoma City, new vhf ch. 9 outlet which plans to start in December.

John T. (Jack) Curry Jr., CBS sales promotion departments at KMOX St. Louis and WBAM Chicago, appointed director of sales promotion at WEEI Boston.

F. A. Higgins, former general manager of WITZ Jasper, Ind., to WJTV Danville, Ill., in same capacity. Other appointments are: Ward White, commercial manager; Kenn Early, program director; Jack Brookbank, chief engineer; Max Winter, news director; Fran Early, traffic manager and copy chief; Delores Czapski, bookkeeper; Lynn Knox, sales; Jane Anne Joyce, sales; Charles Roeder, engineer.

Bill Montgomery, disc jockey at WNOR Norfolk, Va., promoted to program director.

L. J. Rondor appointed program director at WCFL Chicago, succeeding Robert Platt.

Louis B. Ames, acting program manager of

Broadcasting • Telecasting
WPIX (TV) New York promoted to program manager of station.

Donald T. Ralph, former manager of KCVR Lodi, Calif., and account executive at KSTN Stockton, Calif., appointed general manager of latter station, replacing D. M. Greene who has been appointed manager of operations of KTVU (TV) Stockton.

Roland (Pete) Peterson, farm news editor at WNAX Yankton, S. D., promoted to production manager.

Jack Van Nostrand, chief commercial traffic coordinator, KNXT (TV) Hollywood, promoted to sales service supervisor, replacing Nancy Cameron, who becomes secretary to CBS-TV producer Bill Brennan. Fran Haughn, traffic coordinator clerk, assumes Mr. Van Nostrand’s duties, succeeded by Bruce Hoffman, CBS-TV Hollywood operations.

Joseph McMillan, WILW Cincinnati, to WMAL-AM-TV Washington as merchandising assistant.

Paul Collin, WBEL Beloit, Wis., to WREX-TV Rockford, Ill., as traffic manager.

Richard A. Jackson, assistant editor of Sponsor magazine, to WOR-AM-TV New York as news editor.

Chet Randolph to WNAX Yankton, S. D., as farm service director.

Ethy Stevens promoted to sports director at WTWN Johnsbury, Vt.

Kevin Drummond, commercial manager at KYOU Greeley, Colo., to KMYR Denver as account executive and disc jockey.

Robert A. Curtis to WBZ Boston sales staff.

Arnold Rouson, WCOL Columbus, Ohio, to WBNS-TV there as account executive.

Henry E. Rhea, chief engineer in charge of operations for WPIL-AM-TV Philadelphia, named to newly created post of chief engineer in charge of operations and maintenance, assuming duties of Louis E. Littlejohn who has resigned.

Ray Brosseau, WLWD (TV) Dayton, Ohio, sales manager, promoted to operations chief, his former post being filled by George A. Jones. Mary Lou Myers, formerly with Holbrook Film Library & Television Enterprises, Hollywood, to station as film director. Bob Rhodes, WHOA Orlando, Fl., to WLWD as announcer.

Roy Green named chief operator of CHUM Toronto.

Dominick Bruno, WPIL (TV) New York technical director and previously staff engineer at WPAT Paterson, N. J., promoted to engineering supervisor of station.

Gene Dalley promoted to assistant program director of WBBM Chicago. Russ Mayberry

NEW executives of WAPA-AM-TV San Juan, P. R., are signed by Jose Ramon Quinones (c), president. They are Charles E. Bell (l), former tv director for Jefferson Standard Broadcasting Co. (WSTV [TY] Charlotte, N. C.), WAPA-TV general manager, and Ary R. Moll, formerly radio TV director for Young & Rubicam’s Mexico City office, WAPA-AM general manager and assistant to the president. WAPA-TV target date has not been announced.

10 DAY SATURATION SCHEDULE
Sells 70 Automobiles

In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than 1/4-of-1 per cent.

Outstanding sales successes like the above is the one big big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.
Camdr. Mortimer W. Loewi, president of WITV (TV) Miami, appointed to National Brotherhood Week Television Committee.

William H. Syk, president of WPEN Philadelphia, named director of 324 anniversary campaign of Golden Slipper Square Club, Drive is being carried out to enable organization to continue its welfare work and provide additional help for club's camp for needy boys and girls.

Irwin D. Wolf, vice president of Kaufmann's, Pittsburgh, vice president of The May Co. and one of owners of KQV Pittsburgh, honored with citation at 21st annual Boston Conference of Distribution for significant contribution to the advancement of distribution in last 25 years.

W. C. Swartley, manager of WBZ-TV Boston, received special award from TV Guide in recognition of station's film coverage of Worcester tornado disaster. Acme Films, Boston, also received award for filming of disaster for WBZ-TV.

Donald W. Thornburgh, president and general manager of WCAU-AM-TV Philadelphia, named chairman of centennial membership enrollment of YMCA of Phi.

Nick Bastedo, WSAZ Huntington, W. Va., received plaque and citation in appreciation for "comprehensive news presentations" from Veterans of Foreign Wars.

Robert Mitchell, organist, KFI Los Angeles, and director, Robert Mitchell Choirboys, admitted as Fellow of Trinity College of Music, London.

Lloyd Harris, chief engineer for WMAZ Macon, Ga., father of girl, Donna Elizabeth, Sept. 8.

Frank Harden, program director at WIS Columbia, S. C., has adopted daughter, Mary Dell, born Oct. 10.


NBC Globetrotters

NBC claimed last week that members of its Spot Sales staff are "the most traveled salesmen in broadcasting work." According to Hank Shepard, manager of promotion and new business for NBC Spot Sales, members of the radio and tv staff have travelled more than 200,000 miles since Jan. 1, which he estimated to be approximately eight times around the world at the equator. He added: "These modern day Marco Polos of the broadcasting industry are in constant search of more station and market information. They get a first-hand picture of what our stations have on the air, the local personalities and other important details of interest to timebuyers."

Hal Swaney, chief announcer for WIDE Biddeford, Me., father of boy, Sept. 27.


Al Holmes, cameraman at WAAM (TV) Baltimore, father of girl, Susan Carol, Sept. 15.

Jack Littleton, publicity director, KFI Los Angeles, and Barbara Bailey, formerly executive secretary on KLAC-TV Hollywood on Television, were married Oct. 16.

Networks

Henry T. Hede, administrative assistant in treasurer's office of ABC, promoted to administrative manager of television network sales for ABC-TV.

Richard Buch appointed southeastern area manager of CBS Television Sales with headquarters in Atlanta, succeeding James Orchard, who has been transferred to N. Y. office as account executive. Mr. Buch was manager of Consolidated Television Sales, Atlanta.

David Kittrell appointed manager of Atlanta office of CBS Radio Spot Sales. He replaces H. W. Maier, who was promoted to account executive of CBS Radio Spot Sales in N. Y. Mr. Kittrell served with Katz Agency in Dallas.

David Barenhitzer returns to NBC Chicago as associate tv director after two years with U. S. Marine Corps.

Natalie Hinderas, American pianist, signed to

TWO EXCLUSIVE
THESAURUS FEATURES
ROCKET SPONSOR SALES
TO NEW HIGHS!!!
talent contract by NBC. Miss Hinderas will appear on variety of programs during coming year on both network and NBC o & o stations.

Hoskins Is NCAB Head
CECIL HOSKINS of WWCN Asheville is president of the North Carolina Assn. of Broadcasters. A story in B*T's Oct. 12 issue indicating that Ward Coleman of WENC Whiteville had been named NCAB president should have read that Mr. Coleman was named president of the North Carolina Associated Press Broadcasters Assn. Other officers of NCAPBA are: first vice president, J. T. Snowden Jr., WCP S Tarboro; second vice president, Edmund H. Smith, WIRC Hickory, and secretary, Paul Hansell, North Carolina AP bureau chief.

William S. Hedges, NBC, named chairman of Radio Div. in campaign of Travelers Aid Society of N. Y. to raise $364,000.

Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, and Peter Arnell, producer of The Wheel of Fortune (CBS-TV, Fri., 10-11 a.m. EST), received citations from U. S. Marine Corps Friday for the "outstanding contributions" that The Wheel of Fortune program has made to Marine Corps.

Tom Moore, m. c. of MBS Ladies Fair, honored by American Red Cross for "outstanding work" in connection with "Share Your Blood for Independence Campaign."

George Gobel, NBC-TV star, named one of "Chicago's outstanding young men of the year" by Chicago Junior Assn. of Commerce & Industry.


Gordon J. Kahn, 52, chief editor of Information Please television program, died of heart ailment Oct. 15.

Film

Hank McCune, star of Video Pictures' Hank McCune Show, tv film series, awarded a Certificate of Appreciation by Civil Defense and Disaster Corp., Los Angeles, for "The Civil Defense Story," first program in new series which "points up many problems that beset the average citizen trying to find his niche in the civil defense program."

Manufacturers
Gordon S. Humphrey, executive assistant to general manager of equipment division of Raytheon Mfg. Co., Waltham, Mass., appointed assistant vice president of company.

William L. Kelley, formerly vice president of Motorola Inc., Chicago, appointed to newly-created post of vice president in charge of marketing for Allen B. DuMont Labs., Nutley, N. J., with supervision of receiver sales division and receiver advertising and merchandising departments.

Mr. Kelley
John E. Martin, senior staff member, appointed director of research, Gabriel Labs., Needham Hts., Mass.

James J. Shallow, sales manager, Philco Distributors Inc. of Phila., appointed general manager of Accessory Div. of Philco Corp. He is succeeded as sales manager by David Brody.

Michael Ames, manager of public relations for Emerson Radio & Phonograph Corp., N. Y., and previously vice president of David O. Alber Assoc., N. Y., promoted to director of public relations for Emerson.

William E. Skinner, branch manager for Arvin Industries Inc., to Zenith Radio Corp.'s field sales organization as regional manager.

what's happening to film for television?
Dr. O. G. Haywood Jr., formerly colonel in U.S. Air Force who headed Office of Scientific Research of Air Research and Development Command in Baltimore, to Sylvania Electric Products Inc., N. Y., as manager of engineering planning staff.


James H. Sweeney, sales manager for germanium products, General Electric, Syracuse, N. Y., named manager of marketing in Germanium Products unit of newly-formed Commercial Equipment Dept. of firm’s Electronics Div. Also appointed to that unit are James E. Keister, former manager of semiconductor engineering, as manager of engineering, and Theodore E. James, former manager of company’s germanium products plant at Clyde, N. Y., manager of manufacturing.

Marcus N. Brooks, purchasing agent for Westinghouse Standard Control Division, Beaver, Pa., appointed purchasing agent for firm’s Television-Radio Division, Metuchen, N. J. Also appointed to that division is Henry D. Clark who will serve as sales training manager.


Virgil M. Graham, director of technical relations of Sylvania Electric Products Inc., N. Y. elected vice president and member of Executive Committee of U. S. National Committee of International Electrotechnical Commission.


Mr. Haywood

## Youle Buys Paper

SALE of Galena, Ill., Gazette & Advertiser, semi-weekly, to Clint Youle, NBC Chicago radio-tv weather reporter and star of WNBQ-TV The Weatherman, was announced fortnight ago by Peter Miller, president of Galena Gazette Inc. and publisher of the La Salle, Ill., News Tribune. Mr. Miller is president of WLPO La Salle.

Robert F. Fisher appointed midwestern regional manager for Cappel, MacDonald & Co., Dayton sales incentive firm.

Eugene Sayet, formerly recording engineer with WHOM New York and WIP Philadelphia, to Nola Recording Studios, N. Y., as recording engineer.
Canada's First Tv Independent Starts

Canada's first independent television station was scheduled to begin operation yesterday (Oct. 25) with CKSO-TV Sudbury, Ont., commencing a regular five-hour schedule each evening. Test patterns and test films were first carried on the ch. 5 outlet last Tuesday.

According to Wilf Woodrill, manager of the CKSO-TV, the independent outlet went on the air just six months after receiving its authorization to construct.

Sudbury becomes the fourth Canadian city to have a television outlet. CKSO-TV will carry Canadian and American network shows on film.

Station is licensed to CKSO Radio Ltd., also operator of CKSO.

CBC Starts News Service For Canadian Tv Outlets

A NATIONAL television news service has been established by the Canadian Broadcasting Corp. from its Toronto program headquarters to supply CBC and independent Canadian tv stations with a Monday-Saturday 10-minute newswrap package on film. Gunnar Ruheheimer has been appointed national tv news editor, under CBC news editor W. H. Hogg.

The film will be airmailed to stations from Toronto, and will be aired on the seven CBC and 14 independent tv stations which will be on the air early in 1954. In addition, the national tv news service also will prepare for stations the present weekly CBC News Magazine on film.

Mr. Ruheheimer has been with CBC-TV at Toronto for the past year and has developed CBC's daily half-hour Tabloid news program and CBC News Magazine. He will have a staff of 12 at Toronto, and newsmasts at CBC tv centers across Canada.

CCBA Announces Agenda For Toronto Meet Nov. 2-3

SPORTS programming, news broadcasting, and service to sponsors will feature panel discussions at the annual meeting of the Central Canada Broadcasters Assn. at the Royal York Hotel, Toronto, Nov. 2-3.

A tentative agenda by CCBA President Cliff Wingrove, manager of CKTB St. Catherine's, lists the opening day of the meeting for agency executives, advertisers and CCBA members. The second day's meeting is closed so CCBA members may discuss business, elect officers, and hold separate sessions for management, promotion, program and sales personnel.

The opening day will include talks and discussions on sports and community programming by Norm Marshall, CHML Hamilton; agency problems by a panel under Ev Palmer, radio-tv director of McCann-Erickson Ltd., Toronto; better handling of news by Gordon Sinclair, CFRB Toronto, and "A Better Understanding of Radio" by a panel led by Leigh Lee, CHUM Toronto.

THE GAME'S THE SAME

... BUT WBNS HAS DOUBLE THE LISTENERS OF ANY OTHER STATION...

Here's the absolute proof that WBNS is Central Ohio's most listened-to station. Five local stations broadcast Ohio State football games. All have the same game coverage... all are heard the same time. Yet WBNS held twice as many listeners as any other station... week after week!

Yes... WBNS IS Central Ohio's most listened-to station. The 20 top-rated programs (Pulse) in this rich Central Ohio market area are heard on WBNS. CBS programming plus popular local talent gives WBNS an edge in listener appeal... BUT when they listen most to WBNS when all local stations have the same program, you know listening has become a habit... an instinctive preference sponsors can cash in on by using WBNS all the time.

CBS for CENTRAL OHIO

ASK JOHN BLAIR

COLUMBUS, OHIO

SIEGEL DESCRIBES ROLES OF RADIO-TV

Radio and tv are the media destined to speed up education, New York City's radio director, Seymour Siegel, says at a 'New York Herald Tribune' Forum session.

Radio and television were described last week by Seymour N. Siegel, director of radio communications for the City of New York, as the mass communication media that primarily must meet the challenge of speeding up processes of education in an era that acutely requires an informed citizenry.

Mr. Siegel advanced this view Tuesday in a talk on "New Horizons in Educational Television" before the third session of the 22d annual New York Herald Tribune Forum at the Waldorf-Astoria Hotel in New York. The speech and all other portions of the Forum were broadcast over the New York-owned station, WNYC, starting at 3:15 p.m. EST.

Quotes BBC Official

Mr. Siegel prefaced his remarks about the responsibility of radio and television as an educational force by referring to an observation made by Miss Barbara Ward of the British Broadcasting Co. board of governors. He quoted Miss Ward as saying the U. S. is "embarking on one of the most startling experiments mankind has ever attempted—binding government not on a single group—not on those who have the most education—but upon everybody.

"The challenge of our time,"Mr. Siegel continued, "is whether education can catch up in time. Whether it can spread to enough people a sufficient sense of responsibility... a sufficient sense of the breadth of the problem... and a sufficient objectivity of mind to make them competent to carry this tremendous burden of government. This is precisely the challenge presented to the mass communication media, especially to radio and television."

In a world that is growing more complex day by day, Mr. Siegel declared, Americans have to know more now than ever before. He warned that democracy cannot endure if the majority of the people "can be taken in from one side to the next by the kind of sounds stuff that was handed out by Nazi propagandists, that is cast out to the unfortunate millions behind the Iron Curtain."

Mr. Siegel pointed out that it is unreasonable to expect commercial broadcasters, who have financial responsibilities, to "devote as much time as is necessary to develop that reasoned judgment in our citizens which can be brought about by the mass media." He declared that the broadcaster could not thus meet the mass audience he requires, but added:

"On the other hand, it surely cannot be in the best interest of our nation that such a large percentage of our listening time is devoted to soap operas, vaudeville and light music, audience participation shows... which are incredible even to the people who present them on the air... squalid crime shows, nonsensical quiz programs. This is the indictment in the broadest sense."

Mr. Siegel expressed the belief that commercial television will compel commercial radio to lift its sights. To support this contention, he mentioned that a national network has released a series of programs "presenting Shakespeare...
Buffalo Leaders Talk Educational Tv Plans

EDUCATIONAL television under community sponsorship in Buffalo, N. Y., was to have been considered last Friday in a second meeting of 20 leaders in business, labor, welfare, and education. The meeting followed an Oct. 16 session at Buffalo's Hotel Statler at which George A. Newbury, executive vice president of the Manufacturers & Traders Trust Co. and acting chairman of the group, said an initial $500,000 would be needed to make use of that city's reserved educational uhf ch. 23.

Mr. Newbury, working from information supplied by the National Citizens Committee for Educational Television, said $350,000 would be needed to build a community educational noncommercial station and $150,000 for the first year's operations. He said Ford Foundation's Fund for Adult Education would authorize on a matching basis grants up to $150,000 for the station. Similar stations are underway in New York, Schenectady, Syracuse and Rochester, he added.

At the meeting U. of Buffalo Chancellor T. Raymond McConnell cited WBEN-TV's cooperation in such U.B. shows as U. of Buffalo Roundtable, Modern Medicine, Law and You and Made In Buffalo, and Buffalo State College's Live and Learn.

A special state commission last February ruled there was no justification for spending large amounts of public funds to carry out the State Board of Regents' proposal for a state-supported 10-station educational tv network (B+T, March 2, et seq.).
WNBQ Lends a Hand

CHICAGO viewers got a chance to see educational television fare planned by an as yet non-existent educational tv outlet—thanks to the efforts of a commercial station. WNBQ (TV) Chicago Oct. 18 offered a special half-hour program, Channel 11, comprising three different program concepts—law, archeology and psychology. The program ended with a report by Edward L. Ryerson, chairman of the Chicago Educational Television Assn., on the progress of a fund drive for the proposed ch. 11.

Educ. Tv Prescribed As Aid to Broadcasters

A GREATER NUMBER of educational tv stations will reduce the possibility of more commercial video outlets than advertising can support and prove beneficial to commercial tele-
casters, Dr. John T. Rettaliata, president of the Illinois Institute of Technology, declared Oct. 15 before a luncheon session of the AAAA Central Council at Chicago’s Blackstone Hotel (B&T, Oct. 19).

Dr. Rettaliata said the commercial tv indus-
try has a “large interest” in educational tele-
vision and should help promote noncommercial operations. He claimed educational channels will widen the tv audience, including that for commercial fare, and in view of high costs save commercial interests experimentation by pre-
senting new ideas. He said there may be too many commercial outlets for the health of the industry.

The IIT president is head of a group of 17 organizations which have banded together under the Chicago Educational Television Assn. to seek vhf ch. 11 in that city.

Chicago Educ. Tv Sets Date

CHICAGO Educational Television Assn. has set Oct. 1, 1954, as target date for operation of the educational tv outlet it hopes to be granted on vhf ch. 11 in Chicago, the Illinois Institute of Technology announced Friday. More than $774,000 of a $1 million goal has been raised thus far.

EDUCATION

PROFESSIONAL SERVICE

Kirby Named to Head D. C. Promotion Unit

EDWARD M. KIRBY, former NARTB public relations director, last week was named public relations counsel for the Greater National Capital Committee, a promotional organ-
ization for Washing-
ton, D. C.

Mr. Kirby has just completed a tour of duty as chief of the Radio-Television Branch of the Army’s Public Information Division. He is a colonel in the Army Reserve; during World War II he served as radio chief for the AEF.

In addition to his public relations duties for NARTB, Mr. Kirby was secretary for the first Program Code Committee. He is the author of Star Spangled Radio, a story of radio’s use in WWII, and won the Peabody Radio Award for his work as Army radio chief.

David Tolman Found Dead; Attorney with SS&H

FUNERAL services for David E. Tolman, 42, partner in the Washington law firm of Segal, Smith & Hennessey, who last Tuesday was found dead of a bullet wound were held there Friday. Interment was in Arlington Cemetery.

Mr. Tolman’s body was found in his office. A hunting rifle was lying across his desk. He was said to have been depressed and in ill health during recent months.

Active in communications law practice, Mr. Tolman joined Paul M. Segal, senior partner, 25 years ago as a stenographer. After graduation from George Washington U. law school in 1936, he became associated with the firm as an attorney. He served in the Navy in World War II, and assigned to communications work with the Joint Chiefs of Staff.

He leaves a wife and two children, Michael, 8, and Nancy, 13. They live at 4724 N. Seventh Rd., Arlington, Va.
DUPONT DEADLINE SET AT DEC. 31

Industry leaders are asked to nominate a commentator, a radio or tv station of less than 5 kw and a station of more than 5 kw for the 1953 duPont awards.

NOMINATIONS will be accepted through Dec. 31 for the 11th annual awards of the Alfred I. duPont Awards Foundation in the radio-tv industry for 1953, O. W. Kriegel, foundation curator and director of the Lee Memorial Journalism Foundation at Washington & Lee U., said last week.

The three duPont awards—one to a radio or tv news commentator for "aggressive and consistently excellent and accurate gathering and reporting of news in the public interest," a second to a radio or tv station of more than 5 kw power and a third to a radio or tv station of less than 5 kw, both of which have performed "outstanding public service"—carry standards of $1,000 and embossed citations recognizing the recipient’s contribution to the field.

The awards committee includes Mrs. Jessie Ball duPont, who established the awards in 1942 in honor of her husband; Dr. Francis P. Gaines, president of Washington & Lee U., which administers the awards; Ben McKeelway, editor of the Washington Star; Dr. Hadley Cantril, director of Princeton U.'s public opinion research, and Mrs. Oscar A. Ahlgren, president of the General Federation of Women's Clubs.

Use of Award Money

Mr. Kriegel said winners may make the cash awards the basis for scholarships and fellowships for advanced study in radio-tv in their own and the foundation’s name. Nominations should be mailed to: Curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

Winners in 1952 were WBNS-TV Columbus, Ohio; WMT Cedar Rapids, Iowa, and Gerald W. Johnson, commentator at WAAM Baltimore.

When Customers Tell Dealers:

It proves your messages have the ring of authority!

WGAR commands the respect of a large listening audience because of authoritative news reporting, outstanding shows and special events, both local and CBS. This buying audience is yours—to ring up results in cash registers!

ADVERTISERS GET RESULTS ON WGAR

Sales results obtained through use of WGAR are reflected in the number of years both local and national advertisers have been with Cleveland's Friendly Station:

221 advertisers . . . . . . . 3-5 years
94 advertisers . . . . . . . . . . . . . 6-10 years
17 advertisers . . . . . . . . . . . . . . . 11-15 years
16 advertisers . . . . . . . . . . . . . . . . over 16 years!

WGAR'S PLEDGE

Based on 23 years' experience, WGAR secures from its staff and its clients, careful preparation and delivery of advertising messages to maintain high standards and good taste.

Listeners quote WGAR because they've learned to respect its voice of authority. We invite you to share the impact of this voice for your sales messages.

Advertising Agency

Broadcasting • Telecasting

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Advertising Agency

First Again!
—And Now By a Record Margin!

Advertising Agency Magazine

Broadcasting • Telecasting

Advertising Agency Magazine's subscribers in agencies now total:

20% more than Advertising Age
62% more than Printers' Ink
297% more than Tide

Never before has any advertising publication won such commanding leadership in the agency field—center of influence for 98% of all national advertising expenditures.

The reason? Only Advertising Agency Magazine is specifically edited for agency executives whose time-buying decisions affect you!
A SIX YEAR RECORD OF LEADERSHIP

October 27th rounds out WMAR-TV's sixth year of Television leadership in Baltimore. That date in 1947 marked the beginning of video service in Maryland, serving 1,600 receivers. Since then more than 500,000 TV receivers have been sold in Baltimore.

HERE'S THE RECORD:

RATINGS: Cumulative totals of ALL ARB ratings made in Baltimore since the beginning of 1952 show WMAR-TV leading in 50 percent of all quarter-hour segments rated while all three of the city's TV stations were on the air.

POWER: Last July 22 WMAR-TV went to the full maximum power (for Channel Two) permitted by the FCC—100,000 watts of effective radiated power. Even our "sneak previews" caused excitement in WMARYland—the first one alone evoking 300 un-asked-for letters from viewers over an area that ran from north of Harrisburg, Pa., to below Richmond, Va.

REMTES: Two mobile units, with which an outstanding record of 1,949 successful telecasts from locales remote from WMAR-TV studios has been compiled, have given our crews unusual skill and experience in this tricky phase of Television—production know-how which pays off in effective programming for discerning sponsors.

PROGRAMMING: The CBS-Television network 'powerhouse' of daytime and evening programming, (which dominate the 'top ten' in any survey) plus WMAR-TV's own imaginative video shows, give CHANNEL TWO an edge in any competition for audience attention.

CLIENTS: The noteworthy selling power of WMAR-TV has attracted national attention and this station is a "must" for any campaign that includes the important Baltimore market. Cost-conscious and audience-seeking advertisers like and buy the leadership WMAR-TV offers and delivers.

In Maryland Most People Watch

WMAR-TV

Telephone MULberry 5-5670

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
TELESTATUS

TV STATIONS ON THE AIR

and Reports of TV Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage area to B-T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since stations are from the station any question about them should be directed to that source. Total U.S. sets in use is unduplicated B-T estimate.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air and Channel</th>
<th>Sets in Station Area</th>
<th>vhf</th>
<th>uhf</th>
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<tr>
<td>Birmingham</td>
<td>WABT (13)</td>
<td>83,499</td>
<td>77,480</td>
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<tr>
<td>Mobile</td>
<td>WTVG (6)</td>
<td>56,100</td>
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<td>Montgomery</td>
<td>WCCO-TV (6)</td>
<td>71,500</td>
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<td>Mesa Phoenix</td>
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<td>ANARIZONA</td>
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<td>50,000</td>
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<td>Fort Smith</td>
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<td>DeKalb</td>
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<td>WYTH (17)</td>
<td>12,500</td>
<td>9,000</td>
<td>6,000</td>
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</tbody>
</table>

FOR THE RECORD

Oct. 26, 1953

now there are 394,000 sets in WFBM-TV’s coverage area

... and the audience is growing every day. Put your sales message on Channel 6.

Represented nationally by The Katz Agency

WFBM-TV

INDIANAPOLIS

Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD AM & TV, Grand Rapids
A snake-charmer would starve in Delhi — folks there have eyes only for WHEN.

Natch, no naught girls in York State's Delhi, but if there were they'd be dancing in the streets. That's how happy Delhi is about WHEN ... and Delhi is only one of more than 250 communities brought to the Syracuse market by WHEN. Got any used cobs to sell? Maybe Delhi, N. Y., is not your market, but somewhere in WHEN's vast audience are customers eager for your product, whatever it is.

SEE YOUR NEAREST

KATZ AGENCY

Page 138 * October 26, 1953
Buy XETV
CATCH THE EYES AND EARS OF THE SAN DIEGO MARKET
* for less money!

FOR INSTANCE, IN SAN DIEGO
*20 SECOND CLASS A ANNOUNCEMENTS COST

XETV (ONE TIME RATE) $80.00
STATION B " " $120.00
STATION C " " $100.00

REPRESENTED BY
WEED TELEVISION
NEW YORK CHICAGO DETROIT SAN FRANCISCO HOLLYWOOD BOSTON ATLANTA

- and just check our current ratings!

XETV
4233 PARK BOULEVARD SAN DIEGO 3, CALIFORNIA

BLANKETS SUNNY SAN DIEGO LIKE THE CALIFORNIA SUNSHINE

* Broadcasted by.Weed Television
NEW YORK CHICAGO DETROIT SAN FRANCISCO HOLLYWOOD BOSTON ATLANTA
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA
Birmingham, WJ61-TV (48), 12/10/52—Unknown.
Birmingham, WGGN-TV (42), 12/14/53—Unknown.
Decatur, WBML-TV (33), 12/26/53-2/1/54.
Montgomery, Montgomery Bist. Co. (12), Initial De-

ARKANSAS
Little Rock, KETV (TV) (22), 10/30/53—Unknown.
Pine Bluff, KATV (TV) (7), 6/19/53-11/15/53, Avery-

CALIFORNIA
Berkeley-San Francisco, KOEG (TV) (9), 7/24/53-
11/1/53.
Fresno, KCFV (TV) (53), 8/12/53—Unknown.
Los Angeles, KFV (TV) (26), 12/10/52-11/1/53.
Marcel, Marcel Corp. (34), 9/16/53—Unknown.
Saltlake, KUCI (TV) (26), 11/23/53—Full.
San Bernardino, KTBV (TV) (8), 11/16/52-2/1/53, Holling-

e.
San Francisco, ORP (TV) (40), 11/26/53-Oct. 5.
Stamford, Madison & Leeds (30), 10/15/53—Unknown.

CONNECTICUT
Bridgeport, WCBS (TV) (TV) (17), 1/29/53—Unknown.
Bridgeport, WLIR (TV) (49), 8/14/52—Unknown.
Hartford, General Times Vz Corp. (18), 10/21/53—
Unknown.
Montreal, WEDG (TV) (15), 1/29/53—Unknown.
Norwich, WCTI (TV) (45), 6/24/53-Summer ‘54, H.R.
Television.

DELAWARE
Dover, WHCN (TV) (40), 11/16/53—Unknown.
Wilmington, Vitelco Bist. Co. (83), 10/14/53—
Unknown.

FLORIDA
Fort Lauderdale, WTVF (TV) (17), 7/21/52-11/30/53,
Dole.
Fort Myers, WJRN (TV) (11), 3/21/53—12/31/53, Perry Assoc.
Jacksonville, WHJTV (TV) (25), 6/26/53-11/30/53,
Foulkes.
Jacksonville, WHJTV (TV) (25), 8/15/52—11/15/52.
Leech, WTVF (TV) (16), 12/31/52—Unknown.

New Grantees’ Commencement Target Dates
This list includes all stations not yet on the air commercially. Stations on the air are listed in
TELESTATUS, page 137

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

COLORADO
Denver, KDEN (TV) (26), 7/21/52—Unknown.
Denver, KTVB (TV) (20), 9/16/52—Unknown.
STA Oct. 15).
Denver KOA (TV) (4), 9/16/53-2/1/53, NBC, Patry.
Denver, KRMN (TV) (46), 7/1/33—1944.

CONNECTICUT
Bridgeport, WCBS (TV) (TV) (17), 1/29/53—Unknown.
Bridgeport, WLIR (TV) (49), 8/14/52—Unknown.
Hartford, General Times Vz Corp. (18), 10/21/53—
Unknown.
Montreal, WEDG (TV) (15), 1/29/53—Unknown.
Norwich, WCTI (TV) (45), 6/24/53-Summer ‘54, H.R.
Television.

DELAWARE
Dover, WHCN (TV) (40), 11/16/53—Unknown.
Wilmington, Vitelco Bist. Co. (83), 10/14/53—
Unknown.

FLORIDA
Fort Lauderdale, WTVF (TV) (17), 7/21/52-11/30/53,
Dole.
Fort Myers, WJRN (TV) (11), 3/21/53—12/31/53, Perry Assoc.
Jacksonville, WHJTV (TV) (25), 6/26/53-11/30/53,
Foulkes.
Jacksonville, WHJTV (TV) (25), 8/15/52—11/15/52.
Leech, WTVF (TV) (16), 12/31/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

COLORADO
Denver, KDEN (TV) (26), 7/21/52—Unknown.
Denver, KTVB (TV) (20), 9/16/52—Unknown.
STA Oct. 15).
Denver KOA (TV) (4), 9/16/53-2/1/53, NBC, Patry.
Denver, KRMN (TV) (46), 7/1/33—1944.

CONNECTICUT
Bridgeport, WCBS (TV) (TV) (17), 1/29/53—Unknown.
Bridgeport, WLIR (TV) (49), 8/14/52—Unknown.
Hartford, General Times Vz Corp. (18), 10/21/53—
Unknown.
Montreal, WEDG (TV) (15), 1/29/53—Unknown.
Norwich, WCTI (TV) (45), 6/24/53-Summer ‘54, H.R.
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Dover, WHCN (TV) (40), 11/16/53—Unknown.
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Unknown.

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Fort Lauderdale, WTVF (TV) (17), 7/21/52-11/30/53,
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Jacksonville, WHJTV (TV) (25), 6/26/53-11/30/53,
Foulkes.
Jacksonville, WHJTV (TV) (25), 8/15/52—11/15/52.
Leech, WTVF (TV) (16), 12/31/52—Unknown.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MISSOURI
Cape Girardeau, KOMO-TV (18), 4/16/53–Unknown.
Cape Girardeau, KOMO-TV (18), 4/16/53–Unknown.
Columbia, KOMU-TV (8), 1/15/53–11/1/53, ABC, CBS, DuMont, NBC, H-R Television.
Festus, KACT (TV) (14), 12/31/52-Nov. ’53.
St. Louis, KETC (TV) (9), 5/27/53–Unknown (granted Sta Aug. 12).

MONTANA
Billings, KRBK (TV) (8), 1/19/53–Early Fall ’53. Great Falls, KBOI-TV (2), 1/15/53–Nov. ’53. CBS, Weed TV.

NEBRASKA

NEW HAMPSHIRE
Keene, WNEK-TV (43), 7/25/53–Unknown.

NEW JERSEY

NEW MEXICO

MICHIGAN
Bay City, WNEM-TV (5), 9/27/53–Fall ’53.
Battle Creek, WBCH (TV) (58), 11/20/52–11/1/53, Headley-Reed.
Benton Harbor, WMFB-TV (42), 2/26/53–Unknown.
Detroit, UAW-CIO Bstg Corp. (62), Initial Decision 10/12/53. East Lansing, WEXL (TV) (40), 10/16/52–1/1/54.
Saginaw, Booth Radio & TV Stations Inc. (51), Initial Decision 7/28/53.

MINNESOTA

MISSISSIPPI
Columbus, WGBI-TV (28), 4/1/53–Unknown.
Gulfport, WSGW-TV (58), 2/10/52–Unknown.
Jackson, WSLJ-TV (12), 7/30/52-Jan. ’53. ABC, CBS, DuMont, Weed TV.
Maridian, WCGO-TV (50), 12/23/53–Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.


NORTH CAROLINA

NORTH DAKOTA

OHIO
Cincinnati, WCIN-TV (54), 5/14/53–Unknown. Cleveland, WERE-TV (65), 6/18/53–Fall ’53. Cleveland, United Corp. (19), Initial Decision 10/15/53.
Information in following orders Location, call letters, channel, date granted, starting target date, network and representative.

PORTSMOUTH, Woodruff Inc. (30), Initial Decision 8/8/53

OKLAHOMA

Miami, KMY (TV) (58), 4/2/53—Unknown.
Oklahoma City, KTV (9), 7/22/53-12/15/53, CBS, Aver-Knowl.
Tulsa, KCEB (TV) (23), 2/25/53-11/14/53, Bolling.

OREGON

Eugene, Eugene TV Inc. (13), 5/14/53—Unknown, Hollingbery.
Portland (Or.), Vancouver (Wash.), KYAN-TV (21), Initial Decision 6/18/53.
Salem, KPC (TV) (24), 12/9/53-12/15/53. granted STA Aug. 4.

PENNSYLVANIA

Allentown, WMZ-Tv (67), 7/14/53—Unknown.
Allentown, WQTY (TV) (29), 8/12/53—Unknown.
Erie, Great Lakes TV Co. (33), 10/24/53, Initial Decision 10/24/53.
Harrisburg, WMCB-TV (27), 7/24/53-12/15/53—Unknown.
Hershey, WJSH-TV (63), 12/18/52-Unknown, Necker, Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor. -Lebanon, WMRA-TV (58), 4/14/53—Unknown, Hollingbery.
Philadelphia, WISG-TV (23), Initial Decision 10/2/53, Philadelphia.
WIP-TV (29), 11/20/53—Unknown.
Scranton, WARM-TV (14), 2/25/53-12/15/53, Hollingbery.
Williamsport, WRAK-TV (36), 11/23/53—Unknown.

RHODE ISLAND

Providence, WMT (TV) (16), 4/8/53—Unknown.
Providence, WPDP-TV (12), 9/22/53-Full '53, Blair TV (granted STA Sept. 23).

SOUTH CAROLINA

Alvin, Alvin Electronics Advertising Corp. (54), 10/21/53—Unknown.
Anderson, WARM (TV) (40), 9/30/53—Unknown.
Sparrsburg, WCSC (TV) (17), 7/25/53—Jan. '54.

TENNESSEE

Chattanooga, WVOU (TV) (47), 8/21/53—Unknown, Pearson.
Chattanooga, WYTT (TV) (43), 8/21/53—Unknown.
Johnson City, WJH-Tv (11), 12/2/53—Unknown, Pearson.

TEXAS

Beaumont, KTMN-TV (6), Initial Decision 7/2/53.
Dallas, KDFX (TV) (23), 1/15/53—Unknown.
Dallas, KLTV (TV) (3), 8/12/53—Unknown.

FOR THE RECORD

Information in following orders Location, call letters, channel, date granted, starting target date, network and representative.

Corpus Christi, KTV (TV) (44), 11/20/53—Early Fall '53.
Houston, KVT (TV) (22), 1/8/53—Unknown.
Houston, KXIT (TV) (29), 6/18/53—Unknown.
Lufkin, KTHE (TV), 3/7/51—1/54, Taylor.
Midland, KMD-TV (2), 7/13/51-1/15/53.
San Juan, WRAS (TV) (3), 7/24/52-12/15/54, Inter-American.
Sherman, KSJM (TV) (46), 3/13/53—Late Summer '53.

TENNESSEE

Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.

VERMONT

Montpelier, WCAX (TV) (3), Initial Decision 10/2/53.

VIRGINIA

Danville, WZTM-Tv (29), 12/18/52-1/15/54, Hollingbery.
Marion, WMAT-Tv (TV) (50), 4/2/53—Unknown, Donald Cook.
Norfolk, WCTV (TV) (27), 7/11/53-11/15/53, ABC, Duw., Forte. (Test pattern due Nov. 1.)

WASHINGTON

Yakima, KITV (TV) (23), 12/4/53—Jan. '54.

WISCONSIN

Fondmel, WJPR (TV) (33), 7/1/53-1/15/54—CBS, Parsons.

WYOMING

Cheyenne, KBCW (TV) (2), 6/14/53—Unknown, Jackson.
Cheyenne, KREC-TV (5), 1/23/53-12/53/53, CBS.

HAWAII

Honolulu, KULA (TV) (4), 1/14/53-1/15/54.

IMPORTANT

San Juan, WAPA-Tv (4), 8/12/53—Unknown.
Station Authorizations, Applications
(As Compiled By B•T)

Oct. 15 through Oct. 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:
- CP—construction permit
- DA—direct application
- kw—kilowatts
- mc—megacycles
- mph—miles per hour
- ms—mili-seconds
- n—night
- mph—kilometers per hour
- n.v.—not visible
- s—solar
- u.s.—unlimited hours
- v—radio
- w—the weather
- w.m.—watts
- wv—wireless
- yrs.—years
- W—week
- yr.—year
- AM—amplitude modulation
- FM—frequency modulation
- TV—television
- VHF—very high frequency
- UHF—ultra high frequency
- VST—video studio transmitter link
- Due to space limitations, some data is not included.}

**FCC Commercial Station Authorizations**
As of Sept. 30, 1953

<table>
<thead>
<tr>
<th>Licensee</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licenses</td>
<td>2,660</td>
<td>984</td>
<td>50</td>
</tr>
<tr>
<td>Cps on air</td>
<td>34</td>
<td>31</td>
<td>136</td>
</tr>
<tr>
<td>Cps not on air</td>
<td>22</td>
<td>21</td>
<td>246</td>
</tr>
<tr>
<td>Total, all on air</td>
<td>2,980</td>
<td>1,015</td>
<td>150</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,660</td>
<td>984</td>
<td>50</td>
</tr>
<tr>
<td>Applications in pending</td>
<td>394</td>
<td>285</td>
<td>2</td>
</tr>
<tr>
<td>New station requests</td>
<td>133</td>
<td>5</td>
<td>394</td>
</tr>
<tr>
<td>Partially approved</td>
<td>293</td>
<td>2</td>
<td>295</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>987</td>
<td>287</td>
<td>4</td>
</tr>
<tr>
<td>Licenses canceled</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Cps deleted in Sept.</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Discrete non-commercial educational FM and TV stations.

*Authorized to operate commercially.

Am and Fm Summary through Oct. 21

<table>
<thead>
<tr>
<th>Call</th>
<th>License</th>
<th>Cps</th>
<th>In Pend.-Hear</th>
</tr>
</thead>
<tbody>
<tr>
<td>On air</td>
<td>Licensed</td>
<td>Cps</td>
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<tr>
<td>Am</td>
<td>2,301</td>
<td>2,372</td>
<td>25</td>
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<tr>
<td>Fm</td>
<td>572</td>
<td>547</td>
<td>18</td>
</tr>
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**Television Station Grants and Applications**
Since April 14, 1952

<table>
<thead>
<tr>
<th>Type</th>
<th>Licenses</th>
<th>Val.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>172</td>
<td>273</td>
</tr>
<tr>
<td>Educational</td>
<td>8</td>
<td>14</td>
</tr>
</tbody>
</table>

**Total Operating Stations in U. S.**

<table>
<thead>
<tr>
<th>Type</th>
<th>Cps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>199</td>
</tr>
<tr>
<td>Educational</td>
<td>1</td>
</tr>
</tbody>
</table>

**Applications filed since April 14, 1952**

<table>
<thead>
<tr>
<th>Type</th>
<th>Licenses</th>
<th>Val.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>843</td>
<td>337</td>
</tr>
<tr>
<td>Educational</td>
<td>50</td>
<td>24</td>
</tr>
</tbody>
</table>

**Note:** Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 (B•T, Aug. 31, 24).

**Bulletins 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 this field... 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:

**ROBERT E. MCCANN,**
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.
LaGrange, Ga.—LaGrange Bistg. Co. (WLAG-AM-FM) uhf ch. 50 (686-692 mc); ERP 21.32 kw visual, 10.8 kw audible; antenna height average terrain 236 ft., above ground 245 ft. Estimated construction cost $84,000, revenue $75,000. Full power October 15; granted Oct. 10.

KLCX-TV Twin Falls, Idaho—Southern Idaho Bistg. & TV Co. granted modification of CP for vhf ch. 11 to change studio location to 707 and Ray Bliss, granted Oct. 15; announced Oct. 10.

KFPA-TV Pensacola, Fla.—WFFA-TV Inc. granted STA to operate commercially on vhf ch. 5 for the period ending March 15. Granted Oct. 9; announced Oct. 20.

KWVI-TV Longview, Texas—Central Texas Co. granted STA to operate commercially on vhf ch. 4 for the period ending Feb. 15. Granted Oct. 8; announced Oct. 20.

APPLICATIONS

LaGrange, Ga.—LaGrange Bistg. Co. (WLAG-AM-FM) uhf ch. 50 (686-692 mc); ERP 21.32 kw visual, 10.8 kw audible; antenna height average terrain 236 ft., above ground 245 ft. Estimated construction cost $84,000, revenue $75,000. Full power October 15; granted Oct. 10.

APPLICATIONS AMENDED

St. Louis, Mo.—St. Louis Telecast Inc. amended application for vhf ch. 11 to change studio and transmitter location to 5100 Berthold Ave., St. Louis; antenna height average terrain 522 ft. Granted Oct. 12.

APPLICATIONS DISMISSED

Null.

Existing TV Stations...

Actions by FCC

KIRM-TV Eureka, Calif.—Redwood Bistg. Co. granted modification of CP for vhf ch. 3 to change studio location to 770 and Bay Bliss, granted Oct. 15; announced Oct. 10.

KLEM-TV Eureka, Calif.—Redwood Bistg. Co. granted STA to operate commercially on vhf ch. 3 for the period ending March 15. Granted Oct. 9; announced Oct. 20.

KLZ-TV Denver, Colo.—Aladin Radio & TV Inc. granted STA to operate commercially on vhf ch. 7 for the period ending Feb. 28, granted Oct. 15; announced Oct. 20.


KWVI-TV Longview, Texas—Central Texas Co. granted STA to operate commercially on vhf ch. 4 for the period ending Feb. 15. Granted Oct. 8; announced Oct. 20.

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KWVI-TV Longview, Texas—Central Texas Co. granted STA to operate commercially on vhf ch. 4 for the period ending Feb. 15. Granted Oct. 8; announced Oct. 20.
New FM Station

**ACTION BY FCC**

Tampa, Fla.—Frank Knerr Jr., Jerome P. Mac-}

Brass and Freda F. Macpherson d/b a as FM

Bast, seeks new fm station on ch. 290 (107.1 mc)

with ERP of 10.44 kw. Filed Oct. 19.

Existing FM Stations

**APPLICATIONS**

WLYC-FM Williamsport, Pa.—Wyoming Bcstg.

Co. seeks extension of license to 1490 kw for

5000 Watts daytime. Filed Oct. 19. Proposed

site is 2% higher hill than current site.

Ownership Changes

**APPLICATIONS**

WPNX Phenix City, Ala.—Community Bcstg.

Co., a new fm station in Phenix City, Ala., 

seeks voluntary assignment of license to L. 

Christian & McClure for $72,000. Mr. Christian 

is president and Mr. McClure is president and 

vice-president of WPNX, Phenix City, Ala.,  

for which license is held.


grants voluntary assignment of license to Rollins 

and Co. for $30,000. Mr. Rollins is president  

and Mr. Co. is vice-president of WJWR, 

Newark, N.J., WMBK (TV) 910 kHz, 

Philadelphia.—Christian & McClure, a 

new fm station in Philadelphia, Pa., seeks 

change of call letters to WGBA and operate 

on 1700 kc in Columbus, Ga. Filed Oct. 19. 

License is held in both states.

WJWJ New York.—By petition of Station WJWJ, 

New York, points out that WJWJ is

not represented by an attorney in court 

proceeding, and requests modification of 

how FCC handles such cases.

WJKW New York.—By petition of the 

owners of WJKW, New York, points out 

that the FCC fails to notify them of 

changes in ownership of their station.

Arguments will be heard Nov. 3 in 

Washington, D.C.

**APPLICATIONS**

WGSM Huntsville, N.Y.—Hunt-Bourn-Mon- 

ton Bcstg. Inc., of Madison, Ark., seeks 

extension of license to 160 kw and 500 

watts for white and color transmission in 

the 100.1 to 101.3 kc band. Filed Oct. 19.

**APPLICATION AMENDED**

WBOI Bloomsburg, Pa.—Bcstg. Corp., 

seeks increase in daytime power to 9 kw. 

Filed Oct. 19.

KMCF Scranton, Pa.—By petition of WOUP, 

Scranton, Pa., points out that the FCC 

ignores the fact that the station 

is a cooperative organization.

Arguments will be heard Nov. 3 in 

Washington, D.C.
KABS (TV) Honolulu, T. H.—American Best-Statites Inc. (WMT-AM-TV Cedar Rapids, Iowa), granted voluntary assignment of license to new TV station on vhf ch. 4 to Pacific Frontier Bsc. Co. for $1,738,000. Washington, D.C., Pacific assume television obligation to RCA for $497,111. American Beststates advances loan of $100,000 to Bsc. Co. Principal includes WMZ-AM-TV (41.1%), KJSJ San Francisco (3.2%), President A. M. Burrell (10%), Sterling B. B. Gordon (5%), E. P. Franklin (1%) and Stanley G. Breyer (1%). C. Filed Oct. 13.

APPLICATIONS
WHTB Tallaga, Ala.—Voice of Tallaga Inc. seeks voluntary transfer of control from R. L. Davidson to Tallaga News Pub. Co. through sale of 80% interest for $35,000. Principals include President-Corporate Officer C. W. Hurst (35%), Vice President-Lawrence Ross (25%), Secretary-Treasurer E. E. Beddinger (17.5%), and others. Filed Oct. 15.

KFWB Los Angeles, Calif.—KFWB Bst. Corp. seeks voluntary assignment of license to Union Bst. Corp., of Calif. No consideration is involved as stockholders in both corporations are identical and will retain their respective shares. Upon FCC approval KFWB Bst. will be dissolved. Filed Oct. 16.

KPSD-AM-FM-TV San Diego, Calif.—Airfair Bst., Inc. seeks voluntary transfer of control and sale of property to former owners of new television station for $385,000. Principals include E. J. Sharp, George E. Wellman, John C. H. Kellogg, James J. Sutcliffe, William S. Carpenter, Thomas A. Foster, Margaret A. Clough, and others. Filed Oct. 16.

VWOF Orlando, Fla.—Haslwood Inc. seeks voluntary assignment of control through sale of entire stock to Joe Jo Selz, Frederick W. Schaufler and Edward M. Schaefer. Filed Oct. 16.

WJIV Augusta, Ga.—L. D. Bousfield, proprietor, and his wife, proprietors, seeks voluntary assignment of license to WHKM, operator of new television station on vhf ch. 13 for $150,000. Principals include President and Chief Executive Officer D. A. Bousfield (25%), President-Station Manager J. C. Bousfield (20%), and others. Filed Oct. 17.

FOR THE RECORD

KQOQ Red Wing, Minn.—KQOQ Bst., Bst. Corp., and WSLC, operator of new television station on vhf ch. 5, seek to change call letters to KWOQ and WSMC, respectively. Filed Oct. 18.


KPLJ Morgan, Utah.—KPLJ Bst. Corp. seeks temporary assignment of license to new vhf ch. 16 for $5,000. Principals include President W. E. Johnson (25%), Vice President J. H. Johnson (20%), and others. Filed Oct. 18.

KPLJ Morgan, Utah.—KPLJ Bst. Corp. seeks voluntary assignment of license to new vhf ch. 16 for $5,000. Editorial includes President W. E. Johnson (25%), Vice President J. H. Johnson (20%), and others. Filed Oct. 18.

IMMEDIATE DELIVERY

RCA-891R. Forced-Air-Cooled Triode. RCA-891R, $385

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and effort.

Refer to your ALLIED 268-page Buying Guide for station and equipment stock. Get it.
JANSKY & BAILEY INC.
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National Press Building
Offices and Laboratories
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Washington, D. C.
ADams 4-2414

A. R. RING & ASSOCIATES Consulting Engineers
30 Years Experience in Radio Engineering
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REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCB*

FRANK H. MCELROY Consulting Radio Engineer
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WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCB*

KEAR & KENNEDY
1302 18th St., N. W., Washington 6, D. C.
WASHINGTON 4, D. C.
Member AFCCB*

ROBERT H. HAMMETT
Consulting Radio Engineer
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SAN FRANCISCO, CALIFORNIA
SUTTER 1-7545

Custom-Built Equipment
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1121 Vernon Ave., Wash., D. C.
Lincoln 3-2705

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CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 6108
Member AFCCB*

GEORGE P. ADAIR Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
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Executive 3-1728—Executive 3-3811
Riverside 2-5134
Member AFCCB*

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AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside, Ill.
(A Chicago suburb)

RUDOLPH E. HANSCOM Consulting Engineers
612 Evans Bldg., N. W.
Washington 5, D. C.

Vandiver, Cohen & Wearn Consulting Engineers
610 New York Ave., N. W.
Washington 5, D. C.

TOWERS
AM * FM * TV
Complete Installations
TOWER SALES & ERECTING CO.
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Portland 11, Oregon

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCB*

Craven, Lohne & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCB*

PAGE, CREUTZ, GARRISON & WALDSCHMIT Consulting Radio Engineers
710 14th St., N. W., Executive 3-5670
Washington 5, D. C.
Member AFCCB*

ROBERT M. SILLIMAN
Consulting Radio Engineer
John A. Hufnagel—Assista
1405 8th St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCB*

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 2-3177
Member AFCCB*

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 2-3177
Member AFCCB*

HOFFMANN RECORDS
Offering discs conforming to Broadcast Co.
purchases Terrific sales for Local Dealers.
One station in each city being approached.
Inquiries are really not necessary.
BOX 11

Broadcasting • Telecasting

October 25, 1953 • Page 147
SALES ENGINEERS

RADIO AND TV BROADCASTING EQUIPMENT

Prominent national manufacturer of TV, radio broadcasting and communications equipment, has sales openings for Sales Engineers in the Midwest, Northeast, and West Coast territories.

These are permanent positions involving travel for qualified men who are anxious to advance with progressive midwest company. Desire to sell and knowledge of radio and TV equipment are essential. These positions are salaried. Please with income remuneration for more sales. Send full details first letter with photo, if possible, and territory preference. Write Box 243A, B-T.

HELP WANTED

Opportunity to advance with reorganized staff, announcers, copywriters, salesmen. Contact WFDU, Portage, Wisconsin.

Salesmen

Western NBC regional, excellent market, offers 25,000-45,000 dollar band, suitable for young men and women. Salary and incentives. Write Box 135A, B-T.

Experienced announcer wanted. Wonderful opportunity for a young man who fully knows radio sales and has a proven record. Rich market in Nebraska. Car necessary. Write, wire Box 135A, B-T.

Experienced, aggressive sales manager for midwest day-time independence. Must know radio. Opportunity to build a full-time, $7,000-$12,000, salary. Sales and topnotch programming. Forward complete information. Box 180A, B-T.

Salesman to handle agency and local accounts in southern New England metropolitan areas. Salary and excellent incentive plan. Immediate opening. All replies confidential. Box 285A, B-T.

Western NBC and TV opening for experienced salesman. Substantial guarantee and commission in first market. Stockton, Cali. 243A, B-T.

Permanent position with substantial guarantee and commission in first market. Stockton, Calif. Formel Licorice, 24-hour, 1000 watt fulltime. Selectable account list to begin with, prospects unlimited. Write Box 285A, B-T.

Immediate opening radio time salesman. $100 guarantee against commission. Contact Manager, KDRT, 16th & Telegraph, San Francisco, Calif.

250 watt, fulltime independent wishes to add salesman to present staff. Can be short on experience but not on ambition. Straight salary, minimum $70. Contact KNKC, Moberly, Missouri.

Commercial sales position in thriving county seat independent. Excellent market assures better than normal income. Must have ability to handle a dynamic market. Monthly draw against $15 commission. Send full details and references in first letter. Contact Lynn Thomas, KWHO, Colorado Springs, Colorado.

Sales crew manager. We have an opening for an experienced phone crew manager in a very successful news-talk station. Qualifications: Good looks, radio and TV experience; must be capable man with a background of dependability and maturity. Desirable age: over 30. Remuneration: A chance to make $1,500 per month is considered. $500 commission, plus bonuses, to an able man. American Radio Publications, Inc., 111-A North Washington St., Peoria 2, Illinois.

ANNOUNCERS

Immediate opening for better than average announcer. Good working conditions and excellent pay. See requirements, past experience in first letter, WMJU, January, Georgia.

Ad-libber, madcap wit, "happo" voice, DJ, Funny ad-lib out of script. Do "hopper" voice, Fred Allen, or Ray Charles voices, stage-screen impersonations. Midwest, Single. Box 131A, B-T.

HELP WANTED—(Cont'd)

At once, announce—first phone, or announce, some experience. WVOS, Liberty, New York.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcement should be diversified in abilities. Post is permanent. $250.00 per week. 5 days week. Paid vacation. Car necessary. Send resume. Salary $75.00. Box 135A, B-T.

Experienced announcer wanted by a western Penna. independent station. Send tapes or discs to Box 110A, B-T.

Announcer—immediate opening. Must have at least five years experience in TV and radio. Good opening for fair work. Over 40 hours weekly. Must have ad-libber ability to handle board, do good newscast and adapt self to changing conditions. In south. Send tape, background, and references. Box 223A, B-T.

Experienced newsriter, Send tape and details. KBTS, Shreveport, La.

Staff announcer AM and TV. Good voice, news, commercials, experience. Send audition, experience, references to KVOS, Bellingham, Washington.

Announcer, WKLO AM and TV, Lowellville. Send tape with news, ad-lib commercials and record show. List experience, salary expectancy. Contact Everbach.

Experienced announcer. Fulltime MBS affiliate wants good voice and good knowledge records, start $60.00 week. Contact WMGR, Bismarck, North Dakota.

Immediate opening for announcer in Central Michigan. Experienced man who can handle console preferred. WOAP, Owosso, Michigan.

Combination man with emphasis on good announcing, 1st class license desirable but not necessary. Multi-channel, Washington, D. C. WPIN, Alexandria, Virginia.

Experienced announcer with first class license for fulltime 250 watt NBC affiliate. Starting salary $75.00 week. WPIN, Brevard, N. C.

HELP WANTED—(Cont'd—)

Men with at least 10 years of electronic experience, preferably automotive, and solid knowledge of TV and TDV to install and maintain specialized assigned devices. Will be travelling constantly. Must have driver's license. Transportation supplied. Good salary and bonus. Send references and one recent photo. Please with income remuneration for more sales. Letter will be held pending available positions. Remember to enclose a personal check. Photo will not be returned. Box 654W, B-T.


Immediate opening for man with background in heart of the hunting and fishing area. Chief engineer with some ability as announcer or traffic clerk. Excellent opportunity to build a successful operation. Permanent position with expanding organization. Box 192A, B-T.

East coast major market independent wants first class announcer with program, selling and writing background, wanted immediately for AM-FM and TV operations. WAMX, Williamsport, Chief Engineer, WAIM, Anderson, South Carolina. Immediate opening first or second class engineer. WOBX, Rhinelander, Wisconsin.

WBAZ Inc. has openings in microwave radio and TV. Excellent opportunity to develop into a first class combination man. Write, KMYR, Denver, Colorado, giving complete experience, qualifications, salary desired. Good prospects with good background, wanted immediately for AM-FM and TV operations. WPXO, Richmond, Chief Engineer, WATM, Anderson, South Carolina.

WOBX Inc. opening for full-time announcing position in New England market. Excellent salary and working conditions. WOBX Inc., Huntington, West Virginia. Chief engineer wanted. $82.25, for fifty hour week. WSON, Henderson, Kentucky.

Experienced, First class transmitter engineers, AM, FM, and Television. Excellent opportunity. Starting salary $88.00, per week. WTVH-TV, Peoria, Illinios. Phone Wallace Wurz, 6-0501 for interview.

Production-Programming. Others

Fulltime copywriter needed for twin network station in Maryland. Preferred. Box 180A, B-T.

Experienced male continuity writer for midwest radio-TV station. AFRA minimum $4,000. First year; $4,850, second year; three weeks vacation. Send copy samples, photo first letter. Box 286A, B-T.


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Radio Broadcast Equipment for sale. Complete, used (former KGVO) Western Electric, 5,000 Watt Transmitter for sale at $10,000.00. Get into this lucrative business with a powerful station very cheaply.

MOSBY'S, Incorporated
127 E. Main St.
Missoula, Mont.
Technical

Engineer with approximately 20 years experience including three years TV desires position as a technical director or TV supervisor especially in warm climates. Box 258A, B.T.

TV-AM engineer, prefer work in home state Combined experience, presently employed, Married. Box 254A, B.T.

Production-Programming, Others

Film editor, college graduate, Korean veteran. Box 176A, B.T.

Publicity-merchandising—sold radio, television, motion pictures, college grad. Want responsibility. Box 227A, B.T.

TV director-supervisor, 33, with 3 years TV and 4 years radio, desires change to more progressive station. Box 256A, B.T.


Newman with 14 years experience wants news job with TV station in Midwest. Recent European experience and 7 years in Washington. Resides 1351 Logan 7-3956, Washington, D. C., or write Box 276A, B.T.

For Sale

Stations

Midwest, 5,000 watt, fulltime good money maker, sound investment. Excellent assets, well equipped. Located in city with all utilities paid, except for electric. Excellent location. Box 258A, B.T.

Program director, a veteran, seasoned TV pioneer, happily employed but looking for a challenge on newer TV station. New York, Hollywood and other references. Reasonable in every sense of the word. Box 286A, B.T.

Newman with 14 years experience wants news job with TV station in Midwest. Recent European experience and 7 years in Washington. Resides 1351 Logan 7-3956, Washington, D. C., or write Box 276A, B.T.

1 kw daylight, best section Georgia, no off air, reasonable price 25,000,000, half cash. WMOC, Covington, Georgia.

Equipment, etc.

New TV towers ready for shipment October 15th. Sold only delivered, and erected with all equipment. One tower 360 ft. One tower 390 ft. One tower 480 ft. Gaxter type. Box 186A, B.T.

Recording equipment: Four RCA 73B recording lathes with complete auxiliary equipment consisting of four Presto 652 recording amplifiers, two RCA 66A4 modulators, two Weston UU meters, attenuators, jacks, coils, pads, etc., plug spare replacement parts. Write Box 301A, B.T.

Presto 6N in 1B case---$50.00. Microphones 463X---$79.00. WE-36C---$65.00. Box 255A, B.T.

One Collins 20-T transmitter cabinet, and necessary components for three-tower directional operation less remote meters. Also 400 feet 12-gauge speaker cable, 600 ohm. D-42W. Write, wire, or call Dexter Ferry, Chief Engineer, KNED, McAlester, Okla.

16 kw AM transmitter, RCA type BYA-10F, with complete control equipment and some extra space, $17,500.00. RDU Duluth. Also approved A&M 'excellent' station. 1250 kw, 250 kw. Wriggler report. Write, wire, or call Dexter Ferry, Chief Engineer, KNED, McAlester, Okla.

Crouse-Hinds P.C.S.-12 500w beacon with dasher. Austin lighting transformer, 60A 12V charging system for auto. Best offer, as is. Engineering Department, WDGY, Minneapolis 1, Minnesota.

210 ft. guyed tower, galvanized, mfd. by Tower Construction Co. A-3 lighting. Contact WHAT, TV, Princeton, Ind.

Truscon tower four foot triangular uniform cross section 133 feet high with available engineering for complete base insulated tower. Contact Carl Smith, 9000 Euclid Avenue, Cleveland 6, Ohio.

Cancercine network tape recorder, faders, cases: new, unopened carton, $940; Model 1551, $285; Model 210, $400; Long Beach; Robert Nicholas, 1914 12th Way, Long Beach, Calif.

For Sale---(Cont'd)

Beili Howell 70 D. L. camera with turret, 1" lens, 400 ft. magazine, synchronous motor. Brand new, never been used, Bargain. Central Telefilms, 810 North Sheridan, Peoria, Illinois.

Wanted to Buy

Stations

Buyer for midwest 250 to 5,000 watt independent or affiliate station. Full details kept confidential. Box 84A, B.T.

Want small local radio station with good potential. Will buy outright or controlling interest. Will bring to operation sound long-time agency and station experience. Box 286A, B.T.

Equipment, etc.

Would like to locate good used 16 kw transmitter. Box 15A, B.T.

1 used RCA 76-CI or D with BAEC preamplifier or equivalent. Box 16A, B.T.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 455X, B.T.

Any good used equipment for erection of 1 kw station. RCA, Collins, Gates. State complete particulars in first letter. Box 252A, B.T.

1 kw or less FM transmitter. KTJK, Tucson, Arizona.

Miscellaneous

Good used AM transmitter, 1000 watts complete; FCC approved. Please send complete information first letter and picture if available to Jay Lamb, WPXN, Phoenix City, Alabama.

Used, factory built 10 kilowatt transmitter. Send price and complete information to Grant Wraith, Aipton, California.

An American corporation operating in the Far East with principal offices in Manila has facilities and contacts to represent U. S. firms wishing to do business in publishing, radio or television, such as supplies film features, equipment, features, etc. Box 150A, B.T.

FCC licenses quickly by correspondence. Also new 6-weeks resident class begins November 5. Grapham School of Electronics, 6694 Hollywood Blvd., Hollywood, California.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KKCR, Enid, Okla., Secretary, Oklahoma Broadcasters Association.

Production-Programming, Others

Radio-TV program manager regional network radio station about to begin TV operations wants a top-grade manager for combined radio and television program department. Creative and executive abilities are musts for this job. Send full particulars at once to Box 280A, B.T.

Help Wanted---(Cont'd)

Television

Help Wanted

TV JOBS IN FLORIDA

If you are interested in positions as directors, cameramen, announcers, writers, studio and transmitter technicians, film editor, news writers and photographers, set designers, artists and traffic managers; send complete background, salary and photograph in first letter to Box 818X, B.T.

Production-Programming, Others

Help Wanted

UNUSUAL ANNOUNCING POSITION

ANNOUNCERS

If you're interested in announcing, position immediately available at University of Missouri commercial VHF operation. Much experience and imagination can qualify for chief announcer-producer position. Rush complete detailed application to Program Director, KMOM-TV, Columbia, Missouri.

For Sale

RCA TT2AH TRANSMITTER

used as an interim less than 1,250 hours. Immediate delivery.

BOX 282A, B.T.

Announcers

HIGHLY COMMERCIAL!!!

M. & M. MRS. D. D. DIVA QUALITY TEAM with national award winning show. You've read about them in numerous columns, TV columns, and in national publications such as RADIO-TV MIRROR and NEWSWEEK. A REDUCED, non-cancelled SALES package for stations and sponsors.

For information, write to box 270A, B.T.
FOR SALE
at substantial reduction all new and original packing cases:
1 PE-5-A GE film camera chain
1 PF-3-C GE slide projector and accessories
1 Zoomer Lens
1 FD-2-B Mike boom and perambulator

These and several smaller items also for sale are excess equipment acquired when we took over equipment contract of another TV station. WENS, Oliver Building, Pittsburgh 22, Pennsylvania.

SCOTCHLITE CALL LETTER SIGNS $2.95
Beautiful, wide angle, red, all weather call letters for rear bumper or back window complete with dial and setting or radio symbols—die cut at $2.95 per set or 10 sets for $22.50.

Wanted to Buy
Stations

Experienced Broadcaster interested in purchasing 250 to 1,000 watt station in Eastern or Central time zone. All correspondence will be kept confidential. Box 216A, B&T.

Equipment, etc.

TOWER WANTED
150 feet Self standing

KGUL-TV
Galveston, Texas

FOR THE RECORD

Commission granted the protest, ordered hearing in this matter, and postponed the effective date of grants pending final determination in the hearing. The order setting forth the hearing issues, procedure and date of hearing will be released in the near future. Commissioner Doerr dissented. Action Oct. 18.

Madison, Wis.–Ch. 3 hearing. The Commission announced its order (7) denying petition filed by Badger Television Co. to return to default and illegal an amendment filed by WISC which included certain changes of stock ownership which had taken place since filing of original application for new tv station. (2) Denying petition filed by Badger Television Co. to enlarge the hearing issues in the above-mentioned proceeding to include in discussion whether WISC is financially qualified to construct, own and operate a television station. Action Oct. 16.

Superior, Wis., Duluth, Minn.—TV Allocation. The FCC announced its memorandum opinion and order denying petition filed Aug. 21, 1953, for reconsideration of Commission action of Aug. 12, 1953, on the application of Superior, Wis., Duluth, Minn. for a channel 3 tv station. Action Oct. 17.

Experiences of complaints, among other things, denied petitioner's request for leave to amend its application to specify ch. 6 in lieu of ch. 3 and to designate its amended application for hearing in consolidation with pending applications for ch. 6 in Duluth-Superior, or, in the alternative, to designate all pending Duluth-Superior applications for both ch. 3 and ch. 6 for hearing in a single consolidated proceeding; on Commission's own motion, amended hearing issue No. 5 in the ch. 3 proceeding to determine whether a choice can be made between the applications on the basis of equitable distribution (b) of the Communications Act and if so, whether a grant to one of the applicants would be in the more fair, efficient, and equitable distribution of service. Action Oct. 15.

Routine Roundup

October 13 Applications

ACCEPTED FOR FILING

Modification of CP
WAVY (TV) Norfolk, N. Y., N. K. Best, Corp.—Mod. CP (BPCT-79), as mod., which authorized new sale of station to WNYL (1050 AM) for $100,000. Oct. 9.

WLTV (TV) Wheeling, W. Va., Polan Industries, Inc. (WOK)—Mod. CP (BPCT-62), as mod., which authorized changes in existing station. (BLCCT-155).

October 13 Decisions

Actions on October 6

The following were granted Mod. CP's for extension of completion dates shown:

KTEJ-TV Austin, Tex., to 1-31-54; WVEC-TV Hamlet, N. C., to 2-21-54; WQCH-TV in Vicksburg, Miss., to 11-26-53; KTBC-TV Austin, Tex., to 1-4-54; WBFY-7-TV in Savannah, Ga., to 1-21-54.

Remote Control

The following stations were granted authority

Employment Services

OCCUPY OPPOSITE-ROUTE TV REP SALES MAN TO START NEW BUSINESS

Individual, with large station on long term contract, desires to start new rep firm in New York. If you represent two or three good radio- TV stations, and have strong contacts to get them and want management and partnership arrangement with real future write Box 261A, B&T.

to operate transmitters by remote control:

WERY Richmond, Ky.; KEDY Minneapolis, Minn.; KWKY Fort Worth, Tex.; WERS Boston, Mass.; WTTI Asheville, N. C.; WGBN Chicago, Ill.; WTTB Tyler, Tex.; KLFX McAllen, Tex.; WLGW Columbus, Ohio; WGBY Springfield, Mass.; WJMD Scranton, Pa.; WAWA Greensboro, N. C.; WGRF Buffalo, N. Y.

Granted License

WSTR-FM Sturgis, Mich., WSTR Inc.—Granted limited construction permit, 1063 kW (Ch. 270), $250 kw. untl. (HLB-922).

Modification of CP

KOAV-AM Davenport, Iowa, Des Moines Television Co.—Mod. CP for slight change in trans. location, to compensate for error in earlier Grant, 932 kW, 614 ft., new location, 1481 kW, 620 ft. Action Oct. 13.

The following were granted Mod. CP's for extensions of completion dates shown:

New York, N. Y., to 4-6-54; WDAI Memphis, Tenn., to 1-16-54; conditions.

October 14 Decisions

By the Commission En Bane

Dental Request

KTB5 Shreveport, La., KTB5 Inc.—Denied request that new station is composed of new call letters. Commission does not think confusion is likely.

Renewal of License

The following stations were granted renewal of licenses Oct. 16, 1953, respectively (Action 10/13):


October 15 Decisions

ON ACTIONS ON MOTIONS

By Hearing Examiner Annie Neal Huntingdon Gordon, Best, Corp., Cinc., Ohio—Granted petition for leave to amend its application for license to serve suburban communities in the city of Cincinnati by adding two employees to its proposed staff (Docket 1054; BPCT-133, 10606). Oct. 15.

By Hearing Examiner James D. Cunningham

Radio Wisconsin Inc., Madison, Wis.—Granted petition for leave to amend its application for license to serve a broad service area, by adding two employees to its proposed staff (Docket 1056; BPCT-133, 10605). Oct. 15.

By Hearing Examiner Robert P. Cooper

South Bend Best, Corp., South Bend, Ind.—Granted motion for leave to amend its television application (Docket 1056, BPCT-135) to show increased hours of operation, operating costs and revenues, increases in staff personnel and program changes. (Docket 1056; BPCT-133). Oct. 16.

By Hearing Examiner J. D. Bond

Times World Corp., Roanoke, Va.—By memorandum opposition to a new motion for leave to amend its radio application (Docket 1056, BPCT-136) to show increases in operations and revenues, increases in staff personnel and program changes. (Docket 1056; BPCT-133). Oct. 16.


The Brothers Co., Sioux City, Ia.—By memorandum opposition and order granted petition of Sept. 15, 1953, to show proper services, certain equipment, including ant. and associated equipment; study equipment construction of studio building; increased heating costs; revised estimates of cost of living, current financial condition; change in program proposal; and change in minimum daily revenues; leave to amend its television application (Docket 1056; BPCT-133). (Action 10/15).

By Hearing Examiner Robert P. Bartley

Meredith WOW Inc., Omaha, Neb.—Granted petition for leave to amend application of Radio Station WOW Inc. (WOW), Omaha, Neb., to substitute Meredith WOW Inc. as party to proceeding (Dockets 1056, 1056, BPCT-133). Oct. 16.

By Hearing Examiner Robert P. Bartley

The Builders Co., Sioux City, Ia.—By memorandum opposition and order granted petition of Sept. 15, 1953, to show proper services, certain equipment, including ant. and associated equipment; study equipment construction of studio building; increased heating costs; revised estimates of cost of living, current financial condition; change in program proposal; and change in minimum daily revenues; leave to amend its television application (Docket 1056; BPCT-133). (Action 10/15).

For Sale—(Cont’d.)

RCA FIELD SYNC GENERATOR G.E. FILM CAMERA
both newly new

KGUL-TV, Galveston, Texas
To extraordinary lighting effects... at extraordinary savings! Rent your entire set of lighting equipment on a special term basis. The set includes... and much, much more... for only...

Stopping the situation has never been easier. You can now... and... and... the list goes on... to control your entire set with just...

APPLICATION RETURNED

Renewal of License
KDAC Fort Bragg, Calif., Edward Mertel—Renewal of license (BR-6644).

October 19 Applications

ACCEPTED FOR FILING

License to Cover CP
WBRB Barrington, Ill., Wm. A. Wynne—License to cover CP (BFP-9724) as reinstated and mod., which authorized new station (BL-5912).

APPLICATION RETURNED

Renewal of License
WLON Lincoln, N. C., Lincoln County Bestg., Col.—License to cover CP (BFP-8702) as reinstated and mod., which authorized new station (BL-5912).

WIFM Oconto, Wis.—License to cover CP (BFP-8740) as reinstated and mod., which authorized new station (BL-5912).

WBBN Chicago, Ill.—License to cover CP (BFP-1574) as reinstated and mod., which authorized new station (BL-5912).

WCON-FM Milwaukee, Wis.—License to cover CP (BFM-8741) as reinstated and mod., which authorized new station (BL-5912).

WCRE St. Charles, Ill.—License to cover CP (BFP-8731) as reinstated and mod., which authorized new station (BL-5912).

WBRK Peoria, Ill.—License to cover CP (BFM-1574) as reinstated and mod., which authorized new station (BL-5912).

WFPJ-DT Antioch, Ill.—License to cover CP (BFM-8741) as reinstated and mod., which authorized new station (BL-5912).

WHTQ-DT Champaign, Ill.—License to cover CP (BFM-1574) as reinstated and mod., which authorized new station (BL-5912).

WITR West Allis, Wis.—License to cover CP (BFM-8741) as reinstated and mod., which authorized new station (BL-5912).

WIZO-FM Rockford, Ill.—License to cover CP (BFM-1574) as reinstated and mod., which authorized new station (BL-5912).

WDAF Omaha, Neb.—License to cover CP (BFM-8741) as reinstated and mod., which authorized new station (BL-5912).

WIFM-FM Warren, Ohio—License to cover CP (BFM-8741) as reinstated and mod., which authorized new station (BL-5912).

WGPSF-FM South Bend, Ind.—License to cover CP (BFM-8741) as reinstated and mod., which authorized new station (BL-5912).

WJER-CF Salem, Oreg.—License to cover CP (BFM-1574) as reinstated and mod., which authorized new station (BL-5912).

WQMS-FM Elmhurst, Ill.—License to cover CP (BFM-8741) as reinstated and mod., which authorized new station (BL-5912).

WIFI-DT Bloomington, Ind.—License to cover CP (BFM-1574) as reinstated and mod., which authorized new station (BL-5912).

WYCR-AM Chicago, Ill.—License to cover CP (BFM-1574) as reinstated and mod., which authorized new station (BL-5912).

WZNS-CF Milwaukee, Wis.—License to cover CP (BFM-1574) as reinstated and mod., which authorized new station (BL-5912).

WCDT-DT Chicago, Ill.—License to cover CP (BFM-1574) as reinstated and mod., which authorized new station (BL-5912).

October 16 Applications

ACCEPTED FOR FILING

Modification of CP
WINK Fort Myers, Fla., Fort Myers Bestg. Co. — Mod. CP (BFM-2447), which authorized erecting new ant. and mounting tv ant. on top (heighten), changing location (coordinate only), for extension of completion date (BMP-8236).

KLJK Jefferson City, Mo., Empire Bestg. Co. — Mod. CP (BFP-1551), which authorized new station, for approval of ant. type, and studio loc. (CP 1/3/54), for extension of completion date (BMP-8326).

WLBD New York, N. Y., Bestg. Co.— Mod. CP (BFP-844), as mod., which authorized changes in trans. location and make changes in ant. and grounds to tv station, for exst. of completion date (BMP-8326).

WJRT-TV Birmingham, Ala., The Television Corp.— Mod. CP (BFP-847), as mod., which authorized new station, for extension of completion date to 11/15/53 (BMPCT-1475).

WMVU-WT Decatur, Ala., The Tenn. Valley Bestg., Co.— Mod. CP (BFPM-848) which authorized new station, for extension of completion date to 11/15/53 (BMPCT-1475).

KHJ-TV Chico, Calif., Golden Empire Bestg. Co.— Mod. CP (BFP-1551), which authorized new station, for extension of completion date to 12/15/53 (BMPCT-1481).

KUGR-Yuma, Ariz., John Steventon— Mod. CP (BFP-1588), which authorized new station, for extension of completion date to 2/15/54 (BMPCT-1487).

KIFT (TV) Ft. Myers, Fla., Idaho Falls, Idaho— Mod. CP (BFP-1278), which authorized new station, for extension of completion date to 4/25/54 (BMPCT-1479).

WPTV (TV) Ashland, Ky., Polan Industries— Mod. CP (BFP-859) as mod., which authorized new station, for extension of completion date to 4/15/54 (BMPCT-1464).

WJWJ-TV New Orleans, La., Supreme Bestg. Co.— Mod. CP (BFP-1547) which authorized new station, for extension of completion date to 4/15/54 (BMPCT-1452).

WJTV-Lansing, Mich., WJIM Inc.— Mod. CP (BFP-248) as mod., which authorized changes in existing station, for extension of completion date to 1/15/54 (BMPCT-1482).

WTVE (TV) Elmhurst, N. Y., Elmhurst TV Co.— Mod. CP (BFP-248), which authorized new station, for extension of completion date from 11/15/53 (BMPCT-1495).

Extension of Authority

The Hamptons-Rambusq Corp., Springfield, Mass.—Authorizes to transmit to Chirk, Quebec, Canada, from 1300 Liberty St., Springfield (BFM-956), to run for 5 yrs.

Burns Ave. Baptist Church, Detroit—Extension of authority to transmit programs from Burns Ave. Baptist Church at Detroit to CKLW Windsor, Ont., for period commencing on 10/26/54 (BFP-1246).

Remote Control

Following stations request to operate transmitters by remote control:

WBOX Clarksville, Miss., Bitney Inez Jr. (BRC-2011); KGFW Kearney, Neb., Central Nebraska Corp. (BRC-200); WJLK Ashbury Park, N. J. (BRC-186).

Renewal of License

Following stations request to renew license:

BRTF Bayview, Calif., Mojave Valley Bestg. Co. (BR-1785); KGCO Calistoga, Calif., Charles H. Love (BR-1125); KRED Dimona, Calif., Radio Dimon Co. (BR-1245); KJJO Pleasanton, Tex., Atascosa Bestg. Inc. (BR-926); KQKS Las Vegas, Nev., T. H. Dallas (BR-1132); KERO Santa Rosa, Calif., Finney Bestg., Co. (BR-1248); KTVK Las Vegas, Nev., KNTV Inc. (BR-1248); WJTC Union, S. C., Bestg. Co. of Union Inc (BR-246).

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals
Negotiations
Financing
BLACKHAM-HAMILTON COMPANY

Radio-Television Brokers

WASHINGTON, D. C.
James W. Blackburn
2000 Dupont Circle
Washington D.C. 20036

CHICAGO
Ray H. Hamilton
250 N. Michigan Ave.
Chicago, Ill. 60601

SAN FRANCISCO
Lester M. Smith
555 California Street
San Francisco, Calif. 94104

BROADCASTING • Telemcasting
Corp.—Granted license for changes in fm station; 90.5 mc (ch. 258), 17 kw, uni. (BLR-342).

-Granted license for changes in fm station; 97.7 mc, 17 kw, uni. (BLR-9). WAGA-FM Atlanta, Ga., Storer Bstg. Co.—Granted license for changes in fm station; 105.3 mc (ch. 277), 45 kw, uni. (BLJ-925).

KDY-AM Grand Junction, Colo.—Granted license for changes in fm station; 1580 kw, ant., tr. location; 1037 mc (ch. 277), 45 kw, uni. (BLJ-925).

tion of main trans, to be operated on 200 kc, 500 w (BP-6897).

Modification of CP

KYTH Tulsa, Okla., Delta Bstgs., Inc.— Granted mod. of CP for extension of ant, studio loca-
tion; approved of ant, trans. location; corrected application for extension of trans. location (BMP-4319).

-Granted mod. of CP for approval of ant, trans. location; condition (BMP-4821).

The following were granted mod. of CP's for extension of completion dates as shown: WBYH Waterbury Conn., to 1-15-54; conditions: WYAM-FM Altoona, Pa., to 1-31-54; WT/TV Wheeling, W. Va., to 4-15-54; KICU Salinas Monterey, Calif., to 1-14-54; WXLJ Homewood, Ala., to 2-10-54; WHAM Montgomery, Ala., to 12-15-54; WHVW Richmond, Ind., to 2-22-54; condi-
tion: WITY Danville, Ill., to 3-4-54; WNEW New York, N. Y., to 5-4-54; conditions: WJIK Scranton, Pa., to 12-15-53; KGAL Lebanon, Ore., to 12-2-53.

Remote Control

The following stations were granted authority to operate remote control: WBRM Marion, N. C., WFRP Freeport, Ill., WAML Lausanne, Ohio.

Actions of October 15

Granted Licenses

WAYZ Waynesboro, Pa., Richard Field Lewis Jr.—Granted license for am station; 1380 kc, 1 kw, ant.; Grant- ed license for fm station; 1380 kc, 250 w, uni. (BL-1116).


KFIF Santa Barbara, Calif., W. M. Bestg. Co., Inc.—Granted license for fm station; 1450 kc, 250 w, uni. (BL-1116).

Granted CP

WILK Campbellsville, Ky., Taylor County Bstg. Co., Inc.—Granted CP to replace expired CP (BP-8215) which authorized changes in ant, studio location.

KFIF Falheaks, Alaska, Kiggins & Rollins—Granted CP to replace expired CP which authorized changes in trans. and studio location; correct coordinates (not moved) and make changes in ant, uni. minus 79 ft (BFMT-1418).

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown: WBSH-FM Bethlehem, Pa., to 10-15-53; WPTV Ashland, Ky., to 4-15-54; KISIL-TV Chico, Calif., to 12-15-53; KFTC-FM Fails, Idaho, to 4-23-54.

Actions of October 12

Renewal of License

The following stations were authorized to operate transmitters by remote control: WMGM Grandrapids, Mich., N. C. WILK-AM Asbury Park, N. J.

Modification of CP

WJMR-TV New Orleans, La., Supreme Bstg. Co.—Granted mod. CP for extension of completion date to 4-1-54 (BFMT-1402).

October 20 Applications

ACCEPTED FOR FILING

Following are applications for first renewal of license: RRE Berkeley, Calif., Central Calif. Bstgs. Inc.—Request license for 1st renewal application to station KPRU (BR-1392); KAPP Petaluma, Calif.—Request license for renewal to station (BR-2400); KGB Santa Barbara, Calif.—Robert B. Barger (BR-41); KGL San Fran-
isco (BR-2433); KTLW Paramount Theatre (BR-28); KARM Fresno, Calif., KARM, The George Harvey Bstg. Co.—Request license for renewal to station (BR-394); KGB Glendale, Calif., Glidewell Bstg. Co.—Mod. CP (BPCT-1304) for extension of license.

KEYT (TV) Santa Barbara, Calif., Santa Bar-
bara Bstgs. & TV Corp.—Mod. CP (BPCT-1152) as mod. which authorized new station, for extension of completion date (BFMT-1479). WPAQ-TV (TV) M. Airy, N. C., Ralph D. Epperson—Granted mod. CP (BPCT-1245) as mod. which authorized new station, for extension of completion date (BFMT-1479).

October 21 Decisions

October 21 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. J. Mearns.

Application for renewal of license to Third Avenue, Philadelphia—Granted license for new station, date of license is Oct. 15, 1953.

Action of October 9

Following are applications for renewal of license which were granted: KTBW San Berna-
dino, Calif.—Premier Bstg. Co. (Docket 10634); KTRK Houston, Tex.—The Texas Station Co. (Docket 10690); WJZ Miami, Fla.—The John B. W. Robinson Bstg. Co. (Docket 10778); WKY Kansas City, Mo.—Gulf Coast Bstg. Co. (Docket 10787); and WTMX Chicago, Ill.—The Chicago Bstg. Co. (Docket 10789).

UPCOMING

Oct. 25-26: Radio Television News Directors Assn. convention, Sheraton-Park Hotel, Wash-
ington, D. C.

Oct. 26-28: Joint meeting, U. S. & Canadian Ra-


Nov. 1-7: National Radio & Television Week.

Nov. 2: North Carolina Broadcasters Assn., meet-
ing, Asheville.

Nov. 2-3: Central Canada Broadcasters Assn., annual meeting, Royal York Hotel, Toronto.

Nov. 5-6: Ohio Assn. of Radio-TV Broadcasters, meeting, Neil House, Columbus.

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Eldebracht Hotel, Trenton.

Nov. 12-13: Professional Group on Vehicular Communications of the Institute of Radio En-
inger's annual meeting, Somerset Hotel, Bos-
ton.

Nov. 13: AAAA's Southeast Chapter, annual meeting, Kinkfield-Union Hotel, Atlanta, Ga.

Nov. 18-20: Louisiana Assn. of Broadcasters, elec-
tion of officers, Captain Sherle Hotel, Shreve-
port.


Dec. 7: FTC hearing on proposed trade practice rules for radio-television industry, 10 a.m., FTC Bldg., Washington.

Dec. 10: Supreme Court to hear Oral Argument on FCC's "giveaway" regulations, Washington.


SPECIAL LISTING

(NARHT District Meetings)

Oct. 25-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-6: Dist. 1, Somerset Hotel, Boston.

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Hearings

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Yesterday's Vision...

THE MOST astonishing aspect of electronics is that its scientists seem always to seek the impossible—and achieve it.

Today in government and private laboratories are projects that were regarded as wishful thinking only months ago. Before the very eyes of broadcasters a compatible color television system has been delivered during the last three years, a la carte.

The feature story writers are having a field day with such stories as Project Tinker-toy of the Bureau of Standards, and the printed-circuit receivers developed by the Signal Corps—that "Dick Tracy" wrist watch radio.

Not so fantastic at all. More than two decades ago, Gen. David Sarnoff predicted the "personal" radio which is now in general vogue. He also predicted the wrist watch radio innovation which now seems quite possible.

The miniaturization program in electronics is moving inexorably toward smaller, more effective units, in both transmitting and receiving apparatus. Transistors gradually will take over some of the work of the vacuum tubes. Radio transmitters of 1 kw that used to occupy a large-sized room now can be housed in a broom closet.

We have no doubt that Gen. Sarnoff's wrist watch radio, used in fantasy so successfully by Dick Tracy, is on its way. There's economic justification for it. And in electronics economic support is the mother of invention.

Let's imagine what a wrist watch radio might achieve. First, it actually could become a watch, give you the precise time by a push of the little knob, tuned to the "radio clock" station. In Havana, they have a station called "Radio Clock," which provides a few seconds of news, a quick commercial, and the correct time.

You could get the news by "dialing" a selected station. Or, through a "hearing aid" attachment, you might listen to your favorite programs, or to a football game, without disturbing the person sitting next to you.

When the day of the wrist watch radio arrives, Webster will have to contrive a new word for "satisfaction." Today radio is the saturation medium, with more sets in use than there are homes, because there's more than one set in most homes, aside from those out of home sets, totaling a mere 35 or 40 million.

With the wrist watch receiver, one's radio will become as "personal" and as essential as his handkerchief, or, if you please, his watch. It would revolutionize the watch-making industry.

There are those who foresee the two-way wrist watch radio, with each person having his individual frequency. We're not disposed to wait around for that one—but there we go, talking the "impossible" which those geniuses in the laboratory will toss at us (and the FCC as the licensing authority) one of these days.

... Today's Fact

MINIATURIZATION is only one technological advance of significance to the future of broadcasting. In the welter of other developments that have occurred in recent years, at least two hold great commercial promise for radio.

In this issue of B.T.T is a report on the emergence of high-fidelity receiving equipment from the hobbyist's play-thing to the mass-marketed instrument. There is every prospect that the spread of hi-fi will present radio broadcasters with new opportunities.

Two weeks ago B.T.T reported a demonstration of fm multiplexing by Maj. Edwin H. Armstrong. Multiplexing will permit the simultaneous broadcast of two different programs within a standard fm band. The commercial possibilities of adding secondary services are obvious.

As this week's article points out, the high-fidelity audience is a devoted audience. As it grows, it will provide a bigger and more receptive advertising target, assuming, of course, that broadcasters give that audience what it seeks—good music delivered with good quality transmission. By good music we do not mean classical music alone. We mean music of all kinds but having the common characteristic of being well played.

The technological developments of the past few years that have received the most attention have been mainly in the television field. Because tv is still a relatively novel system, it naturally holds the center of the stage. But it is important to notice that the scientists have been far from idle in the field of aural communication.

Radio technology is by no means frozen. It is steadily advancing. The commercial capitalization on the technological discoveries is inevitable.

Getting Out of a Rut

TWO disquieting criticisms of television programming have been made by two very important customers of television, as explained in the article, "Is Tv Already in a Rut?", on page 94.

Richard de Rochemont, vice president of J. Walter Thompson Co., and Louis N. Brockway, executive vice president of Young & Rubicam, are publicly worried over mediocrity and slavish imitation in tv shows.

To some extent we join Messrs. de Rochemont and Brockway in their concern. There is no doubt that the present climate of television is unhealthy for the adventurous. We cannot, however, agree that the blame for conservatism can be placed wholly on the networks and the packagers.

The unhappy fact is that a network or a packager has a very trying time indeed finding any agency that will ask a client to buy a show that strays from established formats. The principal resistance to the new or unusual comes from the agencies, not from the creators of programs. However unfortunate it may be for the good of the viewing public, this resistance is quite explainable in practical terms.

Because television costs a lot, an account can be quickly won or lost on the success or failure of a single television investment. The extreme risk that an agency runs in presenting a tv show to a client does not encourage gambles with unknown odds.

It seems to us that the responsibilities for opening the vistas of television cannot be handed over to the agencies, as Mr. de Rochemont suggests, without assuring an even more rigid adherence to tradition and lesser fear of exploration than now exist. What is needed is a clearer understanding by the agencies that freshness and imaginativeness in programming are quickly subdued if commercial support is not available.

Networks must continue to create and retain property rights to programs, else the networks deteriorate into mere conduits carrying information and amusement devised by somebody else and outside their practical control. They cannot turn over these functions to advertising agencies without abdicating their basic obligations to serve the public.

It is to the mutual advantage of telecasters, agencies and advertisers that the networks remain as the program source, that the agencies be more receptive to creative proposals and that the advertisers wait until more evidence than the first rating is available before deciding to sack a show and the agency that recommended it.

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Drawn for Broadcasting • Telecasting by Sid Hix

"You advertised for an aggressive tv salesman?"
KFI... The Pacific Coast's Only Clear Channel Station — 50,000 Watts - 640 Kilocycles Serving 285 Counties in Western America With KFI Los Angeles the Best in Radio — 31 Years of Uninterrupted Service Completing 11,505 Days on the Air

NBC for Los Angeles Represented by HENRY I. CRISTAL COMPANY

ABOVE COVERAGE IS FROM LETTERS RECEIVED REGULARLY
No doubt that YOUR product has met every test ... and no doubt that you know that it is the best ... if on TV you'll show it, of its true merits tell ... there are thousands who'll want it ...  

THEN YOU WATCH IT SELL!

KOTV Channel 6 - TULSA, OKLAHOMA WRATHER-ALVAREZ, INC.
KFMB-TV Channel 8 - SAN DIEGO, CALIF. WRATHER-ALVAREZ BROADCASTING, INC.

NETWORK AFFILIATES: CBS - NBC - ABC

Exclusive National Representatives: EDWARD PETRY & CO.