IN THIS ISSUE:

- Radio-Tv Dominate BAAA Session
  Page 31

- Advertisers Name New Agencies
  Page 36

- Ownership Limits Set by FCC
  Page 44

- BS Key Executives Duties Broadened
  Page 78

FEATURE SECTION
 Begins on Page 85

23rd year

THE NEWSWEEKLY OF RADIO AND TV
More tv installers watch this test pattern in Eastern Iowa than in NYC, Chicago and Pago Pago combined!
WHK
IS
CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!
VIEWERS
NOT JUST MARKET DATA

WGAL TV
Lancaster, Pa.

NBC • CBS • ABC • Du Mont

Although mail comes consistently to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map ... its viewers from Harrisburg, York, Reading, Lebanon and Lancaster did! For larger coverage, bigger audience, greater sales potential, buy WGAL-TV, Channel 8.

WGAL
AM FM TV
Steinman Station
Clair McCollough, Pres.

Represented by MEEKER

New York Chicago Los Angeles San Francisco

Page 4 • November 30, 1953
GEN. MARK W. CLARK, who recently retired as Army's top-ranking officer, has become associated with Jefferson Standard Broadcasting Co. to counsel it on educational activities, which include radio and television commentaries. Gen. Clark becomes president of The Citadel March 1, and Jefferson Standard, which operates WBT and WBTV (TV) Charlotte, N. C., has just procured construction permit for ch. 8 in Florence, S. C. (see story page 56).

** **

IT WAS DONE quietly, but with Bill Ryan's resignation as Broadcast Advertising Bureau president, effective Feb. 1 (BVT, Nov. 23), Board Chairman Charles C. Caley, WMBD Peoria, asked three-man group headed by Edgar Kobak, station owner, consultant and longtime BAB leader, to serve as standby committee to advise BAB management on policy questions that may arise needing prompt board-level attention. President Ryan continuing to run BAB until effective date of his resignation, and special committee's function is described as strictly consultative and having nothing to do with day-to-day operations. Serving with Mr. Kobak are Adrian Murphy, president of CBS Radio, and H. Preston Peters, president of Free & Peters.

** **

ABC's Hollywood keys—KECA and KECA-TV—shortly expected to become KABC-AM-TV in three-way call change pending FCC approval. Storer Broadcasting Co., which recently acquired KABC San Antonio where it owns KEYL (TV), will change to KGBS-AM-TV while KGBS Harlingen, Tex., becomes KGVG. Latter is paid $7,500 by ABC to defray costs of advertising change.

** **

FRANK K. WHITE, former NBC president, has returned to his home at Larchmont, N. Y., after three-month vacation on West Coast, Mexico and in South. He does not contemplate announcement regarding his plans until end of year, and disclaims knowledge of plans for his services by BAB as successor to Mr. Ryan (see above).

** **

EARLY signs of college sentiment at National Collegiate Athletic Assn. regional meetings point to continued operation of football tv monopoly in 1954 with one major change—more multi-game Saturday telecasts to meet regional and conference demands. Incidentally, analysis of professional and amateur box office expected to appear in The Citadel March 1 issue. Viewers have complained upon "appalling lack" of indoctrination on how to buy and exhibit films for video. Even those with motion picture background do not seem to know how to adapt film procedures to tv, FCC observers contend.

** **

RE arrangements for St. Louis Cards' baseball radio-tv coverage next year, it's understood that some midwest minor league teams would be willing to permit telecasts into their territory under 50-mile rule for "reasonable" remuneration. Problem will be thrashed out at minor leagues' meeting this week. Minors' attitude said to be more important than any effect of recent rulings on sports and particularly baseball.

** **

FOR FIRST time since merger of ABC and United Paramount Theatres last February, officials of parent theatre organization, headed by Leonard H. Goldenson, will attend regional affiliate meetings of network. Series begins January in New York and winds up month later in New Orleans.
You can advertise successfully

Local TV kids’ programs work wonders
... on audiences and sales.

They’re scheduled just when most kids can be
reached in each market. And they’re tailored right
to kids’ own interest... which makes the kids
ask for products they see advertised.

When they do, parents buy. One national advertiser
put his product (a first aid supply) into 22,000 homes... all within a month... using only two participations weekly in one kid’s program.

Local TV kids' programs dig right into the markets where you sell your product. You'll have many extra merchandising opportunities. You'll have complete flexibility in buying just the time periods you need.
When you reach for the ever-growing Savannah Seaboard Market, you're reaching for 79 rich counties in 3 states . . . and you're reaching for your share of over half a billion a year in retail sales!

That's right hefty reaching, brother. And the plain fact is, only WSAV has the reach it takes to cover all of the market all of the time.

WSAV at long-range 630 kc reaches out to more homes, to more people, than any other medium in the market . . . bar none. In short, WSAV gives your sales story the boarding-house reach it needs to cover this half a billion dollar market.

Don't take our word for it. Ask any Blair man for a look at S.A.M. or the latest Pulse. Then reach for WSAV!
**FCC Studies Staff's Proposals for Color TV**

FCC COMMISSIONERS read rough draft of its staff-recommended color tv decision over the weekend, are scheduled to resume discussion on document today (Mon.). Commission held 75-minute session on subject Friday afternoon, with all present but Comr. Frieda B. Hennock. That Commission will approve NTSC standards, supported by virtually entire industry, is understood to be foregone conclusion. In Friday meeting, first on color tv since Oct. 15 New York demonstrations, no significant objections were raised to any portions of staff paper.

Under ideal conditions, FCC could, it is believed, half-financing on compatible color standards this week. Under normal circumstances, it is believed that another two weeks will be required for Commission discussion, staff revision and final draft of Commission's instructions. This would bring final decision issuance week of Dec. 14. Since important FCC orders usually are issued after 3 p.m. on Fridays, best guess is that Dec. 18 may be the day.

Only portions of relatively slim report (20 pages) that may require detailed study are those dealing with technical matters, it is understood. These would be references to cost and complexity of receivers and station equipment, compatibility and "reverse" compatibility, definition, color faithfulness and detail of polychrome picture.

Some questions have been raised in connection with patent holdings, but these are said not to be too serious.

**Networks Report 13% Boost in Oct. Sales**

GROSS TIME SALES of the nationwide broadcast networks in October amounted to $376,186,342, a gain of 13.3% over the $328,727,340 combined radio-television network gross for October 1952, according to Publishers Information Bureau tabulations of network gross revenue. Four tv networks showed 35.1% increase in gross time sales from October 1952 to same month of 1953; radio networks dropped 11.3% this October as compared to last.

Cumulative gross network time sales for Jan.-Oct. period this year are $311,539,591 for combined radio, tv networks, up 10% over comparable figure of $280,278,967 for like period of 1952. Tv networks show 22.4% rise when 10-month period of 1953 is compared to same part of last year. Radio networks for 10 months are down 1.1% from year ago.

Network-by-network time sales figures for radio and tv, October and Jan.-Oct., as compiled by PIB, follow:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$22,461,279</td>
<td>$223,392,840</td>
<td>$223,392,840</td>
<td>$206,327,600</td>
</tr>
<tr>
<td>CBS</td>
<td>$52,277,711</td>
<td>$523,011,166</td>
<td>$513,435,063</td>
<td>$465,255,327</td>
</tr>
<tr>
<td>NBC</td>
<td>$27,028,000</td>
<td>$270,404,404</td>
<td>$270,404,404</td>
<td>$255,779,729</td>
</tr>
<tr>
<td>WBGU</td>
<td>$2,585,034</td>
<td>$26,371,360</td>
<td>$26,371,360</td>
<td>$24,387,167</td>
</tr>
<tr>
<td>WBBM</td>
<td>$11,274,060</td>
<td>$113,584,340</td>
<td>$113,584,340</td>
<td>$110,335,577</td>
</tr>
</tbody>
</table>

**BMI to Charge Movies**

BMI on Jan. 1, 1954, will begin licensing movie theatre use of internment music, with annual fees of $5 for theatres with up to 600 seats to $15 for over 1,500. For drive-ins, fees run from $5 for up to 200 cars to $15 for over 500. If theatre is operated 26 weeks or less, fees are halved. Announcing move Friday, BMI pointed out it is first direct charge made on movie theatres in BMI's 13-year history.

**Peers Vote British TV Plan**

CABINET plans of Prime Minister Churchill's Conservatives to introduce commercial tv in Great Britain won approval of House of Lords by 157-87 vote, with full debate slated for House of Commons (early story page 114). Group of influential peers, among them, opposed plan in two-day debate.

---

**Business Briefly**

**Falstaff Plans**

Agency's 1954 advertising plans for Falstaff beer, including baseball broadcasts and radio-spot campaign, probably will be approved early this week when advertiser and its agency, Dancer-Fitzgerald-Sample, confer in St. Louis.

**Red Heart to Expand**

Morrill-Red Heart dog food, Ottumwa, Iowa, through N. W. Ayer & Son, which started preparing radio and television campaign covering 12 radio and six tv markets last week ([BWT, Nov. 23], will expand (starting Feb. 1) into 22 additional cities in five southeastern states: Virginia, South Carolina, North Carolina, Georgia, Florida. Metropolitan areas of 50,000 population and over will be used. Radio will dominate 39-week campaign, with tv added where warranted.

**Nestle Participations**

Nestle Co. (Nescafe), White Plains, N. Y., through Sherman & Marquette, N. Y., understood considering women's participation programs, starting in January. About 15 radio markets probably will be used.

**Whitehall to Renew**

Whitehall Pharmaceutical Co., N. Y., whose current radio-spot campaign for Ancain expires Dec. 31, is expected to renew practically all present schedules through March, John F. Murray, N. Y., is agency.

**Drug Spots**

Lohn & Finks (proprietary drugs), through McCann-Erickson, N. Y., understood considering television spot announcement campaign to start early next year.

**Expand 'Digest' Drive**


**AFM Board Gets Down To Serious Business Today**

DISCUSSIONS will be resumed today (Mon.) in New York by nine-man international executive board of American Federation of Musicians (AFI) which met last Tuesday, Wednesday and Friday to lay groundwork for upcoming renegotiations of contracts with radio and television networks, record industry, and major motion picture producers.

Spokesman told [BWT] Friday that board was expected to "get down to serious business" on day. Contracts with networks expire Jan. 31. Though spokesman could not specify demands, it is believed this board will include recommendations aimed at curbing what it has described as "television's practice of supplanting live musicians with canned music," and at barring domestic record companies from making cut-rate records abroad by using nonmembers or combination of nonmembers and union members. These demands were espoused as far back as last July by James C. Petrillo, AFM president.

Members of international executive board participating in discussions are: Petrillo; Charles L. Bagley, Los Angeles, vice president; Leo Cusmanno, Newark, secretary; Harry J. Steeper, Newark, treasurer; and Herman D. Keirn, Portland; George V. Clancy, Detroit; Stanley Ballard, Minneapolis; William J. Harris, Dallas, and Walter M. Murdock, Toronto.

November 30, 1953 • Page 9
to make your advertising dollars go further

Tom Harker, National Sales Director * 118 E. 57th, New York
National Representatives * Katz Agency
Merger Reduces Buffalo Applicants; Other FCC Actions

MERGER which reduces hearing for Buffalo's vhf Ch. 7 to two applicants was filed with FCC Friday. New applicant, Great Lakes Television Inc., comprises former applicants Buffalo Courier-Express (WEBR), Copper City Broadcasting (WKTV) and WGRX-TV (Dutchman, Rome, N. Y.), WPIT (Pittsburgh) Inc. and Cataract Theatre Corp. Latter two originally were partners in Frontier Television Inc. Each of first two own 33 1/3%, last two split 33 1/3%. WPIT is owned by John J. Laux and associates, who also own WPFG Atlantic City, WBMS Boston, WSTV Steubenville, Ohio. Mr. Laux personally owns WJIL Niagara Falls, Copper City is owned by Kallet Theatre interests. Still competing for ch. 7 are WKWB Buffalo and Community Television Co., local businessmen.

Four Drop TV Bids
FOUR tv applicants dismissed their applications Friday, in one case opening way for grant. Dis- missal of application of WTJS Jackson, Tenn., pending pending application of WDKU same city. Other vhf dismissals, which still leave more than one application pending, were: WCPC Albany, Ga., ch. 10, ELK Oakland, Calif., ch. 2, and Television Theatre of the Palm Beaches, Fla. (15% owned by Gene T. Dyer, owner of WATF Chicago), ch. 12.

Consolidate Aurel, TV Facilities Divisions
FCC announced Friday consolidation of Aurel Facilities and Television Facilities Divisions of Broadcast Bureau, with James E. Barr named chief of new consolidated divisions. J. Braun, ex-chief of tv unit, is now with Joint Commission on Religion and Race.

Would Add 1540 Kc in Waterloo
PROPOSED rule making by FCC would add 1540 kc to list of channels to which 1-AM stations may be assigned upon reorganization of NARBA terms in Water- loo, Iowa. FCC placed in pending file application of J. W. Purr to modify ERP to specify transmitter site and antenna for WHER in Columbia, Mls., using 10 kw daytime, pending outcome of above proceeding. Application of Radio Mid- Columbia for same station on 1- AM kw unlimited at The Dales, Ur a., placed in pending file to move WTCM Hartford, Wis. to Fort Atkinson, Wis., continuing on 1440 kc with 250 w daytime instead of 500 w daytime.

More Noncommercial Channels for Tenn.
THREE more noncommercial educational tv channels in FCC for Tennessee they are: ch. 11 to Lexington, ch. 7 to Rock island and ch. 2 to Sewanee.

KSTM-TV Can't File for E. St. Louis
FCC has notified KSTM-TV St. Louis that application for CP to build tv station on ch. 12 in E. St. Louis, Ill., is not acceptable for filing.

Baldwin, Shumate, Others Promoted in KSO Changes
COMPLETE reorganization of board of di- rectors and station management has been an- nounced by KSO Des Moines, Iowa, with ap-pointments of Bill Baldwin, program director, as station manager and Gene Shumate, sports director, as commercial manager. Kingsley H. Murphy Jr., who succeeds late Kingsley H. Murphy Sr., as president, has moved family from Des Moines and is active in station operation.

Messrs. Baldwin and Shumate also elected vice presidents and named to board of directors. New alignment includes Floyd E. Bartlett, chief engineer;ersh and Harry O. Murphy Broadcasting Co., and Ove H. Strandsoow, who succeeds late Herbert F. Holm, as comptroller. Other di- rectors: Vice President Clarence J. Mulrooney, Weyerhauser Tuesday at Paul, and Secretary Harry S. Carson, Minneapolis attorney.

STATION THREATENED
WPTX Lexington Park, Md., in St. Mary's County, became central figure in new Fulton Lewis jr. (MBS) exposure of county's political wheels when politicians were said to have threatened to see that station lost all advertising. WPTX is carrying Lewis series, which started last week. Comments made by ch. 13 that Abraham, and Joe Weiner, active in politics, had made threats to station and to WWDU Washington, where series originated. Mr. Lewis told BPT he had many hours of tape recordings which he said would show actual deals by gamblers and poli-ticians. Series is based on months of research and use of concealed recording equipment. Mr. Lewis said Abe Weiner had made threats to WPTX, and his cousin, Joe Weiner, had threatened in letter to sue WWDU. Text of letter was read on last Thursday's broadcast.

Three NARTB Committees Slate Meets This Week
MEETINGS are scheduled this week by three NARTB standing committees, continuing series of coming weeks started some weeks ago.

Television Circulation Committee, which has been working on tv station coverage project set in motion last December by NARTB tv Board, will meet Tuesday at Board House, New York. Committee chairman is Robert D. Sweezy, WDSU-TV New Orleans.

Television Information Committee will meet Wednesday-Thursday at 11 RBB headquarters in Washington. Committee has been studying impact of tv on public, reaction of public and organizations to tv programming and self-regu- lation. NARTB President Harold E. Fellows is committee chairman.

NARTB's Public Events Committee meets Friday at Ambassador Hotel, New York. Edgar Kobak, WTTA Thomson, Ga., is chairman. It will take up problems of radio and tv access to judicial legislative proceedings.

Get On Air, Educators Told
EDUCATIONAL institutions should "start slow but get on the air," FCC Comr. Frieda Hennock told 43d annual meeting of National Council of Teachers of English Friday at Los Angeles meeting. She warned that "opposition" and "prophets of adversity" would make false statements and spread confusion, adding that their gloomy forecasts were wrong.

UPCOMING
Dec. 4: Tennessee Assn. of Broadcast- ers, Andrew Jackson Hotel, Jackson- ville.
Dec. 4: NARTB Public Events Commit- tee, Ambassador Hotel, New York.

PEOPLE

KENNETH McALLISTER, account execu- tive at Procter & Gamble Inc., and James Bowles, N. Y., to Sullivan, Stauffer, Cockwell & Bowles, N. Y., as vice president and mem- ber of account group serving Pall Mall.

ALLAN H. KALMUS resigns as news bureau manager, Lever Brothers Co. public relations.

Before joining the company in September 1952 he had been tv publicity manager for NBC.

DAWSON L. NEWTON, formerly of Ruthrauff & Ryan Inc., N. Y., to Ellington & Co., N. Y., as account executive, effective immediately.

DANIEL D. CALABRO, public relations manager for Trav-a-Con, La Crosse, Wis., to WGGN-AM-TV Chicago as public rela- tions director. He formerly was with W. Stephen Epple Assoc.

JOHN FINLEY, NBC Radio Spot Sales, Chi- cago, rejoins WBBM Chicago radio sales depart- ment.

KAL ROSS, sportscaster with WMGM New York, formerly disc jockey and announcer with WOR New York and before that with WPEN Philadelphia, to WCAN-AM-TV Milwaukee as director of operations and administrative as- sistant to owner-president Louis Pollini, effective Dec. 5. He also will handle sportscasting assign- ments for stations and undertake realization of WCAN programming as independent outlet when ABC network affiliation expires Jan. 1.

Alasses, Family Exercise Options on WHO-TV
FORTY per cent interest in WHO-TV Des Moines, has been acquired by Independent Broadcasting Co. (H. Leslie Atlas, family) for $200,000. Purchase made according to ar- rangements agreed when Independent dropped tv application for Des Moines' vhf ch. 13 with grant going to WHO interests (B+T, Sept. 7) At time, Independent received $25,000 for out- of-pocket expenses, received option to buy 40% of new $500,000 WHO-TV Inc. Agreement also gives WHO-TV Inc. right to buy back Independent's stock for $275,000. To exercise option, Independent sold KIOA Des Moines to Don Searle and family last month for $150,000 (B+T, Oct. 21). Mr. Searle, general manager, minority stockholder of KOA- AM-TV Denver, Independent owns WLOL Minneapolis.

Laughter Named at KIOA,
Cassill Goes to WLOL
APPOINTMENT of Rex Laughter as vice presi- dent and general manager of KIOA Des Moines, Iowa, announced last week by Don Searle, pres- ident, Town & Farm Co., and executive vice president of KOA-AM-TV Denver. Mr. Laughter was vice president of KMMJ Grand Island, Neb., and KXXX Colby, Kan., also Town & Farm properties. Town & Farm bought KIOA from Atlas interests (see B+T, Sept. 7). H. W. Cassill, (Dutch) Cassill, former manager of KIOA-AM-TV Denver, moves to Minneapolis Nov. 30 to supervise operations and tv planning of WLOL there. Station is applicant for vhf ch. 9.

WGN-TV Gets Cubs Rights
EXCLUSIVE tv rights to all 1954 Chicago Cubs home baseball games and pre-season city series obtained by WGN-TV Chicago, it was announced Thursday by Frank P. Schreiber, gen- eral manager of WGN-AM-TV, and James Gallagher, Cubs business manager. Station also has same rights with White Sox on daytime home contests under contract for 1953-54.

Signing marks seventh consecutive year for WGN-TV telecasts of two clubs.

November 30, 1953   Page 11
THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
Sol Taishoff, Editor and Publisher

EDITORIAL
Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; David Berlyn, Assignment Editor; Lawrence Cornell
Christopher, Technical Editor; Patricia Kletly, Special Issues; Staff: Jo. Giltiz, Harold Hopkins, Louis Rosenman, Harriet Sinrod, Don West; Editorial Assistants: Anna Campbell, Kathryn Anne Fisher, Joan Sheehan; Gladys L. Hall, Secretary to the Publisher.

BUSINESS
Maury Long, Business Manager; George L. Dant, Advertising Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Fred Reidy, Shirley Harb, Mary Jeffries, Betty Bowers; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.
Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE
John P. Cosgrove, Manager; Elwood M. Slee, Subscription Manager; Robert Deacon, Doris J. Frazier, Joel H. Johnston, Loel Millar.

BUREAUS

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

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, Midwest Sales Manager; Barbara Kolar.
John Osbon, News Editor.

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

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (33d Issue): $9.00, or TELECASTING Yearbook (54th Issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 52d and 54th Issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc. using the title: BROADCASTING—The News Magazine of the Fifth Estate. In 1933, Broadcast Advertising* was acquired in 1933 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.
SALES GIMMICKS?

AP NEWS Helps Station prove

Best Gimmick of All is...Quality!

By carefully analyzing a prospective sponsor's needs in terms of program calibre, WAIR of Winston-Salem came up with a winning combination.

Prospect was Central Carolina Motors, local Cadillac-Oldsmobile agency. Salesman Wally Voigt's exploratory conferences disclosed—

1) Prospect was highly quality-conscious, as might be expected.
2) To be successful, program had to provide coverage-in-depth among better-income groups.

WAIR proposed an Associated Press spot news program. To the station's own reputation for effective coverage was added the lure that "The AP is the Cadillac of the news field."

This was something the sponsor could easily grasp and believe. It appealed to his sense of suitability. He agreed to a 5-minute, Monday through Friday, program. Then sales of cars encouraged an expansion to 10 minutes. Today, it's a quarter-hour newscast.

Says Manager Jack Weldon:

"This is a success story without a gimmick—unless you choose to think quality is the best gimmick of all. Our sponsor believes Cadillac is the ultimate in automobile quality. We at the station believe just as firmly that the ultimate in news is AP. The marriage, you might say, was inevitable."

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write —

Those who know famous brands...know the most famous brand in news is AP.
Seattle's first station
1000 feet above sea level...
most modern
TV Celebrates Start of 6th Year On the Air

...now going full power with new tower...

telecasting from the Pacific Northwest's

Radio-Television Center

5 years' solid local acceptance
+ Low Channel 5
+ 100,000 watts FULL power
+ Highest antenna
+ Highest-powered transmitter
Guarantees delivery of the Booming Pacific Northwest market.
WE DID!

We’ve been turning them out in batches for all Southeastern Ohio.... programs that is, not rabbits!

In only five months of operation, WHIZ-TV’s highly competent production staff is already producing over 40 local and regional television programs every week.

Combining well chosen talent with production-minded television personnel, WHIZ-TV, complete with film service department, art studios, photography lab, continuity staff and newsroom, is doing a real job for the sponsor.

That’s why over 100 national, regional and local advertisers are SELLING in Southeastern Ohio with....

WHIZ-TV
Zanesville, Ohio
Established May 23, 1953

NBC Primary Affiliate • CBS • ABC • DU MONT

Represented Nationally by John E. Pearson TV, Inc.

THE GEORGE JESSEL SHOW

Network: ABC-TV
Time: Sun., 6:30-7 p.m. EST.
Star: George Jessel
Producer: Mannie Manheim
Director: Edward Nugent
Writers: George Jessel and Sam Carlson
Musical Director: Rex Koury
Production Manager: Darrell Ross
Original: New York

AS SAD a variety program as has passed before the discerning eye of a tv camera and subsequently into view of ABC-TV’s Monday evening audience is The George Jessel Show. The blame for this shabby excuse for entertainment must rest with Mr. Jessel, the telecast’s m.c.

His guest performers who bring their specialties to the series every week are headliners in the entertainment world. On the Nov. 8 show, singers Monica Lewis and Cab Calloway were on hand along with Frank Fontaine, a comedian who can be very funny, material permitting.

On a production level, the Jessel program gets more attention than it deserves. Guest’s numbers, generally speaking, are expertly handled. In particular, the lighting and camera work on Calloway’s spot on the Nov. 8 telecast merited favorable comment. The singer’s fine performance was matched with equally fine production. But celebrities and production personnel working hand in glove can’t possibly rescue this one. Mr. Jessel is still on camera more than he ought to be.

It is shallow over-confidence that is Mr. Jessel’s most irritating trait. The “humility” bug that has been biting everyone in television these last few weeks has certainly bypassed Mr. Jessel.

The theme of the Nov. 8 program was “Show Stopping.” Minimum comment was made on shows Mr. Jessel’s guests may have stopped but after watching the telecast any viewer might have delivered a 10-minute oration on how time and again Mr. J. had rolled ‘em in the aisles.

Mr. Jessel devoted his introductory remarks to radio-television critic John Crosby. A recent Crosby column carried an item that received anything but a graceful reception from the m.c. He was unaware that a polished showman would have chosen to ignore Mr. Crosby’s unflattering reference.

Critics notwithstanding, any theatrical offering will ultimately be judged by an audience. Half-hearted applause at the Jessel show in question might well indicate there was more truth in the Crosby statement than Mr. Jessel cared to admit.

COLGATE COMEDY HOUR

Sponsor: Colgate-Palmolive Co.
Time: NBC-TV, Sun., 8-9 p.m. EST, Nov. 22
Star: Donald O’Connor
Guests: Ralph Bellamy, Corrine Calvet, Dorothy Bernard, Sid Miller.
Exec. Producer: Sam Fuller
Producer-Director: Ernie Glucksman
TV Director: Jim Jordan Jr.
Art Director: Purif Ullman
Music Director: Al Goodman
Writers: Sid Kuller, Sid Miller, Snag Werts
Executive Producer in Charge of Color Coordination: Barry Wood

THE FIRST color broadcast of an NBC-TV commercial program, the Colgate Comedy Hour

BROADCASTING • TELECASTING
You're up with the chickens

... If you keep up with the Southwest farmer! While most of us are still a-bed, WFAA's wide-awake farm editor, Murray Cox, teams with his wife Polly on WFAA-570 to make hay with farm and ranch families across the Southwest before they go to market or begin the day's work.

From their breakfast table every morning at 6:40, "Mr. & Mrs. R.F.D." broadcast a helpful, informative service. Murray discusses timely farm news and events, and Polly rounds out with hints on homemaking.

Murray and Polly have always worked with farm people and agricultural groups. Murray is recognized "one of the best friends of farmers in Texas" for his tireless and conspicuous work in soil conservation and pasture improvement. It's said that more farm folks know Murray than the Governor of Texas, and proof lies in the large and loyal following of the breakfast show and "Murray Cox, R.F.D." — Murray's 12:15 to 12:30 daily program on WFAA-820.

If you're cultivating the wealthy Southwest farm market, plant your sales story where it'll grow—with the fertile farm and ranch following of "Mr. & Mrs. R.F.D." You'll harvest a bumper crop — just ask a Petry man!

If you want the facts and figures about North Texas farm folks' listening habits — and their decided preference for WFAA and Murray Cox — you'll ask a Petry man to show you the new 1953 Whan Survey, a comprehensive, independent study by Dr. Forest L. Whan of Kansas State College.
**IN REVIEW**

of Nov. 22, came off with—if the expression be permitted—flying colors.

Whatever the standard of the show as entertainment, which it was, was primarily the standard by which viewers across the nation had to judge it, the chromatic quality as witnessed on color receivers set up for the purpose by NBC was up to any purist ever seen in color television demonstrations.

There were instances of greenish flesh tones, occasional color fringing, once in a while a pinkish hue that didn't belong. But the over-all result was pleasing.

Donald O'Connor was starred in this particular program, which was permitted by FCC to be telecast in color as a network-station operation test [B+T, Nov. 23] of the compatible color system, and insofar as color was concerned—he or the program—was at his best in the various, gaily bedecked dance sequences.

Color trapping also showed up to good advantage in a sequence featuring songstress Dorothy Dandridge, and in skills featuring Mr. O'Connor and Sid Miller, and Mr. O'Connor with Ralph Bellamy and Corrine Calvet, although the Calvet-Bellamy-O'Connor bit came off duller as entertainment than as an exhibition of television in color.

To this reviewer, however, the best bit of color television was in the Halo commercial—the only commercial done in color. In this segment, which was integrated into the program rather than offered as a separate bit on film, the flesh tones of the model appeared true beyond criticism, and the glitter of the hair gave bright promise of the lure of color TV as an advertising medium.

For viewers across the nation, of course, the test of the colorcast lay in its appeal as entertainment, and in the reproduction of the color signals on black-and-white sets. Whatever their reaction to the entertainment quotient, they could hardly have been dissatisfied with the monochrome picture, which came through with clarity and strength on black-and-white sets that NBC had set up alongside its color receivers.

They also were amply astonished by Mr. O'Connor and Corrine Calvet, that color sets are not here yet; that they should remember that monochrome receivers will bring in color signals in black-and-white whenever there is compatible color programming, and that, if they're in the market for a TV set now, they should have no hesitancy to buy black-and-white.

---

**LIFE WITH FATHER**

Network: CBS-TV
Time: Sun., 7:00-7:30 p.m. EST
Original: Hollywood
Cast: Leon Ames, Lawrence Tuttle, Ralph Reed, Fredric March, Ronald Keith, Harvey Grant, Dorothy Bernard, Richard Hale, Mary Adams, Bob Beddoe, Molly Law, Maurice Marsac
Producer: Fletcher Markle
Associate Producer: Vincent McKeon
Executive Producer: Ben Felner Jr.
Director: John Clarr
Editorial Adviser: Katherine B. Day
Howard Lindsay, Russell Crouse
Set Designer: Robert Tyler
Lee Announcer: Bob LeMond
Sponsor: S. C. Johnson & Son Inc.
Agency: Needham, Louis & Brophy Inc.
Writer: William Roberts

**THE DAY FAMILY**

At Home On Tv

The Day family, and its whimsical domestic situations which keep cast registers in a Broadway box office ringing for eight record-breaking years, is at last on tv. Life With Father, starring Leon Ames and Lurene Tuttle as Father and Mother Day, made its video bow on Nov. 22.

This tale of family life a generation or so ago can boast a varied career. It was originally a collection of short stories by Clarence Day, then a series of three books, finally a play and a movie, and now the new CBS-TV weekly comedy series.

Perhaps the most appropriate comment that can be made on the debut telecast is that it fit the superlatives used in the avalanche of publicity that preceded the show. The big build-up, seldom realized in production, was completely justified by Mr. Ames, Miss Tuttle and supporting players who artfully recreated memories of a socially correct family in the 1880s.

Interpretation of both lead roles differed from the standard Mother and Father Day characterizations. Father on tv is more bombastic; Mother more restrained and mild. Still the character copy is effective as Mr. Ames and Miss Tuttle have chosen to play them.

Successful characterization, however, doesn't necessarily make a television show. Par for a completely satisfactory telecast actors need the help of high-level production. Happily enough, performances in Life With Father are enhanced by a handsome, authentic and workable set-costuming which seemed correct down to the last button, skillful camera work and lighting.

Fletcher Markle, the series' producer who has done so many creditable plays on Studio One, again turned out a well-paced believable show. In every aspect, Life With Father paid great attention to detail and it showed.

---

**BOOKS**

Your Trip Into Space, by Lynn Poole.

The author, producer of Johns Hopkins Tv Science Review on DuMont Tv Network (Tuesday, 8 p.m., EDT), predicts humans will fly to the moon within 50 years and carries "you" (the reader) through 16 chapters which would show that some day there will be space travel for the millions. The reader is told something about the science of space travel, astronomy and survival in outer space. To non-believers is cited the incredulity once accorded the Dick Tracy wrist watch radio, now accomplished fact [B+T, Sept. 21]. Accompanying the program prose are simplified drawings by Clifford Geary, illustrator of the comic strips, "Space Cadet" and "Red Planet."

---

**A RADIO MAN WITH A 3-FOLD JOB!**

Arthur Stone

NATIONAL SALES MANAGER
NATIONAL SERVICE MANAGER
MERCHANDISING DIRECTOR

Kxyz

ABC in Houston, Texas

Arthur Stone is a name well known in the grocery and food industry, for Arthur has spent the greater part of his business life selling groceries in major quantities throughout the Americas. He has been with Kxyz and in radio for the past two years, and his food-selling experience has already paid off for more than a score of our clients. We recommend his ability highly. He is the only executive of this caliber in radio in the South!

Kxyz

5000 Watts—1320 Kilocycles

A Glenn McCarthy Enterprise
Represented Nationally by FREE & PETERS, INC.
A salute to the nation's

Thomas P. Chisman
President & Gen. Mgr.
WVEC-TV
Norfolk-Hampton, Va.

William C. King, Jr.
Chief Engineer
WVEC-TV
Norfolk-Hampton, Va.

George D. Coleman
General Manager
WGBI-TV, Scranton, Pa.

Kenneth R. Cooke
Chief Engineer
WGBI-TV, Scranton, Pa.

Charles N. DeRose
General Manager
WHYN-TV
Springfield-Holyoke, Mass.

Harald Schumacher
Chief Engineer
WHYN-TV
Springfield-Holyoke, Mass.

A. Donovan Faust
Vice-President & Managing Director
WENS, Pittsburgh, Pa.

Fred M. Eames, Jr.
Chief Engineer
WENS, Pittsburgh, Pa.

Humboldt J. Greig
Pres. & Gen. Mgr.
WHUM-TV, Reading, Pa.

Louis E. Littlejohn
Chief Engineer
WHUM-TV, Reading, Pa.

Thomas E. Martin
Hawley Broadcasting Co.
WEEU-TV, Reading, Pa.

David J. Miller, Jr.
Dir. of Tech. Operations
WEEU-TV, Reading, Pa.

R. H. Moore
General Manager
WKAB-TV, Mobile, Ala.

H. E. Miller
Chief Engineer
WKAB-TV, Mobile, Ala.

Fred C. Mueller
General Manager
WEEK-TV, Peoria, Ill.

Wayne Lovely
Chief Engineer
WEEK-TV, Peoria, Ill.

Thomas P. Shelburne
Treasurer
WILK-TV, Wilkes-Barre, Pa.

Theodore French
Chief Engineer
WILK-TV, Wilkes-Barre, Pa.

Alan C. Tindal
Vice President
WWLP, Springfield, Mass.

George R. Townsend
Chief Engineer
WWLP, Springfield, Mass.
General Electric Offers You the Industry's Highest Power UHF-TV Equipment!

G-E 12-KW UHF TRANSMITTER
Carrier separation accurately maintained, long-life Klystron tubes, independent driver unit operation, simplified installation, factory-tested.

G-E 12-KW AMPLIFIER
Can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers.

G-E HELICAL ANTENNA
The only antenna capable of handling highest power—up to 60 kilowatts—without change. You can set as much as 1° beam tilt and 20 db null fill-in with no measurable gain reduction of main beam; custom directionized for your market area.
Features—outstanding simplicity of construction, unusually high power gain of 5 per bay, low installation cost, current for de-icing is fed through helical radiator, uniform close-in coverage, special hurricane design.

G-E KLYSTRON TUBE
Designed to achieve maximum transmitter power for UHF telecasting. This amazing tube was developed for G.E. by Varian Associates and has been proved of superior value to all other types in more than a dozen major installations.

General Electric Company, Section 2113-30, Electronics Park, Syracuse, New York

Complete television equipment for UHF-VHF

GENERAL ELECTRIC

Printed in U.S.
General Electric

Congratulates

Television's High Power Pioneers
outstanding UHF-TV stations

WGBI-TV, Scranton, Pa. G-E transmitter equipment and antennas are located 2350 feet above sea level on West Mountain. WGBI-TV coverage extends into New York and New Jersey.

WEEK-TV, Peoria, Ill. Studio personnel set G-E studio camera before putting local show on air. This central Illinois UHF station is completely equipped with and powered by G-E TV broadcast equipment.

WEEU-TV, Reading, Pa. Harold E. Schearer, Asst. Dir. of Tech. Operations, uses equipment in the station's mobile unit to measure the field strength of the broadcast signal from any given point within the wide radius of the station's transmitter.

WVEC-TV, Norfolk-Hampton, Va. James E. Swafford, Vice-Pres. in charge of Engineering, and Frank R. Hannah, Art Director, inspect their station's new G-E 12-kw transmitter prior to the outlet's opening date.
WWLP, Springfield, Mass. Lewis Chenevert makes a final inspection of G-E rack-mounted equipment prior to the station's opening date.

WHYN-TV, Springfield-Holyoke, Mass. Architect's conception of building which will house studios and administrative offices. Ground was broken for its construction October 16, 1953.

WKAB-TV, Mobile, Ala. G-E 12-kw transmitter in this modern building brings the first television service to the greater Gulf Coast area. WKAB-TV began operating with 12 kw August 5, 1953.

WENS, Pittsburgh, Pa. Scheduled for completion in late November, studio and transmitter building is located on the highest broadcasting site in Pittsburgh. It will also house prop and carpenter shops, offices and engineering space.

WHUM, Reading, Pa. G-E engineer Ralph Thompson (bottom) assembles the wave guide on WHUM's 1000-foot tower. The station went on the air with 12 kw equipment in February, 1953.

WILK-TV, Wilkes-Barre, Pa. This converted residence is the home of WILK. The antenna, a G-E Helical, is on Penobscot Mountain, elevation 2350 feet.
Modern pioneers are still those who go before, preparing the way for others. And that is exactly what the broadcasters honored here have done in the field of high-power television.

These pioneers, at the outset, realized they first had to achieve maximum field strength in order to reach their ultimate goal. They also realized the only way they could do this was with G-E UHF broadcast equipment—the industry’s highest power UHF-TV equipment. They ordered this equipment because they had confidence in it. Their confidence was rewarded when they successfully answered the challenge of high-power broadcasting.

The forces behind the march forward have been their bold spirit, their adventurous quest for greater horizons, and their indomitable desire to improve their particular phase of communications. With these forces driving them on, they have successfully met and conquered this unknown realm of broadcasting. They have unselfishly blazed the trail for others to follow.

General Electric is exceptionally proud of these broadcasters. Not only because of their outstanding enterprise but also because every one of them demonstrated absolute faith in G-E high-power equipment.

General Electric appreciates the co-operation of these broadcasters during the pioneering stages of high-power TV. And General Electric is proud to know that its equipment played—and continues to play—such a dominant role in this electronic achievement.
OPEN MIKE

When Listeners Inform Others...

"I heard it on WGAR"

It means these names arrest attention! Reliable reporting of latest news...fast and accurate on-the-spot coverage...makes listeners keep tuned to WGAR.

CHARLES DAY

WGAR's news director dominates a dinner-hour audience at 6 with the Day's News.

JIM MARTIN

Three early morning news casts have drivers and shift workers quoting Martin throughout the day.

JACK DOOLEY

Summarizes the day's news events daily at 5 P.M. and 1 P.M.

JACK PERKINS

Covers weekend news events; frequently features on-the-spot reports and interviews.

Able coverage by these top-flight newsmen, in Northern Ohio's oldest established radio news room, gives listeners what they want. No wonder they give WGAR the "badge of authority!"

In Northern Ohio

WGAR

THE SPOT FOR SPOT RADIO

Cleveland

50,000 watts

CBS

Eastern Office: at 655 Fifth Ave., N.Y.C.
Represented by The Wynn L. O'Connell Co.
In Canada by Radio Time Sales, Ltd., Toronto

November 30, 1953 • Page 25
some spots are better

Kids are kids—and a good thing for advertisers, too! Tots or teenagers, they know what they want and they ask for it loud and clear. Three out of four of them (Advertest) ask their parents to buy products advertised on TV shows—and they get them, too!

The eleven TV stations represented by NBC Spot Sales have all created local children's shows that are howling successes. One of them, for instance, packs a wallop 14.2 ARB rating—highest rating of any local multi-weekly show in the market. It even beats all network kids' shows with one exception—which it ties!

Children's shows in these markets are all low-cost-per-M shows—in fact,
one delivers 1,000 viewers for only 26 cents! Personalities on these programs pull like Pied Pipers. One of them chalked up a mail pull of more than 72,000 in response to a non-premium promotion.

Ask your NBC Spot TV Salesman to fill you in on these hot properties. He also has complete stories on:

Herb Sheldon in New York
Animal Playtime in Chicago
Commander Comet in Los Angeles
C'mon to Uncle Pete's in Philadelphia
Big Brother in Boston

Noontime Comics in Cleveland
Mike Henricut Show in Washington
Friendly Fireman in Schenectady
Toymaker in Portland, Ore.
KONA Kids' Circus in Honolulu, Hawaii

NBC SPOT SALES
50 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta "Roman Lawrence Associates

representing
TELEVISION STATIONS:

KONA Honolulu, Hawaii
KSDK St. Louis
KSDW Washington
KPTV Portland, Ore.
WRGB Schenectady
WNET New York
WNBT Chicago
KNBC Los Angeles
WFTZ Philadelphia
WBZ-TV Boston
WNBK Cleveland

representing
RADIO STATIONS:

EGU Honolulu, Hawaii
KSD St. Louis
WNBC New York
WMAQ Chicago
WTAM Cleveland
KNBC San Francisco
WRC Washington
THE ONLY time Jim Seiler ever got off the track was during wartime; otherwise the lanky, 37-year-old director of the American Research Bureau—a postwar entry in the broadcasting research field, and one which has made good—has been on the rails right from birth.

Aside from his proficiency in research—he is a 1939 A.B. in psychology from George Washington U., Washington, D. C., and he was promotion and research chief for NBC’s WRC, Washington—he has a flair for languages. He can speak, read and write French, German, Spanish and Portuguese, and he has a working knowledge of Italian and Russian. This latter ability won for him a pre-Pearl Harbor Navy Intelligence reserve commission as an ensign.

So what happened after that fateful Dec. 7, 1941? The Navy called him up and sent him to South America! He spent the whole war with our Latin American neighbors. No Russian.

Precision is a virtue in an analyst and it comes naturally to this soft-spoken researcher. His father was a professor of mathematics at the U. of Colorado’s famous School of Mines. Later the senior Mr. Seiler was Wyoming State bridge engineer and then chief engineer of the American Wood Preservers Asn. Consequently, young Mr. Seiler traveled around quite a bit before settling in Washington where AWPA has its headquarters.

James William Seiler was born in Evansville, Ind., Nov. 10, 1916. He lived in Golden, Colo.; in Cheyenne, Wyo.; in Miami, Fla., and since 1931 in Washington.

His primary schooling began in Cheyenne, continued in Miami and was completed in Washington. After graduation from high school, Mr. Seiler spent a year on the detail desk of the Washington Daily News, and then enrolled at George Washington U., where he majored in psychology. Languages were a subsidiary major.

For one of his term papers, Mr. Seiler did a study of radio listening in the Nation’s Capital. He circulated the results among Washington’s three live radio stations, and the work caught NBC’s eye. He was hired on a part-time basis to continue this analysis.

After graduation in 1939, young Mr. Seiler joined NBC as the promotion manager for WRC. In May 1941, he was called up by the Navy and served throughout the war in various Latin American capitals. He returned to the States, and was discharged in 1945, a lieutenant commander. He rejoined NBC as promotion manager and director of research. In 1947, Mr. Seiler was made assistant to General Manager Carleton D. Smith.

One of Mr. Seiler’s jobs at NBC was a continuation of his study of the Washington radio audience. Results were so significant that a majority of the now 13 am and fm Washington stations asked NBC for permission to share in the costs and the results of the project. NBC said okay, and that was the genesis of the American Research Bureau.

Not long after the other Washington stations began to share in the NBC audience studies, Mr. Seiler realized that there was a market for an independent research organization to meet this demand.

Establishment of the American Research Bu-
"Doc, one of those superiority complexes is eating on me," said an oil-rich Texan to an Amarillo psychiatrist.

The head doctor was intrigued. Being a Texan himself, he was no stranger to the well-developed ego. For a Texan to get neurotic about it, however, was a new twist. With visions of his own private pipeline dipping into oil, perhaps even an oil well of his own, the good doctor suggested "an examination of all the facets" of his patient's personality.

"You mean for me to talk on a couch, like in the movies?"

"That's it—psychoanalysis."

"I'll never work, doc. It's my mother-in-law that's got it."

***

The Texas state of mind corresponds to our state of living—and the state we live in. Big, that is. Residents of Amarillo's trading area in particular have to adjust to some traumatic experiences: $300 million in oil, gas and related products annually; $350 million in annual cash income from the sale of crops and livestock, to name a few. Obviously abnormal, our folks do a healthy job of compensating, seeking satisfaction by spending money, leading the nation in retail sales last year (a frenzied $5,794 per family).

If these facts motivate feelings of guilt about gilt you're missing, don't repress them. KGNC has comfortable couches—and schizophrenics can choose radio or tv.
MEMO TO:  All ad agency television and radio people ... all advertising personnel
of companies using television or radio.

FROM:  KSBW-TV - KMBY-TV .............
        CHANNEL 8, Salinas-Monterey,
        California

SUBJECT: "NAME THIS MARKET" CONTEST

You name it - and win a prize! $1,000 hard, cold cash if you come up with the name selected! We've racked (wrecked?) our brains for the all-inclusive name to most aptly describe this metropolitan market.

Seven basic towns, clustered in the Salinas Valley and Monterey Bay area, shut off by mountains (you know what that means in TV!) depend on CHANNEL 8 for television. It's separate and apart from any other California region ... a strong market by itself. It cannot be served from without. It must be served from within.

Salinas, Alisal, Monterey, Pacific Grove, Carmel, Watsonville, Santa Cruz - with a population of over 250,000; retail sales, $269,000,000; spendable income, $356,000,000 .... plus the others served ... make a "MUST BUY" for sales in California.

Name it, and win:
1st Prize ........ $1,000
2nd Prize ....... $500  5th Prize .... $50
3rd Prize ....... $250  6th Prize .... $50
4th Prize ....... $100  7th Prize .... $50

Send to CHANNEL 8. Entries must be in by December 31, 1953, accompanied by 50 words or less as to why you selected the name. All entries become the property of Channel 8. Prizes will be awarded in January (in time to pay your Christmas bills).

Your Hollingbery man has complete details.

sharing time

KSBW-TV & KMBY-TV
SALINAS, CAL.  MONTEREY, CAL.
From lush, green North Dakota ranches and the booming Williston Basin oil development, an outpouring of fabulous new wealth and breath-taking expansion has caught the national spotlight. Last year, gross farm income topped $582 million . . . bank deposits hit a record high of $614 million! Located in the heart of this top bonanza, KFYR gives the nation's LARGEST area coverage—where coverage counts!

**Not ordinarily Son... but that KFYR-land has everything! Located in the heart of the nation’s newest oil discovery PLUS farm income of nearly $9,000 per farm**

**GOSH POP— is it legal for Texans to leave Texas?**

**LITTLE TEXAS**

- Represented by JOHN BLAIR

**KFYR**

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS
Reliable way to determine coverage and audience response

KYW's New "Audience Action" Maps Provide Far More Reliable Measurement of Listenership Than Any Coverage Survey!

New KYW Audience Action Maps—based on 100,000 actual fan letters and orders for daytime offers received from our audience—provide a continuing and much more reliable measurement of listenership than any coverage survey.

We think you'll want to know more about these Audience Maps—and use them as well. So we've prepared a simple, single-sheet explanation of their compilation and advantages.

We'll be glad to send you a copy and sample map. Just drop us a line or contact your Free & Peters representative.

KYW PHILADELPHIA

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KDKA - WOWO - KEX - WBZ-TV - WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

Page 32 • November 30, 1953
RADIO-TV DOMINATE TALKS AT TWO-DAY AAAA MEETING

Although one session was set aside for radio and tv at AAAA's two-day eastern annual conference, the broadcast media—particularly video—kept cropping up at all the talks. Noteworthy were the tv success stories of American Machine & Foundry, Universal C.I.T. Credit Corp., Lincoln-Mercury and Sylvania, some successful tv commercials and the effects of radio-tv on media departments.

ALTHOUGH the American Ass'n of Advertising Agencies devoted a full afternoon meeting of the two-day eastern annual conference to radio and television production problems (see story page 34), the broadcast media—particularly television—seemed to be too dominant in agency thinking to be confined to narrowly, and in one phase or another they showed up at practically every one of the conference sessions.

Some highlights of the discussion of broadcast media topics presented during the AAAA conference, held Monday and Tuesday at the Hotel Roosevelt, New York, are reported herewith.

A postwar diversification program which added government work and consumer products to its previous production of machinery for industry was responsible for the entry of American Machine & Foundry Co. into television, Gen. R. L. Maxwell, AMF vice president in charge of personnel and public relations and coordinator of advertising, told the AAAA Trade & Industrial Group meeting on Monday.

"We needed greater recognition of the AMF trademark both in government circles and among the ultimate consumers of the products of our new subsidiaries," he said. "We were aware of the great impact carried by television and set our sights accordingly. But we wanted a high-level network show with a large continuing following which could get our diversified story over, sell our trademark better and at the same time exert a considerable influence in getting AMF into the defense program's 'charmed circle.'"

Omnibus Sponsorship

So, AMF became an Omnibus sponsor on CBS-TV, feeling this "program's experimental approach had a great deal in common with the work of AMF," Gen. Maxwell said. "We set up a threefold pattern of commercials: (1) a series of messages which would stress the importance of our part of the defense program and give high military officials an opportunity to impress upon the American public the importance of American industry in general to the defense program; (2) integrate the company's diversified product line under the AMF trademark; (3) make the trademark itself widely known."

Results of the Omnibus campaign, which AMF continued this year, were "immediate" and "impressive," Gen. Maxwell said, producing sales of industrial equipment and consumer products. "Omnibus," he stated, "did the job we hoped it would do for us. We are satisfied that it has made the trademark 'AMF' mean something to the American public—and to military circles as well. It has put us on the map."

How Universal C. I. T. Credit Corp. , a company with no consumer advertising at all, used a closed-circuit tv show as a sales training tool was described at the same session by George R. Lyon, account executive, Fuller & Smith & Ross. Pointing out that U. C. I. T. is an auto financing company that works with car dealers who want their salesmen to understand what financing is so they can use time payment plans as sales clinchers, Mr. Lyon said holding sales meetings in car dealerships is an important function of U. C. I. T. sales representatives.

Early this year, he said, U. C. I. T. executives decided to replace their men's easel presentations with a more dramatic presentation—a film tied in with the 50th anniversary of Ford Motor Co. "But the time element—less than two months—the scope and content of the project, presented difficulties."

Provides Answer

"The use of television facilities gave a unique solution that answered all our needs," Mr. Lyon said. "The sales training story fitted easily into tv's particular dramatic style. By using kinescopes for our film a program could be written, directed and staged in a matter of weeks. And by using local tv studio facilities it was possible to exercise close supervision over the entire production. But most important, we felt that use of this medium for this purpose would lend the illusion of immediacy, news value and excitement to the entire program far beyond that of an ordinary film."

The film, which he showed to the AAAA audience, demonstrated the way U. C. I. T. operates, using typical Ford and Lincoln-Mercury dealers as examples, with John Daly, ABC vice president in charge of tv news, as commentator. The film first was shown to Ford executives who "encouraged U. C. I. T. to show it to as many Ford and Lincoln-Mercury dealers as possible," Mr. Lyon reported. "They felt that with competitive selling ahead, every Ford salesman could benefit from seeing it."

In addition to the thousands of car salesmen to whom the film has been shown, U. C. I. T. is using it in its own salesmen's training schools, serviceadjunct training course and in orienting new employees, Mr. Lyon said.

"Whatever your visual training program seems to be, it will be worth your while to think of the capacity of television," he advised in conclusion.

Ten tv commercials "I would like very much to have made" were presented at the Tuesday afternoon Copy and Art Group meeting by Fairfax M. Cone, president, Foote, Cone & Belding. The ten—for Kent cigarettes, Ford motor cars, Beautyrest mattresses, Johnson's wax, GMC trucks, Hamm's beer, Finesso shampoo, S.O.S. cleaning pads, Kraft caramels, and Gillette safety razor blades—"certainly are not the only good commercials," he said, noting that he can't possibly have seen more than a fraction of the year's production," but "all 10 sell as hard as their different subjects allow" and at least "thoroughly entertaining—by which I mean the exact opposite of boring," he declared.

Television, Mr. Cone said, removes all but three of the limitations of other advertising media: "You can actually show products advertised; you can't taste them, and you can't smell them—even when this might be highly desirable."

"But," he said, "you can see them in use—in action. And, since the picture on the screen is your total tv experience at any given second, you can have your boy eating pie and the pie, and the recipe, and the package, each in maximum display and accompanied by the strongest selling arguments you can devise."

Reorganization of media departments in agencies is being given constant consideration, George C. Dibert, vice president, J. Walter Thompson Co., New York, told the group meeting on media department organization, Monday, because the "advertising business is...a business of constant change."

"There are two basic types of media organization," he said. "One might be termed vertical, the other horizontal. In the first instance, the workload is distributed primarily by account and in the second case, it is distributed primarily by classifications of media. Both of these systems have inherent strengths and weaknesses. Under some circumstances, a third type of media organization, which is a combination of the first two, is both feasible and advantageous to the agency."

"Basic media planning has always been a function shared to some degree by the top media and creative personnel," Mr. Dibert pointed out. "If we go back just a few years, we find there was a tendency to use the media department primarily for its facilities in handling the mechanical or physical side of media; that is, the placement of orders, setting up schedules, working out details of the merchandising plans, checking position and reproduction."

"Very often, account representatives were

BROADCASTING

November 30, 1953 • Page 33
able to blot up enough media knowledge from day to day to enable them to offer competent judgment on relative media values.

This was true when 90% of the advertising budgets were made in newspapers and magazines, but now that radio and television have entered the picture and both newspapers and magazines have continued to grow and expand, "the flow of media dollars that is produced by the media themselves, deserves and requires careful study and evaluation by the agencies. Who at the agency should do this?" Mr. Dibert asked. "Sheer volume makes it impossible for the account representative to do it," he answered himself, but "through proper media department organization, it can be done far more comprehensively and far more effectively."

New Job: Negotiation

"Another important point for agency management to recognize is that the two great media, radio and television, have introduced an additional function in media work; namely that of negotiation. The print media, for example, deliver the same circulation at the same cost for a given space unit to two different advertisers but, because of adjacencies involved, one advertiser may receive a slightly better break in position than the other although the media departments, working in behalf of the two advertisers involved, both endeavor to produce the best possible spot for their own client.

"In radio and television, however, this difference in position can produce an alarming difference in the delivered cost of the medium. A one-minute spot in Class 'A' time on the same station will represent the same cost to two different advertisers but, because of adjacencies involved, one advertiser may reach an audience two or three times as great as the other. Securing these desirable adjacencies is a matter of negotiation. The only day of the one-man media department is past," he asserted.

As for the training of new, young employees, Mr. Dibert advised that they get at least a year's experience in selling at the retail level before applying for a job in the media department.

William C. Dekker, chairman of the meeting and vice president of McCann-Erickson, discussed the merits of the group system organized by clients of media departments, while William C. Steers, executive vice president of Doherty, Clifford, Steers & Shenefield, discussed the merits of the media department organized by classification of media specialists in each and every field of the one-man media department is past," he asserted.

As for the training of new, young employees, Mr. Dibert advised that they get at least a year's experience in selling at the retail level before applying for a job in the media department.
THINK an agency's part in buying and servicing a package show is easy? Here's what it involves, according to Rodney Erickson, manager of account planning for radio and television, Young & Rubicam:

1. Media analysis for brand
2. Assignment of funds for tv
3. Talent search for tv programs
4. Evaluating hundreds of availability to handful
5. Negotiation of prices of prospective shows
6. Negotiation of network time for prospective shows
7. Researching histories (if any) of prospective shows
8. Researching time period history
9. Analyzing prospective shows
10. Product group meeting on prospective shows
11. Top agency executive meeting on prospective shows
12. Client meeting on prospective shows
13. Joint decision on single show

Check List For Agency Buying and Servicing a Package Show

14. Final negotiation securing program
15. Final negotiation securing time period
16. Drawing of legal documents
17. Clearing negotiations with client and talent
18. Planning commercial format
19. Planning show format
20. Writing commercials
21. Client and agency approval of commercials
22. Talent agency discussions on characterizations
23. Talent agency discussions on production details
24. Agency program and account viewing
25. Production supervision of show
26. Supervision of film prints or kinescope
27. Producing commercials
28. Processing commercials
29. Integrating commercials in show
30. Integrating commercials in prints or kinescope
31. Researching show (NT1)
32. Special research (flow charts, audience jury tests, etc.)
33. Evaluating cost per thousand of show
34. Research of sales effectiveness of commercials
35. Checking of cost of show
36. Representation in multiple union negotiations
37. Continuing network negotiation on costs and stations
38. Continuing time of research to improve show
39. Special top management spot checking of production
40. Daily handling of star temperaments, illnesses and extra needs
41. Continuing search for better properties, checking of all subdivision policy
42. Negotiation with networks for rebates, preemptions, etc.
43. Negotiation with networks for better time
44. Quarterly reviews of all phases of show with client
45. Research on summer policy
46. Selection of summer show or hiatus recommendation
47. Recommendations for following year

 girls from New York and Hollywood winning all the newspaper headlines.

Most important, Mr. Gottlieb revealed plans to match radio programming with people's living habits. NBC is launching a pre-Christmas drive aimed at putting a radio into every American home. The 39-year-old housewives are the 75-year-old housewives will be given their own life, in listening while they work. Other programming, he said, will be custom-built for motorists, literally "putting the radio show on the road."

CBS Radio Objectives

CBS Radio has two objectives in its programming, Mr. Gottlieb said: "(1) to do shows that will create attention for radio, despite tv and (2) to increase the availability at lower costs." To accomplish those ends, he said, "we had one of the largest creative show budgets in the history of CBS Radio."

Expressing opposition to duplication on a network programming that is done locally," Mr. Gottlieb said that radio listeners already have "all the home-grown disc jockeys they can take." CBS, now building new radio properties for 1954, is "on the lookout for new personalities. The one quality we firmly believe radio is, above all, a personal medium and it needs fresh, warm personalities to give it a glow."

L. T. Steele, administrative vice president for radio and television of Benton & Bowles, coordinator of a section on daytime tv, called this the "next great media frontier" and pointed out that "a good five-a-week strip with a reasonably good rating" will reach nearly half of all tv homes in a four-week period, with an average frequency of about five episodes per home reached. Two types of daytime tv shows — serial dramas and public participation shows — are already emerging as favorites with housewife viewers, he said.

Speaking for the daytime serial, Dave Lesan of Compton Adv., producer of Procter & Gamble Co.'s Guiding Light program, warned that outdoor tv series must be taken seriously and handled without condescension. Regardless of how fine the actors, how extra-

ative or sceneric, how shrewdly planned the shots, he said, "if reality isn't there your show is using up some expensive television time very cheaply. But with the kind of cheapness that's no bargain, either artistically or financially."

"I'm not claiming that the producer can create quality," Mr. Lesan said. "That's not his job. But he can help to maintain it; he can make a constant effort to see to it that whatever quality is there doesn't get lost in translation."

Bob Quigley, producer of On Your Account (also sponsored by P & G) for Benton & Bowles, warned an audience participation show can only be good if the contestants are good," but said "often this is the most neglected element in the show. Contestants, he said, must first "have a desire to appear on the show and next "have an outgoing manner and be able to talk, but not too much and not too long."

Commenting on criticism that these programs "commercialize on human misery and lower the dignity of people," Mr. Quigley said that when headline words like "heroism, strength and courage" are applied to ordinary people—the contestants, it has a great effect on them and it makes the audience at home aware that they, too, in their own quiet, un-dramatic way, can be heroes and heroines—important people. The audience discovers that, no matter what someone has gone through, it is possible to have faith, hope and pride. This helps them in their own lives and their own problems. They are more likely to take the lessons that come from someone like themselves, who has been through what they have been through, than the words of a professional advisor."

East vs. West

In a debate on the merits of East Coast versus West Coast for tv film production, moderated by James C. Douglass, director of radio and television for Ted Bates & Co., Marion Parsonnet, president, Parsonnet Tele-

vision, argued that the East wins on three points: economy—it being 15% less expensive to produce tv films in New York than in Hollywood, quality—based on the superior quality of talent in New York, where theatre-trained actors can memorize lines and think for themselves in an emergency, and location—with production in New York permitting greater ease of contact between the agency and sponsors of the network. Speaking for the West Coast producers, Ralph Cohn, vice president and general manager, Screen Gems, tv subsidiary of Columbia Pictures, said Hollywood offers skilled camera-

men, directors and producers with long background in motion pictures for theatre-showing who are capable of providing expert assistance to films for television as well. On the business end, he said, Hollywood pro-

ducers were "first to realize that advertising budgets and production costs were in conflict" so they "developed new concepts of buying and selling tv programs themselves." He cited the limited market deal, giving the producer the right to sell programs in markets not bought by the primary advertiser, and re-runs as "true programs" which he said have encouraged first-rate film-

makers to enter tv.

"Color Tv 'No Shock'

Color television will be no shock to men trained in making motion pictures in color. Mr. Cohn said. Mr. Parsonnet countered that while today it may be true that color experts are largely in Hollywood, the imminent advent of electronic color cameras and the use of tape instead of film for recording tv programs will shortly make the advantage academic.

Control of good taste in tv programming is an important advertising agency function, Mr. Erickson asserted. He led off a discussion of the contributions of agencies to package tv "programming. While networks have their censors," he said, "I believe that agencies and clients, in respect for the many sensitivities of the consumer, go much deeper in setting cri-

ters of good taste. We the agency, therefore, must continue to exercise rigid control of this intangible but vital factor in show business.

Another problem that must be faced by agencies, Mr. Erickson said, is that while most nighttime tv shows are produced by talent agencies or package producers, "57% are con-

trolled by networks and the advertiser cannot move these shows to another network." Agen-

cies also, he said, are responsible in selecting men to service accounts. These men must command the respect of the packagers and networks.

John Gibbs, president of his own package program production organization, backing this view, said he was in the hands of the agency, which represents the man who pays the bills. But, this agency control succeeds or fails in terms of people—the agency representative and supervision is a theory or a paragraph in a contract. Control is a man." He urged agen-

cies to select mature men, men with strength, men with authority to "defend its decisions to you and to us. Don't let him be and don't make him be a messenger between the package producer and some higher echelon at the agency."

Mr. Gibbs attacked the networks for selling programs as well as time and facilities, charg-

November 30, 1953  •  Page 35
ing that when a network becomes a competitive producer—"competitive with agencies and with package producers—it has automatically split its loyalties. You, the agencies," he declared, "can't take competitive products; the networks produce all shows to your competitors. In addition, they serve in the curious double role of landlord to some shows, and producer-landlord to others."

Networks are not competitive with agencies, Harry Ommerle, program director, CBS Television. "Agencies are our market," he said. "We get our advertisers through them." The reason agencies don't produce their own tv shows, he said, is that only networks can maintain the staff of about 1,500 persons required, with color about to expand that number.

Louds Agencies

Praising the agencies for providing commercial programs that get big station hookups and for supplying constructive criticism needed by network producers, who are too concerned with the job of getting today's show on the air to stand back and review their work critically, Mr. Ommerle asserted that "to go it alone without the help of the agencies would be murder."

Color tv, final topic for the afternoon, was discussed by three NBC executives: Barry Wood, executive producer, color coordination; Dick Day and Stan Parlan, color consultants. Mr. Wood reviewed programs already telecast in color by NBC and said they have proved what color adds to musical and variety programs. But future colorcasts will be necessary to determine what color will mean for quiz, panel and news programs, he said.

To learn those and other answers, he said, NBC plans to devote the first year after approval of compatible color to broadcasts in color of every NBC-TV commercial program. During this initial color year, NBC also will continue color clinics for agencies, he said. He said the network is not charging for any colorcasts during this introductory period.

Recalling his motion picture experience where marketing advertisements often provided a clue to correct composition of a close-up shot, Mr. Day said he thought that while agency personnel are being taught, NBC's color production men themselves will learn how to get better color pictures, programs and commercials. He also announced plans for special NBC studios to be used only for color commercials.

Describes Color

Demonstrations of tv programming on color film have begun, Mr. Parlan said, following the development of workable projection equipment by RCA [BWT, Nov. 2]. How well color film pictures reproduce on color receivers, he said, depends on the light contrast range and on pictorial content, which result from lighting and color values used. Color film telecasts produce highly acceptable pictures on a monochrome receiver, with a gray scale greater than currently achieved by black-and-white films.

Mr. Parlan suggested color film commercials be made on 35mm film to give superior quality to both the picture and sound. These films can be used for 35mm monochrome prints for immediate use on tv networks, he said, or reduced to 16mm. Whether commercials should be shot in color now, he said, depends on whether they will be usable in a year or more when the audience for color is large enough to make colorcasting commercially feasible and what value the experience of making color films is to the agency today.

---

SIX ADVERTISERS & AGENCIES

Among those appointing new agencies are U.S. Tobacco Co., Household Products Inc., Hans Holterbosch Inc. (Lowenbrau beer), House of Westmore, Group Health Insurance and Plaskon plastic products.

AT LEAST six advertisers last week appointed new advertising agencies to handle their accounts.

They were: U. S. Tobacco Co.; Household Products Inc.; Hans Holterbosch Inc., American agency for Lowenbrau beer; House of Westmore; Group Health Insurance, and Plaskon plastic products.

U. S. Tobacco named C. J. LaRoche & Co., New York, effective Jan. 1, to handle advertising of its Scotch snuff brands in the South and Southwest in addition to its Sheffield cigarette.

Household Products, Stamford, Conn., is returning to Herschel Z. Deutsch & Co., New York, for handling of advertising for "Sulphur-8" hair preparations, after being serviced by another agency for more than a year. Plans for 1954 call for the combined use of radio, magazines, and newspapers on a considerably expanded basis.

Names FS&R

Hans Holterbosch appointed Fuller & Smith & Ross, New York, to handle its advertising.

House of Westmore named Kiesewetter, Baker, Hagedorn & Smith, New York, to handle the entire line of Westmore cosmetics, including such products as Tru-Glo Liquid Make-up, Westmore Hollywood lipstick, and Party Puff Cream Powder Make-up. A national advertising campaign is being planned.

Group Health Insurance, New York, a non-profit corporation which offers medical and surgical insurance to employed groups, named Blaine Thompson Co., New York, to handle advertising, publicity, and public relations.

Plaskon plastic products and resins will be handled by McCann-Erickson, New York, after Jan. 1, according to Thomas J. Kintella, president of the Barrett Division of Allied Chemical & Dye Corp., which purchased the Plaskon division of Libbey-Owens-Ford Glass Co., Toledo, on Oct. 7.

Two Buy on 'Smith' Show

PARKER BROS, Salem, Mass., through Badger, Browning & Parcker, Boston, and American Hair & Felt Co., Chicago, through Grant Adv., Chicago, have signed for participations in The Kate Smith Hour (NBC-TV, Mon.-Fri., 3-4 p.m. EST) under the divided-segment plan by which one-half of a 15-minute period may be purchased. Beginning Dec. 23, Parker Bros. will sponsor one-half of its programs; 95 percent of the program, plus two fifteen-minute units, will be purchased for the second half of the show.

McElroy Joins Baker

PAUL E. MCELROY, formerly director of advertising, sales promotion and public relations for the Ethyl Corp., New York, has joined Frederick E. Baker & Associated, Seattle advertising agency, as an associate. Mr. McElroy has also been associated with BBD & Fuller & Smith & Ross Inc., in Detroit, N. Y. and Chicago.

Andrews Leaves Maxon

S. JAMES ANDREWS, director of radio and television, Maxon Inc., New York, has resigned effective Dec. 31. Mr. Andrews has been with the agency in that position since 1949. Formerly he was with Lennox New York, as vice president in charge of radio and television and with Paramount Pictures as writer-producer-director. He did not announce future plans.

Compton Elects Owen V. P.

JOHN H. OWEN, member of Socony-Vacuum Oil Co. group, Compton Adv., New York, has been elected a vice president of the agency. He has been with the firm since 1943.
Buick Div., General Motors, signs for two CBS Radio shows and participations in two others during week of Jan. 4. It will promote Jan. 4 and Jan. 6 broadcasts of *Julius La Rosa Show* (Mon.-Wed.-Fri., 7:35-45 p.m. EST) and, under CBS Radio’s Power Plan, *FBI in Peace and War* (Wed., 8-8:30 p.m.) and *Meet Millie* (Thurs., 8-8:30 p.m.). Agency: Kudner, N. Y.

**SPOTS**

Philips Industries of Canada Ltd., Toronto (tv receivers), has started spot announcement campaign featuring interviews with well-known Canadians, on a number of Canadian stations. Agency is Erwin, Wasey of Canada Ltd., Toronto.

**RENEWALS**

Assn. of American Railroads renews *The Railroad Hour* on full NBC Radio Network for 13 weeks, effective Dec. 28 (Mon., 8:30 p.m. EST). Agency: Benton & Bowles, N. Y.

Borden Co., N. Y., has renewed *Treasury Men in Action* (NBC-TV, Thurs., 8:30-9 p.m. EST) for 52 weeks, starting Jan. 7. Agency: Young & Rubicam.

**AGENCY APPOINTMENTS**

Bercraft Corp. appoints Garfield-Linn Co. to handle advertising for CBS-Columbia receivers. Radio will be used.

American Thermo Appliance Co. (Featherway way steam irons) and Jungers Stove & Range Co. (oil furnaces and space heaters), both Grafton, Wis., appoint Maercklein-Nelson Adv., Milwaukee.


Keystone Co., Memphis (Longhair straightener), recently serviced by Kastor, Farrell, Chesley & Clifford, N. Y., names Frank B. Johnston, N. Y., as its agency.

Homac Stone Ground Millers, Florence, Ala., and Chicago (bread), appoints Goodkind, Joice & Morgan, Chicago, as advertising and marketing counsel. Local media, probably including radio and tv, to be used initially and national advertising later.

Mark Scott & Assoc. (Hayar Application, which is claimed to grow hair) appoints Frank Bull Adv. Henry R. Kozyisky is account executive assisted by Rudy Perkal. Tel. will be used.


Farmers Bank of the State of Delaware names Doremus-Ehleman, Phila., to handle its advertising.

Standard-Toch Chemicals Inc., Staten Island, N. Y., and Chicago (paints, varnishes and related products), names Kieselwetter, Baker, Hagedorn & Smith as its advertising agency for newly developed “automatic color carousel,” which provides all pigments for unlimited range of shades.


**AGENCY SHORTS**

Idaho Adv. Agency, Boise, moves to 715 Grove St., that city.

Rachen & Roe Co., S. F., moves to 57 Post St., that city.

C. B. Juneau Inc., Beverly Hills, recently broke ground for additional wing to present quarters at 8447 Wilshire Blvd.


**Facts & Figures**

15.7% of L. A. Set Owners Plan to Buy Color Sets

Most color tv buyer-hopefuls say they would prefer 20-21 inch or over 24 inch-screens. Sixty-three per cent would pay for ‘first quality’ movies.

ONLY 15.7% of the 2,500 Los Angeles tv set owners questioned plan to buy a color tv set if color is available by January 1954, according to the 10th Tele-Census survey by Pasadena, John Muir, Glendale and Los Angeles City Colleges; 64.2% answered the question negatively, 20.8% gave no answer. Asked what size screen they have in mind when thinking of owning a color tv set, 0.9% replied under 16 inches; 10%, 16-17 inches; 34.4%, 20-21 inches; 15.6% over 24 inches; 19.1% had no opinion. Price of $500 for a 21-inch color set was considered too high by 63% but not by 29.1%.

**WANT QUALITY**

At a price of $1 per program, 63.3% would pay to see first quality movies on their home tv sets, as opposed to 32.3% who would not. If the price were the same, 62.6% would rather pay for first quality movies via home tv than at a movie theatre. Movie theatre was preferred by 13.9% with 23.5% electing neither.

As asked if they go to the Coliseum more often since local college football games have been kept off tv, 7.3% said yes and 82.5%, no. Total of 59.2% would pay $1 to see Notre Dame play the U. of Southern California on their home tv sets, while 36.7% would not.

**OTHER FINDINGS**

Other findings revealed the types of programs which viewers want to see more: sports, 24.9%; variety, 17.2%; musical, 16.9%; comedy, 13.4%; mystery, 8.6%; news, 3.5%; panel, 3.2%; others, 12.3%. As to how long each has had a tv set: more than three years, 43.7%; 2-3 years, 24.3%; 1-2 years, 17.3%; 7-12 months, 6.7%; 0-6 months, 8%. Of the group queried, 88.4% have traded one tv set for a new one.

**Pay-See Poll**

IN Minnesota 41% of tv set owners would pay $1 to see a Big Ten football game, reports the *Minnesota Poll*, maintained by the *Minneapolis Tribune*, in a study on sports fans’ preferences for pay-as-you-see television. The poll indicated 35% would not pay, with 2% undecided.

The poll indicated Minnesotans were less interested in paying to see other sports. Some 38%, for example, said they would pay $1 to see a championship fight on tv, while 38% said they wouldn’t pay and 2% were undecided.

Only 23% said they would pay to see professional baseball, 53% said they would not pay and 2% were undecided.

Of the total tv owners, 78% (90% of men, 65% of women) evinced interest in watching sports on tv, while 22% said they had little or no interest.

November 30, 1953 • Page 37
Shimberg to Head Research In Educational TV Test

APPOINTMENT of Dr. Benjamin Shimberg to direct research in educational television for the Educational Testing Service, Princeton, N. J., was announced last week by Henry Chauncey, ETS president. Dr. Shimberg formerly was assistant chief of the experimental and evaluation services branch of the U. S. Public Health Service.

Dr. Shimberg will supervise research to determine the effect television programs may have on children, the knowledge gained and skills acquired, and in changed interests, attitudes, and behavior.

Asserting measurement specialists can contribute to TV programs in production as well as after they have been telecast, Mr. Chauncey declared:

"By conducting pre-tests while the program is in a preliminary stage, it is often possible to identify weaknesses and to remedy them prior to production. This, of course, should make better and more effective television programs."

'Lucy' Maintains First Place In Nielsen Ratings for TV

REACHING 59.6% of the homes in markets where I Love Lucy is shown, the CBS-TV show retained top spot in the National Nielsen ratings of TV programs during the two weeks ending Oct. 24.

Lucy also was first in total homes reached, 14,930,000, according to NRI. Closely following, both percentage wise and on homes reached, were Daggett, Bob Hope Show and Buck-Berle Show.

The complete NRI:

<table>
<thead>
<tr>
<th>NUMBER OF TV HOMES REACHED</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Love Lucy (CBS)</td>
<td>14,930</td>
</tr>
<tr>
<td>2 Daggett (NBC)</td>
<td>13,752</td>
</tr>
<tr>
<td>3 Bob Hope Show (NBC)</td>
<td>12,606</td>
</tr>
<tr>
<td>4 Buck-Berle Show (NBC)</td>
<td>12,088</td>
</tr>
<tr>
<td>5 You Bet Your Life (NBC)</td>
<td>11,840</td>
</tr>
<tr>
<td>6 Colgate Comedy Hour (NBC)</td>
<td>11,504</td>
</tr>
<tr>
<td>7 Arthur Godfrey (Lippert &amp; Myers) (CBS)</td>
<td>11,177</td>
</tr>
<tr>
<td>8 Arthur Godfrey (Pilbush) (CBS)</td>
<td>10,913</td>
</tr>
<tr>
<td>9 Arthur Godfrey's Scouts (CBS)</td>
<td>10,679</td>
</tr>
<tr>
<td>10 Goodyear TV Playhouse (NBC)</td>
<td>10,527</td>
</tr>
</tbody>
</table>

PERCENT OF TV HOMES REACHED PROGRAM STATION BASIS

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love Lucy (CBS)</td>
<td>59.6</td>
</tr>
<tr>
<td>Daggett (NBC)</td>
<td>56.2</td>
</tr>
<tr>
<td>Bob Hope Show (NBC)</td>
<td>53.1</td>
</tr>
<tr>
<td>Buck-Berle Show (NBC)</td>
<td>50.6</td>
</tr>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>47.8</td>
</tr>
<tr>
<td>Arthur Godfrey's Scouts (CBS)</td>
<td>47.4</td>
</tr>
<tr>
<td>Colgate Comedy Hour (NBC)</td>
<td>46.3</td>
</tr>
<tr>
<td>Arthur Godfrey (Lippert &amp; Myers) (CBS)</td>
<td>45.9</td>
</tr>
<tr>
<td>Arthur Godfrey (Pilbush) (CBS)</td>
<td>45.5</td>
</tr>
</tbody>
</table>

Direct Mail Ads Up

DIRECT MAIL ADVERTISING ASSN. has reported that estimated dollar volume of direct mail advertising for the first nine months of 1953 amounted to $906,302,333, which was said to represent a gain of nearly 6% over the figure for the corresponding period of 1952. For September 1953, DMAA said estimated dollar volume was $100,098,332 as against $99,862,486 for September 1952.

Page 38 • November 30, 1953

FILM

GT, MOVIE TONE PREVIEW FILM SERIES

FILM Series produced under the joint auspices of General Telecastng (tv subsidiary of General Teleradio) and Movietone News [B&W, Oct. 12] will be previewed Thursday by executives and specialists invited by T. F. O'Neill, General Teleradio president, to a private showing at the 20th Century Fox screening room in New York.

The series is said to comprise 26 quarter-hour programs each composed in itself, of historic events and personalities, compiled and edited from the newsmag of Movietone News. Among the first programs to be compiled is a production of Babe Ruth.

Dealers of General Tire & Rubber Co. (parent of General Teleradio) are sponsoring the series on a spot basis in some 50 cities across the country, it is understood, with the series syndicated to other advertisers, who are not competitors of General Tire dealers, in other markets.

Film Group Nominates Slate for Elections

SEVEN-MAN nominating committee of the National Television Film Council last week submitted its membership a candidate slate for elections to be held Dec. 16 or 23, with the stipulation that an opposition list might be filed within 15 days. Nominees are: Melvin L. Gold, National Screen Service, president; John Schneider, Biow Co., executive vice president; Arche Mayers, United Television (retiring president of council), distribution vice president; Bert Hecht, Bill Sturm Studios, production vice president; Rod Rodner, WABC-TV New York, stations vice president; Jim Ellis Jr., Kudner Agency, agency vice president; John Berger Jr., Radio-Tv Daily and Film Daily, membership vice president; Stanley Perle, Harry Lawrence Assoc., executive secretary; Sidney Mayers, Unity Television, general secretary, and Samual Spring, law firm of Spring & Eastman, treasurer.

'Match Girl' on Film

TV FILM version of Hans Christian Andersen's Christmas story, The Little Match Girl, has been completed and is being released by RCA Recorded Program Service, it was announced last week. The 30-minute show features a cast of 800, including actors in production to follow races and obtain instantaneous closeups as they occur on track. The firm uses Dugger Productions, Chicago, as studio.

Production

Stock Car Film Co., Chicago, has completed a series, Stock Car Champions, which is being offered to tv stations in 52-, 26- and 12-minute segments. Two basic half-hour units may be coupled to make a full hour program, and a half-hour unit may be cut to make two quarter-hour shows. Five commercial breaks are edited into half-hour units. Program features stock races from the Medley Stakes in Miami and already has been sold to two stations in Wisconsin, according to Gerald Presson, president of firm. The show is offered in tricamera method allowing cameramen to follow races and obtain instantaneous closeups as they occur on track.

Random Shots

NEW color testing service designed to aid advertisers in showcasing their products for color-casting was announced last week by Cascade Pictures, Culver City, Calif. Advertisers will be able to see in advance how their products will look and allow them time to make changes prior to going before the camera for filming or live presentation. Test shots are made using various types of color negative, with packages photographed under different lighting conditions and again with different backgrounds. When changes are indicated in design, package is again tested in color and monochrome to assure maximum effectiveness over both systems, the firm said.

Pearson & Luce, S.F., tv film production firm, moves to 26 O'Farrell St.

S. W. Caldwell Ltd., Toronto, has been appointed exclusive Canadian representative of CBS Television Film Sales.
With a 5-fold increase in power, **WOWO**

**FORT WAYNE**

will soon extend its signal to cover 20 additional counties—1,700,000 more listeners!

Our new quarter-million-dollar transmitter—now almost completed—will provide blanket coverage of 69 counties in the great, rich Midwestern market. Full 50,000 watts will give WOWO greater intensity and clarity, too—greater value for advertisers—than ever before. Another example of Westinghouse’s continuing faith in radio, yours for audience action.
ASCAP, TV STATIONS, NETWORKS SLATE PARLEY THIS WEEK ON MUSIC USE PLAN

Representatives of tv networks and stations will hold separate meetings with ASCAP spokesmen and ASCAP members to discuss continued licensing agreements for their use of ASCAP music and stations will hold separate meetings with ASCAP spokesmen to discuss continued licensing agreements for their use of ASCAP music on tv.

WITH the end of the year 1953—and the concurrent end of ASCAP's blanket licenses for television—only a month away, negotiating committees representing tv stations and ASCAP will meet with similar groups of ASCAP representatives in an attempt to reach agreements on terms that will permit the continued telecasting of ASCAP music.

It is anticipated that the network representatives will meet with an ASCAP delegation early this week following a two-month hiatus after earlier meetings had failed to show any signs of progress or even any indications of possible change from the present position of each side: the networks firmly insisting that they will not pay any royalty on its earnings, even if the terms are radically reduced, while ASCAP maintains that the present terms are the best it will offer.

The present blanket tv licenses call for payments of 7% gross income by networks for the right to telecast ASCAP tunes, roughly 10% more than the network radio license rate.

The three tv networks which accepted these licenses in 1946—ABC, CBS, NBC—have made tv's greatest increase in value more than matched by its greater expenses, so that the percentage of gross amounts to a much larger part of the net income than is true with radio's music fees.

Although DuMont did not take out an ASCAP license, a representative of this tv network has attended the negotiating sessions as an observer.

Wednesday Meet

Wednesday is the date when the All-Industry Local Tv Music License Committee will begin its discussions with ASCAP. This group, headed by Dwight W. Martin, vice president, General Teleradio, was authorized by the 1953 NARTB convention to negotiate music licenses for all U. S. tv broadcasters except the networks and their oka stations. At the time of its formation four years ago, this committee's jurisdiction covered only per-program licenses, but this past spring its scope was enlarged to include both types of music agreements. Attempts of the committee to work out suitable per-program arrangements were fruitless, and in March 1951 ASCAP broke off negotiations and issued a unilateral per-program license with such terms that it has not been accepted by a single tv station.

In July 1951, a group of more than 50 tv stations went into Federal court in New York, as provided for in the terms of the consent decree accepted by ASCAP 10 years earlier at the time of its break with radio, and asked the court to fix fair and reasonable fees for the use of music in television. Today, some 90 stations are parties to that petition and it is hoped that it will be heard before the end of the court calendar.

When the All-Industry Committee began negotiating with ASCAP in the winter of 1949-50, interim payments were set up for the continued use of music during negotiations, to be adjusted up or down when a scale finally was agreed upon. With the breakoff of these discussions, ASCAP also terminated these interim payments and since March 1951 has accepted no fees from non-licensed tv stations. The backlog of unpaid license fees since that time is growing constantly and could constitute a major problem itself at such time as fees are finally determined, either by negotiation or by the court.

To alleviate that problem, counsel for the tv litigants last week asked the court to hear argument this week on a request that interim fees be paid to the radio agency. This side fees the tv broadcasters in their original petition and by ASCAP in its reply, filed the following month, August 1951, but neither side has made any attempt to activate it until now.

Packager Brings Suit For Copyright Infringement

SUIT charging breach of contract and infringement of copyright has been filed in Los Angeles Superior Court against Tele-radio Inc.; Charles N. Stahl Adv. Agency; John Courcier, agency-radio tv director; Bill Murphy Motors, and Allied Show Business Inc., agency subsidiary. The plaintiff is Tom-MacLeod, Hollywood program packager and publicist.

Action involves the weekly quarter-hour Red Sanders Show, sponsored on KHH-TV by the automobile firm. Mr. MacLeod charged that last year he took the program idea, featuring the UCLA coach, to the advertising agency. Then called Red Sanders' Pigskin Clinic, it was later sponsored by Owl Drugs, through the network. This year, according to the suit, the same agency is using the format under a new title while failing to give the plaintiff his share in the profits. Claiming rights to a 50% interest, Mr. MacLeod is asking a total of $200,000, consisting of $150,000 for value destroyed and $50,000 for jeopardizing the program's sale to a network.

First Pay-Tv Service Begins in California

FIRST commercial subscription tv service was scheduled to begin tonight in Palm Springs, Calif., but the whole plan is on a closed circuit basis and thus has no broadcast connotation.

Under the aegis of International Telemeter Corp., which operates a community television system in the California desert resort city, Paramount Pictures $1.25 million comedy-

ture. Price that is paid by televiewers desiring the feature through a 4x4x4-in. coin-box attachment to the television set was not known last week. International Telemeter Corp., is 50% owned by Paramount Pictures.

ITC feeds programs from Los Angeles' seven tv stations, giving Palm Springs homes, clubs and hotels a choice of three services on vhf channels 2, 4 and 5. The film showings, which run simultaneously with regular local film theatre showings and at the same "admission price," utilizes vhf ch. 6. On tuning to that channel, viewers are given an aural "pick" for the pictures but will see nothing but a flash of lines. A window in the coin-box tells the price and a magnetic tape inside the attachment registers the amount inserted and actuates an "on" mechanism when the correct sum is deposited.

Installation of the coin-box involves a $20 fee.

Hired in a special capacity for the Palm Springs operation was Will Baldt, special consultant to the group of vhf tv stations which is advocating FCC authorization to use subscription tv on a broadcast basis. Mr. Baldt is former executive director of Television Broadcasters Assn., which merged with NARTB some years ago.

ITC's community television operation has been in existence for more than a year. It charges $150 for connections and $3 per month for service. There are 450 subscribers, it is understood.

SOA TO CONFER ON SUIT TONIGHT

Action against NARTB, BMI and others to be discussed at New York's Belmont Plaza

SONGWRITERS of America, group that has gone to court in an attempt to dissolve NARTB, will hear charges against BMI from broadcast industry ownership and, in the process, to collect $150 million for alleged damages [BWT, Nov. 16], has invited all writer members of ASCAP to an important meeting of songwriters at 8 p.m. tonight (Monday) in New York's Belmont Plaza Hotel.

Letter from John Jacob Loeb, SOA chairman, stated that "our esteemed attorney [John Schulman] will be present and there will be a full discussion of the action which was commenced recently on behalf of some 3,000 composers and authors against Broadcast Music Inc., various broadcasting and television companies, publishing companies and others for $150 million damages and an injunction."

The 33 writers who are plaintiffs in the suit are all ASCAP members, but Mr. Loeb said that their legal action was taken solely on behalf of the writers and in no connection with ASCAP, whose membership includes publishers as well as writers. However, the name of Stanley Adams, ASCAP president, is prominent in the list of members of the SOA steering committee printed on the letterhead carrying Mr. Loeb's meeting call.

Complaint filed in the Federal Court in New York by SOA asks for payment to some 3,000 professional authors and composers of music who are said to have been injured by the allegedly illegal acts of the suit's defendants. Presumably tonight's meeting was called to elicit their interest in the action.

The SOA complaint called for an answer from the defendants within 20 days of the time of service on them, which would be early this week. Industry attorneys said that an extension would be sought to permit more time for the preparation of their answers, which they said probably would not be completed until after the beginning of 1954.

Negro Dramatic Serials

AVAILABILITY of four Negro dramatic serials as a block-program or hour package, has been announced by Robert L. Shinny, vice president of Negro Radio Stations, New York. The four shows are being offered to radio stations in areas with large Negro populations as well as to national advertisers seeking to reach city-by-city Negro marketing areas throughout the country.

Page 40 • November 30, 1953
MORE COVERAGE!
MORE POWER!

WJIM-TV
Channel 6
Lansing, Michigan

NOW IN OPERATION -
...new 600 ft. tower
...power increase from
19 kw to 31 kw

H-R TELEVISION, INC.
"YES, THAT TOP"

<table>
<thead>
<tr>
<th>EASTERN</th>
<th>VHF CHANNEL</th>
<th>PRIMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-TV*</td>
<td>Boston</td>
<td>4</td>
</tr>
<tr>
<td>WPIX</td>
<td>New York</td>
<td>11</td>
</tr>
<tr>
<td>WPTZ*</td>
<td>Philadelphia</td>
<td>3</td>
</tr>
<tr>
<td>WCSC-TV</td>
<td>Charleston, S. C.</td>
<td>5</td>
</tr>
<tr>
<td>WIS-TV</td>
<td>Columbia, S. C.</td>
<td>10</td>
</tr>
<tr>
<td>WTVJ</td>
<td>Miami</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CENTRAL</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO-TV</td>
<td>Des Moines</td>
<td>13 CP</td>
</tr>
<tr>
<td>WOC-TV</td>
<td>Davenport</td>
<td>5</td>
</tr>
<tr>
<td>WDAY-TV</td>
<td>Fargo</td>
<td>6</td>
</tr>
<tr>
<td>WBAP-TV</td>
<td>Fort Worth—Dallas</td>
<td>5</td>
</tr>
<tr>
<td>KMBC-TV</td>
<td>Kansas City</td>
<td>9</td>
</tr>
<tr>
<td>WAVE-TV</td>
<td>Louisville</td>
<td>3</td>
</tr>
<tr>
<td>WCCO-TV</td>
<td>Minneapolis—St. Paul</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WESTERN</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KBOI</td>
<td>Boise—Meridian</td>
<td>2 CP</td>
</tr>
<tr>
<td>KBTV</td>
<td>Denver</td>
<td>9</td>
</tr>
<tr>
<td>KGMB-TV</td>
<td>Honolulu</td>
<td>9</td>
</tr>
<tr>
<td>KRON-TV</td>
<td>San Francisco</td>
<td>4</td>
</tr>
</tbody>
</table>

*Starting February 1, 1954

NEW YORK
MAN IS COLONEL F&P!

Very big things have been happening recently, here in Free & Peters TV.

Today more than ever, the size of our television operation matches its quality. Our television staff alone now boasts more people than the entire F&P organization of a few years ago.

We are happy to confirm the promises made to ourselves at the inception of television — that our growth as an organization would more than match the growth of the medium — in size, in calibre and — we hope in value to you.

FREE & PETERS, INC.
Pioneer Station Representatives Since 1932

CHICAGO  ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
GOVERNMENT

FCC SETS OWNERSHIP LIMITS: TELEVISION 5; AM, FM EACH 7

Commission sticks to its policy of the past, with the exception that the fm limit is raised by one to come even with am. At the same time, FCC gives new emphasis on minority interests. Uhf-vhf differential plan shelved for now.

AFTER pending before FCC for more than five years, the controversial multiple ownership case involving the Associated Broadcasters of Southern California (ABC) was settled by the Commission last week in a final decision which (1) limits tv station interests to five for the same person or firm, (2) fixes seven as the am maximum and (3) boosts the fm maximum from six to seven, matching am.

Limitations apply not only to stockholders, but also to directors and officers. FCC said. Existing licenses and persons now holding more than the limit set by the new rules, to become effective 30 days after publication in the Federal Register, will be given three years to divest themselves of their excess interests.

Throwing over earlier plans to allow minority holdings in additional stations on a graduated scale basis, the Commission majority voted that a minority interest is equal to controlling interest for the purpose of counting the limit.

FCC explained that the “influence” which may be exerted over a station by the minority stockholder is a variable and hard-to-determine factor. The new ruling, not applicable to noncommercial educational fm or tv stations, was taken by the full Commission on Wednesday and announced early Friday. Comr. Frieda B. Hennock concurred in part and dissented in part. A “grandfather clause” is contained in the new rule which allows a pending tv applicant such as CBS, which has full ownership of three tv stations and minority holdings in two others, to continue in bearing on its bids for additional stations if it asks waiver. But should a grant be made for the sixth interest, one of the existing holdings would have to be dropped.

Full Quota Applicants Not Affected

This waiver, however, does not apply to pending applicants who already have their quota of full ownerships. Concurrently, FCC dismissed Storer Broadcasting Co.'s bid for vhf ch. 10 at Miami since Storer already is licensee of five tv outlets.

Show cause orders also were issued to CBS and J. Elroy McCaw concerning disposition of standard station interests in excess of the new limits. CBS owns six am stations and has minority holdings in three others, FCC indicated, while Mr. McCaw has interests in eight am outlets. They will have three years to effect the changes.

How many others might be affected by the new rules, FCC was not ready to estimate at this early date.

In explanation of the changed emphasis on minority interest, FCC's public notice said:

"Because the holder of a small interest in many cases may exert a considerable influence on the station’s operations and because of the difficulty of determining from the face of the application what the extent of the influence will be, was determined, in view of the new diversification policy, that no distinction be made between minority (noncontrolling) interests and controlling interests.

The limit of seven for am was fixed in view of the expansion that has been achieved within the framework of that limitation and to avoid undue disruption of present holdings. The few parties having interests in excess of seven am stations will be issued orders to show cause why they should not divest themselves of their excess holdings within a period of three years."

Heretofore, the am limit has been seven only by exception, but since FCC felt it was “desirable to have the same figure for fm because of the two services’ inter-relationship and the present status of fm’s growth.”

Television Limit

The Commission's notice explained the limit of five for tv stations, 7 used “because it has proven practicable and desirable.”

"The question of whether a distinction should be made in this field between uhf and vhf was deferred to an over-all uhf study,” the notice stated. FCC for some weeks has had under consideration the possibility of "progress" of uhf and vhf stations, having sent questionnaires to both stations and networks [B+T, Sept. 28].

No changes were made in the "diopoly" or overlap provisions of the rules "because recent developments, particularly in tv, compel reconsideration of this question," the Commission said.

Comr. Hennock concurred in the majority's action limiting multiple ownership in am and fm to seven and tv to five.

She dissented over FCC's failure at this time to adopt specific provisions governing overlap situations and the "failure to provide a definite geographic limitation on the number of stations in which a person may hold an interest."

She further objected to the waiver made possible for tv applicants having minority holdings in up to five outlets who may continue in bearing if they divest themselves of excess interests after grant.

FCC noted there were numerous objections to the amendments originally proposed to the rules in August 1948, but that these fall generally into two categories.

Authority Challenged

"The first group," the Commission said, "challenges the authority of the Commission to adopt rules of general applicability dealing with the subject of multiple ownership of broadcast stations, while the second group objects to specific provisions of the proposed amendments."

The decision detailed precedents in the Communications Act, the courts and general ad-

BROADCASTING • TELECASTING
NOW YOGERT & WHEY
had the final say
On the placement for Zilch's SPARKIT,

And no one could complain
about the campaign
Laid out for the Omaha market,

It was brilliant and thrifty, and really a nifty -
Done in the most modern mode . . .

You can bet your last buck that it just
wasn’t luck
That KOWH CARRIED THE WHOLE
BLOOMIN' LOAD!

Moral
EVERY GOOD TIME-BUYER
KNOWS KOWH HAS THE:

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

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

Kowh
OMAHA

“America’s Most Listened-to Independent Station”

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.
Great strides are continually being made in farm progress, as evidenced by the new Corn Picker and Sheller shown at the Show.

75,000 Midwestern farm people... by conservative estimate of the Highway Police Patrol... attended the first Annual Farm Progress Show sponsored by WLS and held near Armstrong, Illinois on October 2, 1953.

They came by auto... 10,000 cars. They came by airplane... 165 privately owned planes. They came by train and bus. They came to see; to listen; to learn. They came because they knew WLS could be depended upon to show them the newest developments in farm and home equipment... 144 such exhibitors; the latest in crop production de-

Clear Channel Home of the National Barn Dance
890 Kilocycles—50,000 Watts—ABC Network
Represented by John Blair and Company

Thousands of enthusiastic listeners had a chance to see as well as hear their favorite WLS Stars at the WLS Farm Progress Show.
Farm Listeners

**It Holds Them!**

developments and the entertainment which they enjoy most and listen to regularly.

The crowd, vast as it was, represented only a small percentage of the Midwestern farm people who consistently depend on WLS for news, information, helpful service and entertainment. They can be reached more effectively and more economically through WLS than through any other single source. May we show you the figures?

New plowing equipment which attracted much attention from midwestern farmers at the WLS Farm Progress Show.

ABOVE: Winners of Tractor Driving Contest, who demonstrated their skill by most effectively maneuvering their machines.

BELOW: Martha Crane, WLS Home Maker, interviewing housewives as she broadcast her program from the WLS Farm Progress Show.
Text of New Multiple Ownership Rules for Am, Fm and TV Stations

This is the text of the new multiple ownership rules for am, fm and tv stations as adopted by FCC last week and to become effective 30 days after publication in the Federal Register.

(Full text of the majority's conclusions, as reflected in a concurrence signed by Comr. Frieda B. Hennock, will be published in FOR THE RECORD in next week's issue of B.W.T.)

Sec. 3.35 Multiple Ownership—No license for a standard broadcast station shall be granted to any party, director or indirect owner, which holds, or operates, controls or owns another standard broadcast station, a substantial portion of whose primary service area would receive primary service from the station in question, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation; or

(1) such party directly or indirectly owns, operates or controls another standard broadcast station, a substantial portion of whose primary service area would receive primary service from the station in question, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of, and in any other fm or standard broadcast station the grant of such license would result in a concentration of control of standard broadcast in a manner inconsistent with public interest, convenience, or necessity, or, in determining whether there is such a concentration of control, consideration will be given to the number of people served, classes of stations involved, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control of standard broadcast in a manner inconsistent with public interest, convenience, or necessity for any party or any stockholder, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven standard broadcast stations.

Sec. 3.363 Multiple Ownership—(a) No license for a standard broadcast station shall be granted to any party (including all parties under common control) if

(1) such party directly or indirectly owns, operates, controls another television broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of, any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity, or in determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, classes of stations involved, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity for any party or any stockholder, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than five television broadcast stations.

The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

The Commission quoted the following from the latter [am] may need such service from the former in the future.

On Profitable Basis

The Commission pointed out the period when television operations were largely supported by am profits has passed, and television stations, by and large, are either now operating at a profit or can reasonably look forward to such operations in the future. In the absence of circumstances which we do not now foresee, we believe that the policy of diversification requires the adoption of the five station limitation in television.

In its separate orders to CBS and Mr. Mc- Craw respecting their am station holdings, the Commission quoted the following from its decision:

"Only a few very few parties have holdings in excess of seven. As to these latter few, orders to show cause Dec. 31 'why it should not, within a period of three years from the release date of this order (Nov. 27), make such divestment of its present holdings as to bring them into conformance with the seven station limitation.'

CBS' am stations owned outright include
You know what a sensation Fulton Lewis, Jr.'s co-op radio program has been...

NOW...this supercharged personality is on TV for the first time with a weekly fifteen-minute program that's unique in format and viewer appeal. The Fulton Lewis, Jr. Show is not a news program that rehashes stale events. It's a behind the headlines report of eyewitness facts by people who know... and who tell all.

The Fulton Lewis, Jr. Show is filmed each Friday morning in Washington, D. C. It's processed in special high-speed newsreel labs and rushed air-express to TV stations the same day for telecast far ahead of the headlines.

Here's a program that's unique in every sense of the word. It's forceful...it's fascinating...it's a real rating builder... a pre-proved sales booster for any local sponsor. Act fast to skim the cream off what will undoubtedly be the fastest audience snatcher on any local TV Station. The Fulton Lewis, Jr. Show will be ready January 8...but we urge you to get in touch with UTP TODAY.

FULTON LEWIS, JR.

UNITED TELEVISION PROGRAMS
President's Group Urges Pre-Hearings

STRONG recommendation that all government administrative agencies, as the lead of the FCC and require pre-hearing conferences was adopted by the President's Conference on Administrative Procedure, which met for two days in Washington last week.

The conference also approved a recommendation that an Office of Administrative Procedure be established in the Department of Justice.

Report on pre-hearing conferences was made by a special committee headed by FCC Commissioner John C. Doerfer. Among its members was J. D. Bond, FCC hearing examiner.

In essence, Comr. Doerfer's committee recommended, and the Conference unanimously adopted, that a pre-trial hearing be held before any administrative hearing begins to clarify the following: (1) simplification of the issues, (2) amendments, (3) stipulations, (4) limitation on number of expert witnesses, (5) other matters to aid in the "speedy" determination of the hearing. It also suggested that hearing officers be given authority to keep hearing length and issues to a minimum.

Although the final report of the Conference is not binding on any government agency, its recommendations will carry weight, it is understood. They provide some methods of decreasing the length, expense and record of administrative hearings and court appeals [B&T, May 4 et seq.]

Territorial Class II Grants Seen on Clearς

ON THE HEELS of its ruling to allow assignment of Class II stations up to 50 kw on Mexican clear channels in the U.S. territories [B&T, Nov. 9, Sept. 14], FCC last week announced proposed rule-making to allow similar territory assignments on U.S. clear channels.

Proposing to amend Sec. 3.25 of its rules, the Commission explained that "the purpose of this proposal is to make the frequencies concerned available for assignment in Alaska, Hawaii, Virgin Islands and Puerto Rico in the same manner in which they are presently being used, or may be used, in other countries of the North American region that are closer to the continental United States" than are these U.S. territories.

For example, heretofore a Class II station could not be assigned on a U.S. clear channel in Alaska but such a secondary station could be built in Canada if it were 650 miles from the U.S. border.

Comments are due on the proposed amendment by Jan. 15, with replies thereto 10 days later. The proposed amendment reads:

2.35 Clear Channels: Class I and II stations. The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations specified in this section. (a) To each of the channels below there will be assigned one Class I station and there may be assigned one or more Class II stations within the continental United States operating limited time or daytime only: 640, 650, 660, 670, 680, 720, 760, 770, 780, 820, 860, 870, 890, 920, 1020, 1100, 1120, 1160, 1200 kc.

There also may be assigned to these frequencies Class II stations operating unlimited time in Alaska, Hawaii, Virgin Islands and Puerto Rico which will not deliver over 3 microvolts per meter groundwave day or night or 2 microvolts per meter 10% time skywave at night at any point within the continental limits of the United States. The power of the Class I stations on these channels shall not be less than 50 kw.

Seek FCC Approval For KRMG Tulsa Sale

APPLICATION for approval of the sale of KRMG Tulsa from Kerr-McGee interests to the Altus (Okla.) Times-Democrat for $305,000 was filed with the FCC last week. The Altus newspaper owns 50% of KHOW Altus, and in turn is owned by the Wimbly family, who also own the remaining stock in the radio station.

The four-year-old Tulsa radio station is being resold by Sen. Robert E. Kerr and D. A. McGee because of their association with KVOO Tulsa principals in the Tulsa vhf ch. 2 application of Central Plains Enterprises Inc. KVOO WTV was approved by the Commission Oct. 15, 1953 and KRMG operates on vhf ch. 740 kc with 50 kw daytime and 25 kw nighttime. Sen. Kerr and family own more than 50%; Mr. McGee 15% of KRMG, Sen. Kerr and family also own 72%, and Mr. McGee 15% of WEEK-AM-TV Porcia, Ill. Messrs. Kerr and McGee own 50% and Mr. Skelly the other 50% of Central Plains.

In an Oct. 31, 1953 balance sheet, filed with the license transfer application, KRMG showed total outstanding assets of $234,584.96, current liabilities of $10,383.43 and a deficit of $158,178.47 also was shown. Initial investment was listed as $62,078.00, with replacement value put in excess of $300,000.

A new company, Western Broadcasting Co., wholly owned by Altus Times-Democrat, has been formed to take over the license of KRMG. Principals in the Altus newspaper are former Federal Power Commissioner Harrington Wimberly and Frank E. Wimberly, president and general manager of KHOW. The 250-w Altus station (on 1450 kc) is carried on the newspaper's books at $7,500 for half interest.

Application declaring that no change is contemplated in present personnel, KRMG is managed by Frank S. Lane.

PROPOSED tv Grant to WNOP For Cincinnati Uhf Ch. 74

INITIAL decision proposing to grant Cincinnati uhf ch. 74 to nearby WNOP Newport, Ky., was issued last week by FCC Hearing Examiner Anne N. Hurliman.

The ruling was made possible by the withdrawal of a fortnight ago of a competitive ch. 74 application by Gordon Broadcasting Co., operator of WKRC Cincinnati. The Ohio River separates Newport from the Queen City. WNOP is headed by James G. Lang, president and 52.3% owner.
More TV viewers in El Paso look up to KROD-TV and look at KROD-TV programs than any other station in the Southwest. KROD-TV has the highest and the finest transmitter location in the Southwest – 1,585 feet above downtown El Paso. KROD-TV has been operating on full power—56,300 watts—since August 1st. KROD-TV has wider coverage than any other TV station in the Southwest. KROD-TV carries top-rated CBS, DuMont, ABC Network shows plus unrivalled local programs.

Add E.P.* to the above and You'll Sell More on Channel 4

*E.P. means Effective Promotion.

KROD-TV is affiliated with KROD (600-CBS-5000 watts) and the El Paso Times.
There's a New Sound for the ENTIRE FAMILY
And of course it's coming from Station WMAQ, for more than 30 years the leader in Chicago and Middle West broadcasting. Once again this radio pioneer is showing why millions of Midwesterners turn to 6-7-0 on the dial for Quality Programming, Quality Entertainment and Quality Service.

**New Personalities...**
- Howard Miller, often called number one disc jockey in the nation, now is a member of the WMAQ staff of disc emcees which also includes Charles Chan, Henry Cooke, John Holtman, Wed Howard, Jim Lowe and Dick Noble.
- "Uncle" Johnny Coons, top-rated local daytime television personality, now is featured in a new radio series for youngsters.

**New Programs...**
- "Three-Star Final," a nightly roundup of weather, news and sports by Clint Youle, Jim Hurlbut and Norm Barry.
- "Point Blank," a straight-from-the-shoulder commentary by Nancy Terry on people and events.
- "Bill Bailey Show," daily presenting the new national favorite—country music.
- "Musical Adventures," Norman Ross, Jr., with recorded action music for children.

**New Services...**
- Chicago school families now hear an item of special interest for them at the same time every weekday morning. More similar listener services soon will be scheduled.

All fitting additions to a Quality Schedule designed for a Quality Audience to do Quality Selling for Quality Advertisers. A schedule that continues to present other outstanding entertainment features. A schedule that continues to present top reporters in newscasts each individually written by a news staff that has won more awards than any other Chicago radio station.

Yes, THERE'S A NEW SOUND IN CHICAGO RADIO—once again proving to listeners and advertisers that...
Newhouses Acquire 50% KOIN-AM-FM-TV

Five other transfers are approved by FCC. Also in Newhouses’ agreement was the dropping of a bid for Portland’s vhf ch. 6.

TRANSFERS of stations were approved in six instances by the FCC last week, including the assumption of 50% ownership of KOIN-AM-FM-TV Portland, Ore., by Samuel I. Newhouse Jr. (Portland Oregonian) and wife. As agreement for dropping its application for Portland’s vhf ch. 6—which went to KOIN—the Newhouses were given an option to purchase 50% of Mt. Hood Radio & Television Broadcasting Co., licensee of the KOIN stations. Purchase price was $100,000 plus the amount received from the sale of KGW-AM-FM Portland, which had to be disposed of under the Commission’s duplicity regulation before the Newhouses could exercise their option.

The KGW stations were bought by KING-AM-TV Seattle (40%) and others, for North Pacific Television Co., to control for $500,000 last month (B&T, Oct. 23). North Pacific is a tv applicant for Portland’s vhf ch. 8. Theodore R. Gamble and associates retain the other 50% of the KOIN stations.

Also approved by the FCC last week were the transfers of KUGM-AM-FM Eugene, Ore. and KIHR Hood River, Ore. Control of the KUGM stations was transferred from C. H. Fisher to his son C. O. Fisher for a consideration of approximately $85,896. This was a part of the requirement when the Commission granted vhf ch. 13 to Eugene Television Inc., which is one-third owned by C. H. Fisher. Eugene Television also includes as one-third owner Lee Bishop and associates (KORE Eugene). KIHR, owned jointly by C. H. and C. O. Fisher was assigned to the elder Fisher by his son for a credit of approximately $15,985 covering part of the purchase price of the Eugene stations.

In other actions, the FCC granted transfer of control of WDEC Americus, Ga., from W. G. Pearman and associates to John E. Gilliam Jr. and associates for $32,000; acquisition of station control of WPTA Panama City, Fla., by J. L. DuKate for a consideration of $28,405; transfer of control of Hutchinson Publishing Co., to John P. Harris and family for a consideration of $20,160. Hutchinson Publishing Co. owns KIUL Garden City, Kan.

KROD-AM-TV Transfer Filed

APPLICATION for the transfer of KROD-AM-TV El Paso, by Roderick Broadcasting Corp. to El Paso Times Inc. for $1,450,000 was filed last week with the FCC.

Purpose of the sale is to consolidate the business interests of Dorrence D. Roderick and his family who own more than 75% of KROD and of the El Paso Times. Sale price is an inter-corporate transaction.

Fm Changes Announced

ADDITION of Class B fm ch. 239 to DeLand, Fla., deleting it from Lakeland, was announced Nov. 25 by the FCC. Other changes: ch. 250 to Huntsville, Ala.; delete ch. 250 from Birmingham and ch. 251 from Chattanooga, Tenn.

Page 54 • November 30, 1953

Airway Moved

IT ISN’T often that the CAA moves an airway to accommodate a tv tower, but for the second time this year one has been moved.

With the approval of the New York regional and the Washington airspace subcommittees, the CAA has agreed to move Blue Airway 20 west approximately three-tenths of a mile at the tower site so WCAU-TV Philadelphia can build a 1,000-ft tower in the northwest section of Philadelphia. Permit to move was taken at the Oct. 29 meeting of the Washington airspace subcommittee. WCAU-TV, which has a cp to go to maximum 316 kw for its vhf ch. 10 operation, filed an application to modify the grant for the 1,000-ft tower Nov. 12.

Earlier this year, the CAA and the regional and Washington airspace subcommittees approved a change in an airway in order to permit the establishment of a tv tower “farm” northwest of North Miami Beach serving the Miami area. In both cases, no changes in minimum instrument procedures or present aviation procedures were affected.

Sonnenborn Sells KLAC-TV To Copley Press Inc.

APPLICATION for transfer of KLAC-TV Hollywood by Mrs. Dorothy Schiff Sonnenborn, publisher of the New York Times Co., was sent to the FCC last week (B&T, Nov. 16).

Purchase price of $1,375,000 covers fixed assets, including the Mt. Wilson transmitter building equipment and the 1000 Cahuenga Blvd. studio-executive office building with equipment, on long-term leased land. No real estate is involved. The sale does not include KLAC am, station, which Mrs. Sonnenborn will retain. Both stations are currently operated by her son, M. H. Hall.

Negotiation of change in ownership had been under way six weeks and were concluded Nov. 20, with Blackburn-Hamilton Co. as broker. Besides James Copley, chairman of Copley Press, and Jack Heintz, vice president and general manager of KSDO San Diego, participants in the transaction were John P. Hearne, attorney for Mrs. Sonnenborn and Mr. Hall, and the law firm of Omelven’ Myers, representing the buyers.

Under the agreement KLAC is to move to other quarters within six months of FCC approval of the sale. KLAC-TV will remain at the Cahuenga Blvd. address.

Change of call letters will be requested by the new owners of the ch. 13 outlet. Mr. Heintz will become general manager of the tv station, it is understood. Copley Press publishes 15 newspapers in California, Missouri and Southern California, including the San Diego Union, which has an interest in KSDO.

WHBF-TV ‘Time’ Bid Fails

WHBF-TV Benton Harbor, Mich., was advised last week by the FCC that its application for additional construction time could not be granted on the basis of information on hand. The station was given an opportunity to reply. Benton Harbor News-Palladium station received a uhf ch. 42 grant last February. This is one of the first “get time” tv stations, since it issued a policy notice two weeks ago regarding tv grantees who ask for extension of cp’s (B&T, Nov. 23).

TV DROPOUTS EASE COMPETITIVE CASES

KONO San Antonio and Bexar County Television Corp. drop ch. 12 bids, then re-apply as Mission Broadcasting Co. with KONO chief owner and Bexar principals as minority stockholders. Competitor is KTS.

THE THREE vhf ch. 12 contestants at San Antonio, Tex., were reduced to two last week as two of the applicants merged into a single bid.

KONO San Antonio and Bexar County Television Corp. both dropped their ch. 12 bids, but a new application under the name of Mission Broadcasting Co. was tendered, chiefly owned by KONO but including Bexar principals as minority stockholders. Ch. 12 competitor remains KTS.

At Richmond, Va., the ch. 12 triangle there has been reduced to two contestants as Larus & Bro.’s WRVA dismissed its bid and acquires 60% interest in Richmond Television Co., whose original stockholders will retain the other 40% holding. Also seeking ch. 12 there is WRNL, owned by Richmond Newspapers Inc.

Uhf ch. 50 in Richmond became unopposed last week for Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.) upon withdrawal of Dixie Television Corp.

David Haber, operator of WFEC Miami, gave up ch. 10 bid there leaving four applicants for the channel: WKAT Miami Beach, L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc. and Public Service Television Inc. (National Airlines). Storer Broadcasting Co.’s (WBB) bid was dismissed by FCC concurrent to issuance of the new multiple ownership rules (story page 44).

KBON Omaha dropped its vhf ch. 7 bid, leaving in competition KFAB and the Herald Corp., Omaha.

WPIC Sharon, Pa., gave up its uhf ch. 39 application, leaving unopposed the ch. 39 bid of Leonard Shaffer.

Uhf ch. 10 triangle at Norfolk, Va., was reduced to a two-way contest as WNOR Norfolk withdrew leaving Chesapeake Services Inc. and Beachview Broadcasting Corp.

WLOF Orlando, Fla., gave up its original ch. 12 application, but WLOF’s parents own, Joseph L. Brechner and associates (WGAY Silver Spring, Md.) refilled in the name of Mid-Florida TV Corp. Other ch. 9 contestants are WHOO and WORZ Orlando.

Charles H. Gurney, whose uhf ch. 16 application at Waterloo, Iowa, was left unopposed several weeks ago upon withdrawal of a competing bid by L. E. Kelly, dismissed his own bid last week. Ch. 16 now is open there.

Brazy Granted New Fm

NEW Class B fm station on 97.1 mc has been granted by the FCC to Nicholas M. Brazy, Glendale, Calif. The station will operate with 18 kw power using 1500 antenna height.

Change in antenna height was granted WHAT-FM Philadelphia. Other changes: WPJP (FM) Fairmont, W. Va., to change ERP from 4.8 to 2.8 kw, antenna height WMFD-FM Wilmington, N. C., change ERP from 250 to 125 kw antenna height; KNEW (FM) Reno, Nev., change ERP from 10.5 to 2.3 kw; WVAM-FM Altoona, Pa., change ERP from 140 to 360 w, antenna height.
"JANET DEAN REGISTERED NURSE"

A suspenseful, unusual TV film show based on a nurse's exciting adventures among the rich and poor... in big cities and small towns... in peace and war... at home and abroad!

JANET DEAN available for local, regional, and national spot sponsorship is ready for

March 1, air date with 39 half-hour custom-made films!

AUTHENTIC—each dramatic show is based on an actual case history!

HIGHLY ACCLAIMED—personnel of the Air Force Nursing Corps have called the Janet Dean show a tribute to the nursing profession!

PRODUCED BY EXPERTS—filmed by Cornwall Productions—William Dozier, executive producer; Joan Harrison, producer; Peter Godfrey, director!

For auditions, prices, and sales plan
write, wire, or phone:

HERB JAFFE
655 Madison Ave.
New York 21, N. Y.
TEMPLE 8-2000

FRANK O'DRISCOLL
2211 Woodward Ave.
Detroit, Michigan
WOODWARD 1-2560

JACK McGUIRE
630 N. Wabash Ave.
Chicago, Ill.
WHitehall 3-1341

MAURIE BRENNER
9100 Sunset Blvd.
Los Angeles, Calif.
CRestview 1-0301

Here are the MPTV properties available to you now:

• DUFFY'S TAVERN
• DREW PEARSON'S WASHINGTON
• MERRY-GO-ROUND
• FLASH GORDON
• JANET DEAN, REGISTERED NURSE
• more to come
WORD grabs Spartanburg, S. C., ch. 8; Jefferson Standard wins Florence, S. C., ch. 8; WTCM takes Traverse City, Mich., ch. 7.

Three new VHF television stations were authorized last week as FCC granted ch. 7 at Spartanburg, S. C., to WORD; ch. 8 at Florence, S. C., to Jefferson Standard Broadcasting Co.; and ch. 7 at Traverse City, Mich., to WTCM.

At Spartanburg, the ch. 7 award to Spartan Radiocasting Co., WORD licensee, was made through withdrawal of a competing application by WSPA there. WORD has purchased WSPA for $400,000, subject to FCC approval. The transfer bill will be filed later. Spartan then will sell WORD and retain WSPA. Jefferson Standard, operator of WBT and WBTV (TV) Charlotte, N. C., won the ch. 8 grant at Florence upon disclaimer of a conflicting bid by Pee Dee Telev. Corp., which included stations in WIMX Florence.

Com. Robert T. Bartley concurred in the Florence grant but upon condition Jefferson Standard be subject to the new multiple ownership rule if its provisions are applicable (story page 44).

WTCM's ch. 7 application was unopposed. Midwestern Broadcasting Co., the grantee, also operates WATT Cadillac, WATZ Alpena, WBT Bay City, and WATC Grand Marais, all Mich. President of the firm is Les Biederman.

May or June Date

Mr. Biederman predicted the new ch. 7 outlet would be on the air by next May or June depending upon weather. RCA equipment is planned. A Stainless Inc. tower is to be built. The tv plant will be separate from WTCM.

WORD's proposed purchase of WSPA Spartanburg is unique in that Walter J. Brown, president of WORD and principal owner with his wife, is the founder of both stations. FCC's dupoly rule required divestment of one of the stations.

Following FCC consent to Mr. Brown's acquisition of WSPA, it is proposed that WORD will be sold and WSPA retained.

The Commission's grant of ch. 7 to Spartan Radiocasting bore the usual condition that the authorization was "without prejudice to any further action the Commission may take with respect to any future application which is filed to effectuate the agreement dated Nov. 24 between Spartan Radiocasting Co. and Broadcasting Co. of the South [WSPA] and set forth as a part of the grantee's application."

In 1940, Mr. Brown became general manager of WSPA and built it up from a kw independent outlet to its present status as a CBS affiliate on 950 kw with 5 kw, directional night. At the same time, Mr. Brown built WORD, then a 250-w station on 910 kw. He subsequently sold WORD when FCC adopted its new rule. He is the original owner of both stations.

Seven years later, Broadcasting Co. of the South, a Surety Life Insurance Co. subsidiary, purchased WSPA from Spartan Advertising Co., in which Mr. Brown was minority stockholder. Concurrently, Mr. Brown formed Spartan Radiocasting Co. to buy back WORD, which now is an NBC outlet on 910 kw with 1 kw, directional day and night.

During the television allocation proceeding, WORD fought for the assignment of ch. 7 to Spartanburg instead of to Columbia.

Broadcasting Co. of the South, aside from ownership of WSPA, is owner of WIS Colum-

FCC EXAMINERS NOW TOTAL 17

The total number of FCC hearing examiners is now 17, with appointment last Monday of Charles J. Frederick, Isadore A. Honig and Harold L. Schilz (CLOSED CIRCUIT, Nov. 23).

Mr. Frederick, who has been in private practice of administrative law during the past three years, in 1949-50 was assistant attorney general of Iowa. Before that, 1944-48, he was trial examiner for the Civil Aeronautics Board. An Army veteran, Mr. Frederick received his LL.B. in 1941 from Southern Methodist U. Mr. Frederick received his B.A. in 1935 from Drake U.; M.A., U. of Iowa, 1937. He was born in 1909 at Mt. Ayr, Iowa.

Mr. Honig for five years has been trial attorney for the Office of Rent Stabilization and Office of Housing Expediter and from 1946-48 was research attorney for OHE. An Army vet-

Mr. Schilz received his B.A. in 1933 from Cornell U. He received his LL.B. in 1938 from the U. of Michigan Law School and his M.L. in 1947 from National U. of Law School. Born in Morristown, N. J., in 1911, he now is a legal resident of Port Jervis, N. Y.

Mr. Schilz was an attorney in the Office of General Counsel, National Production Au-

New Am Granted by FCC; CP Changes Also Made

NEW am day station on 1230 kc with 250 w in Deming, N. M., was granted Nov. 25 by the FCC to Luna County Broadcasting Co. A CP was granted to Hugh S. Thomas of Brownfield, Tex.

KYYI Shelby, Mont., was granted a CP to change from 1230 to 1240 kc, 250 w unlimited. WOKE Oak Ridge, Tenn., was permitted to change its CP from 1290 kc 1 kw D to 1290 kc 500 w N 1 kw LS direction, 1 kw W. WMW Athens, Ga., was given a power increase on 730 kc from 500 to 1 kw daytime. WHBS Huntsville, Ala., was granted a CP to change its daytime directional pattern.

Wilson lauds ad council

Defence Secretary Charles E. Wilson last Monday applauded the Advertising Council's support of the Ground Observer Corps program which, he said, during the past year "helped us [Air Force and Dept. of Defense] recruit over 200,000 volunteer members" for the GOC. Secretary Wilson was principal speaker at The Advertising Council's Duquesne Club meeting at Pittsburgh.

Mr. Honig

Mr. Schilz
FROM EVERY ANGLE...IT'S WKRC-TV

FASTEST GROWING AUDIENCE OF ANY TV STATION IN THE CINCINNATI AREA*


7 AM to 12 Noon 100% Increase
(No. 1 Station)

12 Noon to 6 PM 100% Increase
(No. 1 Station)

6 PM to 12 Midnight 22.5% Increase
(No. 1 Station)

Local sales up 31.3%
National sales up 64.5%
Average total sales increase 46.6%

*October 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 WTVN, Columbus, Ohio

REPRESENTED BY THE KATZ AGENCY
Broadcasting • Telecasting

CBS TELEVISION NETWORK
November 30, 1953 • Page 57
Never before such exciting portrayals such a galaxy of dramatic talent!
These leaders have renewed for 2nd year!
- BLATZ Beer in 3 markets!
- DREWRY'S Beer in 9 markets!
- OLYMPIA Beer in 6 markets!
- GENESSEE Beer in 5 markets!
- SCHAEFER Beer in New York City

Top ratings in market after market!
- SEATTLE, 1st Place!
  Sat. eve. - rates 53.3 - Telepulse, June 1953
  Beats Robert Montgomery, Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.
- WASHINGTON, D. C. - 2nd Place!
  Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
  Beats Springer, Echo, Kraft TV Theatre, Ford Theatre, Playhouse of Stars.
- KANSAS CITY, 1st Place!
  Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
  Beats Robert Montgomery, Ford Theatre, Kraft TV Theatre, Playhouse of Stars.
- PITTSBURGH - 1st Place!
  Thurs. eve. - rates 41.5 - Telepulse, Aug. 1953
  Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery, Theatres, Playhouse of Stars, Robert Montgomery, Lux Video Theatre, Playhouse of Stars, Robert Montgomery, Lux Video Theatre.
- SAN ANTONIO - 2nd Place!
  Thurs. eve. - rates 24.3 - Telepulse, Aug. 1953
  Beats Springer, Blast Off, Burns & Allen, Kraft TV Theatre, Ford Theatre, Playhouse of Stars, Robert Montgomery, Lux Video Theatre.
- SAN FRANCISCO - 2nd Place!
  Thurs. eve. - rates 24.3 - Telepulse, Aug. 1953
  Beats Springer, Blast Off, Burns & Allen, Kraft TV Theatre, Ford Theatre, Playhouse of Stars, Robert Montgomery, Lux Video Theatre.

Top story a complete and captivating half-hour drama!
FCC, Networks' 'Giveaway' Argument Set for Jan. 11

ORAL argument on the giveaway case before the Supreme Court has been postponed from Jan. 4 to sometime the week of Jan. 11, it was reported last week.

This requires the FCC to file its brief by Dec. 29 and the networks—ABC, CBS and NBC—to file reply briefs by Jan. 4.

The Supreme Court accepted jurisdiction in the four-year-old legal battle last October [B*T, Oct. 19]. Appeal was made by the FCC which had lost the case in a New York Special Court earlier this year [B*T, Feb. 9]. In a two to one decision the lower court held that the FCC’s regulations regarding giveaway programs misconstrued the Lottery Law and violated the no-censorship provisions of the Communications Act. Appeal from the FCC’s regulations were taken originally by the three networks. Originally, the Supreme Court scheduled oral hearing Dec. 10. This was postponed to Jan. 4 and latest date is tentatively fixed for sometime the week of Jan. 11.

VOA Airs Eisenhower Report

A REPORT on U. S.-Latin American Relations made by Dr. Milton Eisenhower and delivered to the President was the subject of an exclusive interview broadcast worldwide by Voice, according to Theodore C. Streibert, director of the U. S. Information Agency. Mr. Streibert also said Voice broadcast highlights of the report in a half-hour program in Spanish to Latin America. The motion picture and press facilities of USIA also were enlisted to give the report wide dissemination, he said.

Zenith Hearing Scheduled

HEARING on Zenith Radio Corp.’s appeal against the FCC’s dismissal of its ch. 2 application for Chicago will be held by the U. S. Court of Appeals in Washington Dec. 1 at 11:30 a.m. This is a postponement from Nov. 27 [B*T, Nov. 16]. The Commission dismissed Zenith’s 1948 application for Chicago’s ch. 2 on the ground that it had not participated in the rule-making proceeding nor in the WBKB (TV) Chicago renewal hearing. Zenith is being opposed by the FCC and also CBS which bought the facilities of WBKB, originally on ch. 4, now operating temporarily on ch. 2. In its end-of-freeze report, the Commission deleted ch. 4 from Chicago and ordered WBKB (now WBBM-TV) to move to ch. 2.

Final Decision Favors KLMR Over KGAR on 950 Kc

FINAL decision granting KLMR Lamar, Colo., a construction permit to change from 1340 kc, 250 w unlimited to 920 kc, 1 kw daytime, 500 w directional night, was issued last week by the FCC.

The grant reversed a May 7 initial decision proposing to grant the competing application of KGAR Garden City, Kan. (now on 1050 kc, 1 kw daytime), and denying comparative consideration to KLMR on grounds it failed to establish financial qualification.

The final decision concluded KLMR will bring a first primary service to a greater population.

WTVU (TV) Becomes Tenth To Ask FCC for Fee-Tv

THE PUBLIC should have the opportunity of choosing between free tv and fee-tv, WTVU (TV) Scranton, Pa., told the FCC last week in petitioning for the institution of rule-making to permit subscription television.

The tenth station subscribing to subscription tv [B*T, Nov. 23], the uhf ch. 73 Scranton outlet also added that it “does not believe that the public is best served under a system where broadcasting revenues are derived almost exclusively from the advertising budgets of the sellers of goods and services.”

Current drive for the establishment of subscription tv was initiated by four uhf tv stations last summer [B*T, Aug. 10]. They were WDHN (TV) New Brunswick, N. J.; WIP-TV Philadelphia, Pa.; WEL-TV New Haven, Conn., and WSTF (TV) Stamford, Conn.

Asks Interim Operation

GORDON BROWN, operator of WSAY Rochester, N. Y., petitioned FCC last week for three-way interim operation of vhf ch. 10 there pending settlement of his sec. 309(c) economic protest of share-time grants on ch. 10 to WVET and WHEC Rochester. FCC already has denied his protest, but he has pending a petition for reconsideration [B*T, Aug. 10]. Mr. Brown suggests an interim operation similar to that for vhf ch. 12 at Shreveport, La., pending final decision in the comparative hearing there [B*T, Sept. 21].
Biscayne TV Bid Would Buy WIOD, Sell WQAM

SALE of Cox newspapers’ WIOD Miami to Biscayne Television Corp., vhf ch. 7 contestant there, and the ultimate disposition of Knight newspapers’ WQAM Miami, was set forth in an amendment to the Biscayne bid filed with the FCC last week.

In its pre-hearing McFarland letter to Biscayne, the Commission questioned how the tv station and the operations of WIOD and WQAM could be kept competitively separate. Biscayne is owned principally by WIOD and WQAM principals, with Niles Trammell, former president and board chairman of NBC, holding substantial minority interest.

Biscayne will acquire WIOD for $404,128.80 should it win out in the ch. 7 competitive hearing. WQAM will be sold to “strangers.” The new agreement further provides that the Knight interests will loan Biscayne $500,000 to help finance the tv station. The Cox group will loan about $96,000.

Other ch. 7 contestants include Jack Stein, who has filed a new application, South Florida Television Corp., in which ex-FCC Chairman James Lawrence Fly is a principal [BT, Nov. 23]; East Coast Television Corp., and Mel Foster-Harold Horne, who a fortnight ago surrendered their permit for uhf (TV) Davenport, Iowa [BT, Nov. 23].

Biscayne’s proposed ch. 7 station will cost an estimated $1,888,226 to construct and $1,106,840 annually to operate with revenue estimated at $1,271,675.

The amended Biscayne application lists Mr. Trammell as president and 15% owner. John S. Knight, president and 50.5% owner of Knight Newspapers Inc., is vice president and 17.5% owner. Another vice president is James M. Cox Jr., 30.5% owner, who is a principal in the Cox newspaper and radio-tv ventures. James L. Knight is treasurer and 10% owner of Biscayne.

Other Biscayne officers and stockholders include: James Leonard Reinsch, executive director of Cox radio-tv properties, director and 5%; Cindy McDowell, attorney for Knight interests, director, 5%; Lee Hills, executive editor, Miami Herald, 5%; Owen F. Uridge, WQAM general manager, 5%; James M. LeGate, WIOD general manager, 3.5%; Milton C. Scott, WIOD news director, 3.5%; John L. Foy, WIOD secretary-treasurer, secretary; Daniel J. Mahoney, WIOD president, director.

Knight Newspapers Inc. is sole owner of the Miami Herald and WQAM. It also owns the Beacon Journal Pub. Co., which has 45% interest in WAKR Akron, Ohio. Knight Newspapers holds 48.126% and the Miami Herald 23% in the Chicago Daily News, which in turn owns 27% of WIND-AM-TV Chicago.

The Cox interests, aside from WIOD and the Miami Daily News, include WHIO-AM-TV Dayton, Ohio, and WSB-AM-TV Atlanta.

Censorship Bar Lowered

INFORMATION doors in Washington, D. C., are opening. The Defense Dept. last Monday in a directive stated information and material formerly classified “Restricted—Security Information,” shall be declassified Dec. 15, thus opening the way for scores of thousands of documents to be made public. This follows an order of President Eisenhower earlier in the month setting up new standards for safeguarding security information [BT, Nov. 9].
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

GRAY NAMED V.P. AT WOR-AM-TV

Gordon Gray, vice president in charge of Goodwill stations' eastern office, is named to succeed James M. Gaines Jan. 1 as vice president in charge of General Teleradio's WOR-AM-FM-TV New York.

GORDON GRAY, vice president in charge of the eastern office of the Goodwill stations and widely known throughout the broadcasting field, has been named vice president in charge of the WOR Division of General Teleradio Inc., President James F. O'Neill is announcing today (Monday.)

Mr. Gray will succeed James M. Gaines, who resigned the post to become vice president and general manager of WOAI-AM-TV San Antonio [B • T, Nov. 16]. Both changes become effective Jan. 1.

In his role of vice president in charge of the eastern office of WJR-WDET and W GAR Cleveland Mr. Gray has headed the selling operations for the Goodwill stations the past two and a half years.

In announcing his selection to succeed Mr. Gaines, General Teleradio President O'Neill said that "in my acquaintance over many years with Gordon Gray, I have been impressed with his qualities of leadership in broadcasting. I am confident that his wide and successful experience in the industry will quickly become manifest to WOR and WOR-TV listeners, viewers, and advertisers."

John F. Patt, president of the Goodwill Stations, said that "all of us naturally regret the decision of Gordon Gray to leave us, but we rejoice with him in the big new job he is undertaking as head of one of America's leading broadcasting stations. Mr. Gray has done an outstanding job of sales and public relations for our companies and we wish him all the best in his new position."

Mr. Gray, whose successor at the Goodwill Stations was not disclosed, was vice president and member of the Board of Directors of WIP Philadelphia from 1946 until 1951, when he joined WJR-WGAR. He gained his early broadcast experience in the Midwest, where he was general manager of the Stuart stations in Minneapolis, Omaha, and Lincoln. Long active in broadcast affairs, he was on the founding committee of BAB and is a member of the Radio & Television Executive Society.

WRJM Becomes WADK

WRJM Newport, R. I., changed call letters to WADK last Wednesday following FCC approval for the purchase of control by Milton E. Miller for $22,500 [B • T, Nov. 23]. Assigned 1 kw daytime on 1540 kc, WADK stands for the Island of Aquidneck and is licensed to Aquidneck Broadcasting Corp.
IT'S HERE!
TV CHANNEL 15

STRATEGICALLY LOCATED TO SERVE 100,000 HOMES
IN THE GREAT STAR MARKET OF CENTRAL PENNSYLVANIA

HARRISBURG

DIFFERENT PROGRAMS
Network? No! But if we carried the top network shows, we would only be duplicating the same programs that are already broadcast on two or three of the five other stations which serve this area.

LEBANON

LOW FREQUENCY—CHANNEL 15
Low channel UHF more comparable to wide VHF coverage with all interference-free characteristics of UHF.

GREATEST COVERAGE
Antenna has line of sight into Lancaster—17 miles
Harrisburg—20 miles
York—23 miles

BEST RECEPTION
Line of sight insures perfect reception. Excellent reception also reported in the Reading and Pottsville areas, with good signals received up to 80 miles.

POTTSTOWN

HIGHEST ELEVATION
Most Important factor in UHF coverage
1.442 Feet above sea level
572 Foot tower on top of 900 Foot mountain

I LED THREE LIVES
FAVORITE STORY
BOSTON BLACKIE
STORY THEATRE
THE CISCO KID
THE UNEXPECTED
YOUR TV THEATRE

READING

LARGEST AUDIENCE
When the five other stations carry the programs of only two networks, Channel 15 gives viewers a third choice. Our top rated film shows and high quality live programs booked exclusively on WLBR-TV are sure to garner the largest share of audience when the audience for the two networks shows are split up among five different stations.

LEBANON

CENTRAL BUILDING
LEBANON, PA.
NOW ON THE AIR
November 1, 1953, was a red-letter day for television in Oklahoma City. For on that day viewers in this booming market were able to get a CHOICE of TV programs for the first time in history. Yes, with KTVQ on the air the television picture is brighter in Oklahoma City. Now you can get LIVE CLEARANCE for your programs. We have a big, enthusiastic audience. To reserve time on KTVQ, write, wire or call KTVQ Sales Manager Raymond Ruff, or H-R Television, Inc., our national representatives.

JOHN ESAU, President

WOW Reports Sales Up 30%
STRESSING that specialized programming can be profitable, Joseph N. Curl, sales manager, WOW New York, announced last week that revenue of the station for October 1953 was 31% over that of October 1952. The station divides its broadcast time equally between English- and Italian-language programming.

The station, which has a single rate policy applicable for both local and national advertisers during the day and evening, slants its English-language broadcasts principally toward the Negro market.

KNX-FM Moves Transmitter
BETTER fm reception for listeners of KNX-FM Hollywood is expected after move of the station transmitter to its new antenna site, located at sister CBS station KNXT (TV) on Mt. Wilson overlooking the Los Angeles area.

Effective radiated power was increased from 59 to 67 kw. KNX-AM's transmitter located in suburban Torrance, was not affected by fm relocation.

KAIM (FM) Goes on Air
KAIM (FM) Honolulu, which claims to be Hawaii's first commercial fm station, is on the air on ch. 238 (95.5 mc) with 5.7 kw power. The station is licensed to Christian Broadcasting Assn., a non-profit corporation, which says it will file an application for an am station in Honolulu in the spring of 1954.

The station is operated from 6 a.m. to 10 p.m., with 10 hours daily of "good music," allowing for only one spot announcement on station breaks each half-hour.

Cornelius Keur is general manager-program director. Charles R. Palmquist Jr., formerly manager of WSTR Sturgis, Mich., is station manager, and E. H. Mann Jr., station director of WTVB Coldwater, Mich., is consultant engineer.

Page 64 • November 30, 1953
radio gets off to an early start in Detroit . . .

By 8 A.M., the men are off to work, the kids are off to school, Mom's up, the radio's on . . . and radio audiences have reached the highest sustained level of the day, averaging 20.5 until late evening.

Right from the start, WWJ reaches the largest audience of the Detroit area's eight radio stations. Pulse ratings show that 21% of the home-listening audience, from 8 to 9 A.M., is tuned to WWJ's "Minute Parade," a program of concert music sponsored for more than 19 years by The J. L. Hudson Company, Detroit's largest department store.

Hudson's is only one of the many successful, selective local and national advertisers who, year in and year out, use WWJ profitably. And because it delivers the most listeners per dollar, WWJ is the most economical radio-buy in Detroit.

Whether you just want "get the facts," or get a list of availabilities, get in touch with WWJ or your Hollingbery man.
SKF Sets Color Schedule Of Medical Meets in 1954

SCHEDULE of color telecasts for 1954 medical meetings has been made known by Smith, Kline & French Labs., Philadelphia.

SKF has sponsored and produced colorcasts at 50 medical meetings since 1949. Pioneer in the field of medical color television, SKF began in cooperation with CBS but in 1952 hired its own technical staff, now numbering seven: Donald J. Hart, chief engineer; Louis W. Crist, assistant chief engineer and project supervisor; Clarence E. Booi, cameraman and technician; Alex J. Mattison, cameraman; Sidney Sherman, technician; Wayne E. Nelson, technician; Robert I. Sigrist, assistant technician. Messrs. Sherman, Nelson and Sigrist operate two projection-type receivers equipped with 45 x 5-ft. screens.

SKF's 1954 schedule is as follows:


Jury Hears WOHI Tape

TAPED recording made by WOHI East Liverpool, Ohio, of a murder confession was played before the jury at the trial of the accused man last month in Common Pleas Court in Lisbon, Ohio.

Bill Siebenthal, WOHI chief engineer, taped the confession of Richard Elliott after Mr. Elliott surrendered himself on the night of the fatal shooting of a Jethro, Ohio, housewife. Judge Joel H. Sharp permitted the playback of the recording after hearing it while the jury was excused from the room.

The confession was made in a conversation between the accused man and G. William Brokaw, assistant prosecuting attorney. Court observers felt it might have been the first time an Ohio jury was permitted to listen to a tape-recorded confession.

KDYL-TV, U. of Utah Medical Telecasts Lauded

HAILED as a "complete success" by officials of the U. of Utah College of Medicine were the series of telecasts over the regular, open TV channel of KDYL-TV Salt Lake City bringing postgraduate medical education to busy isolated physicians in Utah and southern Idaho.

The first one-hour telecast was Nov. 10 from 7 to 8 a.m. The telecast originated from Salt Lake City General Hospital and featured a clinical discussion of x-ray diagnosis of calcification with the use of x-ray films.

Comment was unanimously favorable, Dr. John Z. Bower, dean of the medical school, and Dr. Robert H. Warner, director of the division of graduate and postgraduate school of medicine declared. Both physicians said they had found television to be a much more flexible medium than they supposed. Dr. Douglas Vollan, a member of the American Medical Assn.'s Council of Medical Education and Hospitals, flew to Salt Lake City to watch the first production.

Medical school officials and KDYL-TV worked out the series of four programs in an effort to bring a plan of continuing medical education to physicians of the region who cannot spare the time to come to Salt Lake City for a more extensive postgraduate instruction course.

New Medical Series Set

THIRD in a new series of "March of Medicine" progress reports will be presented on more than 70 NBC-TV stations under the sponsorship of Smith, Kline & French Labs, Philadelphia, from the clinical meeting of the American Medical Assn. in St. Louis Thursday, 10-10:30 p.m. EST, in the time period normally occupied by the U. S. Tobacco Co.'s Martin Kane program.

Palsy Fund Telethon

A 21-HOUR telethon for the United Cerebral Palsy fund will be presented over ABC's WABC-TV New York, starting at 8 p.m. Dec. 12 and concluding at 5 p.m. EST. Dec. 13, it was announced last week by Leonard H. Goldenson, president of AB-PT and president of United Cerebral Palsy Assn. Inc. This will be the third annual Celebrity Parade for Cerebral Palsy.
Radio stars with personalities aren’t the only ones getting fan mail these days. This very nice letter from Mr. Hugh Fite, president of Station WERH is the kind of fan mail coming to our radio star, the Collins 21E 5 kw transmitter. We’re pleased, of course, but not surprised. The advanced design, up-to-the minute engineering and complete reliability carefully built into the 21E can’t help but give virtuoso performance. It’s a top performer when it comes to operating economy and convenience too.

Contact the Collins office nearest you for complete information.
SEVEN NEW TV OUTLETS GO ON AIR

Six started on Thanksgiving Day with KQTV (TV) Fort Dodge, Iowa, beginning earlier in the week, WRTV (TV) Asbury Park, N. J., announces its rate card—it plans commercial operation early in January.

SEVEN new TV stations started commercial operation last week, six on Thanksgiving Day and another, KQTV (TV) Fort Dodge, Iowa, on Nov. 23, giving Webster County's 45,000 population their first chance to tune in to a home outlet.

KQTV, a uhf ch. 21 operation, is represented by John E. Pearson TV Inc.

On Thanksgiving these stations began regular programming.

WRTV (TV) Fort Lauderdale, Fla., uhf ch. 17 (DuMont), represented by O. L. Taylor Co., WBNL (TV) Bluffton, Ind., uhf ch. 15, represented by Joseph McGillivray Inc.

KQTV (TV) Fort Dodge, Iowa, uhf ch. 7 (NBC, DuMont), represented by Headley-Reed TV Co.

KTVK (TV) Phoenix, Ariz., uhf ch. 3 (CBS, ABC, DuMont), represented by Everett-McKinnery Management Co.

KACY (TV) Festus, Mo., uhf ch. 14, represented by Bill R. Hensley Co.

With the Thanksgiving inaugurals, the number of operating stations reached 325, 215 vhf and 110 uhf.

KBOI (TV) Boise-Meridian, Idaho, represented by Don G. O'Gara Co.

WNOV-TV York, Pa., started commercial operation Nov. 10 on uhf ch. 49, Lowell W. Williams, general manager, reported. The station is a DuMont affiliate and features local shows.

Using RCA transmitting equipment, WRTV (TV) Asbury Park, N. J., expects to start test patterns Dec. 7 with commercial operation set for early January, according to Al Fiechersheimer, advertising manager. A basic rate card of $150 per hour has been announced. Ten-second spot announcement is $10.32, to attract the local merchants to the medium. The uhf ch. 58 station has no network affiliation, stressing local and community programming.

Scheduled to go on the air Dec. 10, WSTV-TV Steubenville, Ohio (ch. 9), affiliated with CBS, is adding the finishing touches to a new transmitter building, a station spokesman said.

WWOR-TV Worcester, Mass., testing its ch. 14 signal, reported being received clearly a minimum of 40 miles away, according to Leon V. Corwin, commercial manager.

WBTM-TV Danville, Va. (ch. 24), will start test patterns Dec. 10 and commercial programming in mid-January, Milton N. Adams, program director, announced.

Late delivery of antenna has postponed the target date of KBBF-TV Great Falls, Mont. (ch. 5), to "early 1954," LeRoy Stahl, director of television, reported. The station originally was slated to be on the air in November.

WKNY-TV Kingston, N. Y. (ch. 66), has held a meeting with 304 dealers and service men, according to Dr. George P. Hollingbery, president. The outlet plant regular operation in January.

WOOD-TV Grand Rapids, Mich., has announced a Dec. 8 target date for its switch from ch. 7 to ch. 8, in accordance with FCC Sixth Report and Order [44, April 14, 1952], Bill Schroeder, general manager, reported.

Dedication program Nov. 21 of WKJG-TV Fort Wayne, Ind. (ch. 33), featured Marilyn Maxwell. According to Calo Mahlock, program manager, the dedication reception has been reported from 61 miles away.

KTAG (TV) Lake Charles, La. (ch. 25), made its Nov. 15 target date with an inaugural program featuring Mayor Sid Gray and regional personalities, according to James W. Lucas, general manager.

Having gone on the air Nov. 16, KCKO-TV Tulare-Fresno, Calif. (ch. 27), reported it has a uhf circulation of nearly 100,000 sets, according to Sheldon Anderson, owner-general manager.

CMTV (TV) Havana, Cuba (ch. 11), represented its dedicatory program was held Armistice Day.

Stations due on the air in the next 30 days are:

ARIZONA

KAAT (TV) Pine Bluff, uhf ch. 7, represented by Avery-Knodel Inc., Dec. 15.

CALIFORNIA

KRBV-TV San Francisco, ch. 20, November '53 (granted STA Sept. 15).

KTVU (TV) Oakland, ch. 36, represented by George P. Hollingbery Co., Dec. 15.

COLORADO

KOA-TV Denver, chf 4 (NBC), represented by Edward Petry & Co., Dec. 15.

CONNECTICUT

WNLN-TV New London, uhf ch. 25, represented by Headley-Reed TV, December '53.

FLORIDA

WINK (TV) Fort Myers, uhf ch. 11, represented by Wink TV, Inc., Dec. 25.

WJHP-TV Jacksonville, uhf ch. 36, represented by Perry Assoc., December '53.

WJDM (TV) Pampa City, uhf ch. 7 (CBS), represented by George P. Hollingbery Co., December '53.

IDAHO

KBOI (TV) Boise, ch. 2, represented by Continental TV Co., ch. 3 (CBS-NBC), represented by Gil-Perna, Dec. 1.

KPTV (TV) Idaho Falls, ch. 8 (ABC), represented by George P. Hollingbery Co., Dec. 1.

ILLINOIS

WSIL-TV Harrisburg, uhf ch. 22, November '53.

INDIANA

WRAY-TV Princeton, uhf ch. 32, represented by Walker Representation Co., Dec. 15.

WINF (TV) Waterloo, uhf ch. 15, Dec. 15.

KANSAS

KOAM-TV Pittsburg, ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Dec. 15.

LOUISIANA

KSLA (TV) Shreveport, uhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Dec. 15.

MARYLAND

WBOC-TV Salisbury, uhf ch. 16, Dec. 25.

Massachusetts


MICHIGAN

WIBM-TV Jackson, uhf ch. 48, represented by Forster TV, Dec. 3.


BROADCASTING • TELECASTING

WJR Takes Its Mountain

IF YOU are convinced your station has lots of radio talent and good programming and you want to tell the "show city" of New York about it, why not take the talent to the big city? WJR Detroit did. As the Goodwill Station expresses it, a "mountain of Midwestern talent" is being taken to "Mohammed in the Mecca of show business—New York City."

More than 75 WJR entertainers from the CBS Radio affiliate will be in New York Dec. 10 to put on a one-hour show to a select group of about 450 advertising agency, sponsor and network executives as well as news representatives, according to WJR.

The show has a name too, "Goodwill Calvacade." It will be presented at the Waldorf-Astoria's Starlight Roof after a dinner for the guests.

WJR said last week that a prominent role in this showcasing of talent will be young soloists, a mixed chorus and a male chorus from the Make Way For Youth chorus directed by Don Large. The program originates from WJR and has been on CBS Radio the past seven years. Other talent featured will be Bud Guests, to Mohammed in Mecca.

Sunsetside Reporter, the WJR Orchestra conducted by Maestro Leona Maureen Bailey, teen-age songstress; Marie Sabbe, soprano; Casey Clark and the Lazy Ranch Boys; May Hawks and her guitar; Jimmy Clark Quartet with Judy Carroll; Renee McKay, song stylist; and Fred Kendall, tenor and former Talent Scout winner.

WJR officials pointed out that the program will give a representative display of the station's programming and is "not in any way associated with any specific promotional or sales project."

John F. Patt, president of WJR, said the group, assembled with radio, will get "a relaxing evening of entertainment to let them see at first hand the character of WJR programming." He said the station was "just proud enough to want to show them [the many friends in the New York area who know WJR only through reputation or through contact with our management and sales executives]."

The Starlight Roof will be taken over by the station all day, Dec. 10, for rehearsals, a reception, dinner and the program.
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.

(80,000 WATTS VIDEO—40,000 AUDIO)

The Fetzer Stations

WKRO — KALAMAZOO
WKRO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOUN-TV — LINCOLN, NEBRASKA
Associated with WMAR — BALTIMORE, MARYLAND

WKZO-TV
OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

*F. D. Fetherston and D. C. MacDonald got one this size on Mississippi River, Quebec, in 1889.
You ride with the winner when you ride with WGR...the most listened-to station all over Western New York, Northwestern Pennsylvania and nearby Ontario.

For instance: WGR's exclusive broadcasts of Notre Dame football, Buffalo baseball, Canisius basketball, plus all-around sports coverage win top audiences.

**MISSISSIPPI**
- WJDT (TV) Jackson, vhf ch. 3 (NBC), represented by George F. Hollingsbery Co., Dec. 15 (granted STA Oct. 29).

**MISSOURI**
- KOMU-TV Columbia, vhf ch. 6 (ABC, CBS, DuMont), represented by H-R TV Inc., Dec. 15.

**NEBRASKA**

**NEW JERSEY**
- WRTV (TV) Asbury Park, uhf ch. 58. December 53 (tests due Dec. 7).

**NORTH CAROLINA**
- WAYS-TV Charlotte, vhf ch. 36 (ABC), represented by The Balling Co., Dec. 15.

**NORTH DAKOTA**
- KFYR-TV Bismarck, vhf ch. 5, represented by Blair TV, Dec. 1 (granted STA Oct. 28).

**OHIO**
- WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 10 (granted STA Sept. 16).

**OKLAHOMA**
- KWTW (TV) Oklahoma City, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 15 (granted STA Nov. 13).
- KCBR (TV) Tulsa, uhf ch. 23, represented by The Balling Co., Dec. 15.

**OREGON**

**PENNSYLVANIA**
- WCMH-TV Harrisburg, uhf ch. 27, represented by Donald Cooke Inc., Dec. 15.
- WAIN-TV Scranton, uhf ch. 16, represented by George P. Hollingsbery Co., Dec. 1.

**SOUTH CAROLINA**
- WQCT (TV) Greenville, vhf ch. 4, represented by Weed TV Inc., Dec. 15.

**TENNESSEE**
- WSIX-TW Nashville, vhf ch. 8 (CBS), represented by George F. Hollingsbery Co., Nov. 29 (granted STA Sept. 9).

**TEXAS**
- KRGT-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Haymer, Dec. 15.

**VIRGINIA**
- WTVQ-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Furlong TV Inc., Dec. 6 (granted STA Oct. 15).

**WASHINGTON**
- KOMO-TV Seattle, vhf ch. 4 (NBC), represented by George F. Hollingsbery Co., Dec. 31 (granted STA Nov. 13).

**WISCONSIN**
- WEAU-TV Eau Claire, vhf ch. 13, represented by George F. Hollingsbery Co., Dec. 16.
- WHAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Dec. 15.

**WYOMING**
- KFBC-TV Cheyenne, vhf ch. 5 (CBS), Dec. 25.

**ALASKA**
- KTVB (TV) Anchorage, vhf ch. 11 (NBC, DuMont), represented by Rush Felts & Assoc., Dec. 15.

**WHLI Plans to Inaugurate 'Community Servant' Series**

WHLI Hempstead, Long Island, will start between now and the end of the year 29 new "Community Servant" programs to stimulate interest in its overall public service programming.

A station spokesman said last week the programs will touch upon the daily lives of the more than two million people who live in the station's primary coverage area of Nassau, Suffolk and Queens Counties.

Among the programs planned by WHLI are those centering around reports to the people of Long Island by local Congressmen and from New York State senators and assemblymen from the area; a Face the Issue series, which will present discussions on controversial topics facing residents; a Teen Town Hall, featuring teenagers in forum discussion, and various shows exploring health, educational facilities and veterans affairs.
a TV picture developed in Radio

This is a television advertisement that begins with a statement about radio.

Or to be exact—about a specific radio station, WSM.

Never has any radio station been so publicized in so many national magazine stories. The Saturday Evening Post—Collier's—Wall Street Journal—American—Coronet—Nation's Business—New York Times Magazine. These are but a few of the journals which have told the WSM story of talent, production know-how, technical facilities. To quote one, an excerpt from Collier's: "The Nashville muse has won the entire nation... If the rest of the radio industry is in the doldrums, WSM has more business than it can handle..."

Our point is this—
The formula for success that has built WSM into its unique position in the radio industry has been used in shaping the future of WSM-TV.

We have the writers, the producers, the unique talent staff of over 200 nationally famous stars who now are on the combination WSM and WSM-TV payroll.

We have the technical skill developed by the radio station. As proof, witness the longest privately owned TV micro-wave relay in the world which our engineers built from Louisville to Nashville to bring network TV to this market 3 years before the cable could be completed.

We have the know-how which has enabled WSM to become the only radio station outside New York—Chicago—Hollywood production centers which during the past year originated and fed over 1200 network shows throughout the nation.

For four years now a maximum effort—both creative and financial has gone into the building of WSM-TV into a dominant entertainment and advertising medium. As a result we make this suggestion:

If you as an advertiser or agency time buyer are interested in reaching the 132,630 television homes (impressively larger than the daily circulation of either Nashville newspaper) contact us or any Petry Man for additional details. We believe you will discover that WSM-TV is a station that is unusual in its selling power—the Number 1 television station in a prosperous market.
Strictly on the up and up

There's an upward trend in Baton Rouge.

Vertical tendencies were noted in the 1950 Census, as Baton Rouge averaged among the nation's top family incomes: $3,593.

Analysts sat up and took notice last July, when Baton Rouge production workers averaged the country's third highest weekly wages: $33.74.

This rate of climb continued in November. Sales Management showed Baton Rouge as a "High Spot City," topping the national average in retail sales.

Strictly on the up and up, there's a boom in Baton Rouge. Make yourself heard on WJBO, NBC's top voice in a top market.

Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingsbery Co.

WJBO WBRL (FM) . . . that's what you like about the South Baton Rouge, La.
United Press Facsimile...

It's taken months and months of dogged research. It's taken ingenuity, experiment and more experiment. It's taken testing, again and again, over and over, under conditions that man-handled equipment.

But now United Press has it—the facsimile newpicture process invented to order for television, the sharpest, the fastest in the world today.

Here's what United Press facsimile does, what only United Press facsimile can do:

1. Transmit all its facsimiles direct from original prints—right over the U. P. Telephoto network—to assure the utmost sharpness and contrast.
2. Transmit facsimiles direct from more than 100 key sending-points the nation over.
3. Transmit these facsimiles in seven minutes—as quickly as Telephotos.

Television stations throughout the country are adding United Press facsimile as fast as the machines can be assembled. At the right is a list of charter clients. For facsimiles that screen better, get to you sooner, join them.

United Press
TODAY'S PICTURES WITH TODAY'S NEWS TODAY

CHARTER CLIENTS

Albuquerque, N. M. ............................ KOAT-TV
Albuquerque, N. M. ............................ KOB-TV
Ashland, Ky. ................................. WPTV
Bloomington, Ind. ............................ WTTV
Decatur, Ill. ................................. WTVT
Denver, Colo. ................................. KQEY-TV
Eau Claire, Wis. ............................... WEAU-TV
Jacksonville, Fla. ............................ WJAX-TV
Knoxville, Tenn. ............................. KBOI-TV
Lincoln, Nebr. ................................. KOLN-TV
Longview, Tex. ............................... KTEN-TV
Oklahoma City .............................. KEXV-TV
Peoria, Ill. ................................. WEEK-TV
Pine Bluff, Ark. ............................. KATV
Pittsburgh, Pa. .............................. WQTV
Portland, Me. ............................... WCSH-TV
Rochester, Minn. ............................ KROC-TV
Rockford, Ill. ................................. WREX-TV
Rock Island, Ill. .............................. WHBF-TV
Waterbury, Conn. ............................ WATR-TV
Wheeling, W. Va. ............................. WITV
Youngstown, O. .............................. WTVT
KXOK Gets Rights
For Cards, Billikens

KXOK ST. LOUIS will have exclusive live coverage rights to home and road games of both the St. Louis Cardinals baseball team and the St. Louis U. Billikens basketball club.

KXOK will carry the full 27-game schedule of the Billikens in the Missouri Valley Conference, with Harry Carey handling play-by-play. This was confirmed last week by the station, the agency (D’Arcy Adv. Co.), and the public relations firm, Fleischman & Hiller, for Anheuser-Busch (Budweiser beer) which sponsors baseball and basketball coverage. Basketball broadcasts start Dec. 4 and probably will be aired only on KXOK.

KXOK is expected to feed the Cards baseball contests to a regional network of some 80 or 90 stations, with the number or lineup still not set. Stations will not be identified until after forthcoming meetings of baseball executives. Budweiser will sponsor all games live.

The major league is expected to meet in New York Dec. 2 and the minor league in Augusta, Ga., today (Nov. 30).

It was reported most of the details on regional coverage will depend on discussions at the minor league session because of the question of airing broadcasts and telecasts in minor league territories. The problem is of particular importance to Anheuser-Busch plans because the brewery is the sponsor and owner of both the Cards and a minor league system.

Plans also are under study, it was learned, for televising some Cards road games to St. Louis, according to August Busch, president of the brewery, who previously announced the retention of Mr. Carey on a two-year contract. Also in the mill is a plan for televising certain games into areas in which no minor league club is represented.

What St. Louis tv station would get rights to the coverage has not yet been determined.

Three outlets are possibilities: KSD-TV, vhf; KSTM-TV, and WTIV (TV) Bellville, Ill., both uhf.

It was understood KMOX, WIL (which carried the Cards last year) and others had attempted to obtain Cardinal baseball broadcast rights this year.

Editor’s Note: Through error, B-T, Nov. 13 reported KMOX St. Louis was about to sign for Cardinals coverage rights. Call letters should have been KXOK St. Louis.

Discreet Verdict

WBZ Boston and the governors of six New England states officially have decided a crucial problem—which state produces the best lobsters. At the official judging in the Statler Hotel kitchen in Boston, Vermont was tactfully selected as the winner in view of its lack of coastline.

WBZ sent lobsters by plane to the governors of the other four 22 states and to President Eisenhower [B-T, Nov. 23].

The contest developed when Carl deSuze, WBZ disc jockey, mentioned on the air that he had enjoyed eating a Maine lobster. A hassle developed and Gov. Christian A. Herter of Massachusetts challenged his five neighboring governors to a lobster judging test.

BUCKLEY RESIGNS BLAIR PRESIDENCY

RESIGNATION of Richard D. Buckley as president of John Blair & Co., radio station representative, was announced Wednesday by Mr. Blair, chairman, who stated that he is resuming the office of president.

Mr. Buckley, who was away for a long holiday weekend and not available for comment on his future plans, has been with the Blair firm since 1938, when he joined as an account executive. He was appointed vice president and manager of the New York office in 1946 and became president in 1951 when Mr. Blair relinquished that post and assumed the office of chairman.

WNBT Ups Rates in Pace With Tv Family Increase

NEW rate card (No. 13) for WNBT (TV) New York goes into effect tomorrow (Tuesday), Hamilton Shee, general manager, announced last week. The cards call for increases in rates for advertising time in program periods in line with the number of tv families in the New York area, which Mr. Shea said has risen to more than four million, an increase of 275,000 since Jan. 1.

Class AA time, 10:30-11 p.m. daily and 6:30-7:30 p.m. Sunday, goes from $4,800 an hour to $5,500. Class B time, 6-7 p.m. Monday-Sunday, goes from $2,750 to $3,150 an hour. There is no change in program time rates for Class A—7-7:30 p.m. Monday-Saturday—or for Class C, all other station time. Network time rates are unchanged.

Station break rates for Class AA have risen from $975 to $1,095 for 20 seconds and from $500 to $565 for 10 seconds. There is no change in the price of station breaks in Class A time. In Class B time the 20-second cost has gone from $300 to $375, the 10-second cost from $225 to $260. Class C—3 p.m. Monday-Saturday, sign-on to 3 p.m. Tuesday, and 11:15 p.m. to sign-off daily—rates for 30-second breaks rise from $50 to $75 and for 10-second breaks from $125 to $150. In Class D time—sign-on to 3 p.m. Monday-Saturday, 20-20 seconds were $200, now are $250, 10-second breaks were $50, now are $65.

Current advertisers are protected at present rates for six months except station break advertisers in Class AA time, who get only three months’ protection. These Class AA breaks are not subject to discounts at all.

Crutchfield to Moderate N. C. Information Panel

CHARLES H. CRUTCHFIELD, executive vice president and general manager of WBT and WBTV (TV) Charlotte, N. C., will moderate a panel of judiciary, radio and newspaper executives Jan. 14 at a conference in Raleigh sponsored by the Freedom of Information Committee of N. C. Associated Press.

N. C. Press Assn. and N. C. Assn. of Broadcasters will take part in the discussion which will cover obligations of press, radio and tv to courts and law enforcement agencies. Speakers will include Gov. William B. Umstead; J. Russell Wiggins, Washington Post and chairman of the American Society of Newspaper Editors’ Freedom of Information Committee, and Gordon Gray, president of U. of North Carolina. Chairman of the N. C. committee is Holt McPherson, High Point Enterprise.

Page 74 • November 30, 1953
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.
WCKY
50 GRAND IN WATTS

PROVIDING THE BEST
IN
PUBLIC
SERVICE

THE L.B. WILSON STATION CINCINNATI
WCKY
50 GRAND IN WATTS

DOING THE REAL JOB FOR THE ADVERTISER

THE J.B. Wilson STATION CINCINNATI
O'NEIL MAY LESSEN ACTIVE DIRECTION OF MBS, LATEST PROMOTIONS INDICATE

MBS president's designation of four administrative vice presidents seen as move to turn over active direction of Mutual to them and devote more of his own time to the parent General Tire & Rubber Co. Elevated are: J. Glen Taylor (policy), Robert A. Schmid (sales, advertising), E. M. (Pete) Johnson (engineering, station relations, production) and James E. Wallen (finance).

INDICATIONS President Thomas F. O'Neil of Mutual gradually may turn over more and more of the active direction of the network to other key executives and devote his own time and more to the parent General Tire & Rubber Co. were seen in administrative changes revealed last week.

Mr. O'Neil designated Vice President J. Glen Taylor as administrative vice president in charge of policy matters and simultaneously broadened the respective authority of three other MBS vice presidents, who also were given "administrative" rank. Although it was emphasized no demotions are involved in any way and that the new plan was designed simply to increase coordination of operations, Mutual's four other vice presidents will report henceforth to one another of those named as "administrative vice presidents" rather than directly to President O'Neil as in the past, authorities said.

In the executive realignment Robert A. Schmid, who has been vice president in charge of advertising, public relations and research, becomes administrative vice president in charge of sales and advertising, E. M. (Pete) Johnson, who has been vice president in charge of engineering and station relations, takes on the title of administrative vice president in charge of engineering, station relations and production, and James E. Wallen, vice president, secretary and treasurer, becomes administrative vice president in charge of finances.

Vice President Julius Seebach, in charge of production phases of programming, and Vice President Bert J. Hauser, in charge of co-op programs, will both report to administrative Vice President Johnson under the new setup, while Programs Vice President Herbert C. Rice unveiled its plan for an extension of its "Multi-Message Plan" of selling program participations, offering a new "MB Sunday Plan" in which advertisers may buy commercial messages in three MBS top Sunday shows at $2,000 to $2,500 per message, depending on number and frequency.

The shows are Countdown (4:45 p.m.), The Shadow (5:55 p.m.), and Bulldog Drummond (6:65 p.m.). Advertisers buying fewer than six messages will pay $2,500 each if they run at the rate of one a week, $2,400 each for two a week, and $2,300 each for three a week, according to the MB Sunday Plan. These rates scale down to the point where, for 13 messages or more, they cost $2,100 each if run at the rate of one or two a week, and $2,000 each if run three a week.

Each message consists of a one-minute commercial, plus opening and closing billboards. The rates quoted include time, talent, and agency commissions.

Castelman, Carlberg Named In CBS Radio, TV Boosts

PROMOTION of George Castelman, member of the sales development department of CBS Radio Spot Sales, to manager of the department, effective today (Monday), succeeding Herbert A. Carlberg, who has assumed the post of director of editing for CBS-TV, was announced last week.

Before Mr. Castelman joined the CBS Radio Spot Sales unit in June 1951 he had been vice president and radio director of Birmingham, Castelman & Pierce, New York. He also had served the advertising department of the J. C. Penney Co. as a media assistant and copywriter.

Mr. Carlberg succeeds James Shattuck, who recently transferred to CBS-TV color sales, as director of editing. Mr. Carlberg first joined CBS' sales department as an account executive in 1933.
they're personal friends—OUR AUDIENCE and OUR TALENT

And well might they be friends. For during the month of October WGY staff artists made more than 100 personal appearances in cities and towns that stretch across our coverage area—Cooperstown and Cobleskill, Cohoes and Saratoga. From Oneida in the West to Brattleboro, Vt., in the East. From Saranac Lake south through the river valleys to Catskill, our people are always out making new friends for WGY. It's great to be a good neighbor in such a beautiful neighborhood.

WGY
A GENERAL ELECTRIC STATION
SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Co. New York * Boston * Chicago * Detroit * San Francisco
MBS AFFILIATES PLAN

The Mutual Affiliates Advisory Committee tentatively has set Jan. 18-19 for the sessions. Sure to be discussed: the currently-deferred 'program payment' plan.

AFFILIATES of the Mutual network will meet Jan. 18-19 in Biloxi, Miss., their first formal convention in a half-dozen years, under plans tentatively set up by the Mutual Affiliates Advisory Committee [CLOSED CIRCUIT, Nov. 7].

The meeting will be designed to consider proposals to give affiliates more and better programs that will bring more income to stations.

While no formal plans have been drafted, network and MAAC groups will discuss separately some of the ideas that have grown out of the MBS proposal to provide free programs for local sale rather than the normal network payments. This new affiliation concept fell through at a Nov. 4 MBS-MAAC meeting as the result of station opposition [B&T, Nov. 9].

Victor C. Diehm, WAZL Hazleton, Pa., chairman of MAAC, told B&T at the weekend that MBS stations responding to a memorandum suggesting the January meeting have been enthusiastic about the idea. MAAC members around the nation are contacting stations in their districts.

Shortly after sending his memo to 40 non-metropolitan stations in District 1 (N., Y., Pa., Md., W. Va.) the replies started coming in, he said. "Early indications are that the plan is being well received," he said. "We haven't said definitely that the meeting will be held but we have reserved dates at the Buena Vista hotel in Biloxi.

"If we get even 200 affiliates at Biloxi out of the 360 stations we may come up with something."

Possible December Meeting

Mr. Diehm said MAAC members probably will meet in December to plan an agenda for the convention. Another meeting will be scheduled Jan. 16, the Saturday before sessions open.

The format, as now conceived, would call for participation of network officials as invited guests. MAAC will make convention arrangements and handle all details. Affiliate station delegates will pay their own transportation and hotel expenses, with the network serving as host at two lunches and a dinner plus provisions for a network hospitality room.

Mr. Diehm is expected to address MBS affiliates Dec. 11 from New York over the network's closed circuit. At that time plans will be taking shape and stations will be told of the convention details.

MBS stations have not had a full-fledged affiliates meeting since the NAB Atlantic City convention in 1947, according to Mr. Diehm. They have had promotion sessions during recent NARTB conventions as guests of the network, but not meetings at which stations could argue their problems.

Many of the network’s affiliates, feeling MBS is a hook up of smaller stations in smaller markets, believe its service can be strengthened. They point out that MBS serves areas where television penetration is not powerful, areas that should remain strong radio markets during growth of TV.

The Biloxi meeting will give MBS executives a chance to submit proposals for program service and payments to affiliates. After the network has presented its proposals its spokesmen will be excused as closed-door sessions get under way. At these closed meetings the affiliates will have a chance to say what they think and reach decisions. Then the network spokesmen are to be invited back to answer questions and discuss points at issue.

Peter Potter Suit Citing CBS, Others, Is Settled

AN "amicable settlement" has been reached in the million-dollar damage suit filed by Peter Potter against CBS, Ross-Danzig Productions and program packagers Bart Ross and Frank Danzig, it was reported last week. Mr. Potter, m.c. on KNXT (TV) Hollywood's Juke Box Jury and ABC-TV's Peter Potter Show, filed suit in Los Angeles Superior Court last spring against defendants' Platterpanel show on KNXT [B&T, May 11].

According to the settlement agreement, both of Mr. Potter's shows will continue and the Platterpanel program continues as before. Mr. Potter's ABC-TV show is sponsored by Hazel Bishop and is seen in Los Angeles on KECA-TV. There is understood to be no conflict between this program and his Juke Box Jury on KNXT.

Under terms of the agreement, it was stipulated that KNXT's Juke Box Jury would not be allowed to suffer in the quality of weekly guests or effort. Additionally, exclusive use of Mr. Potter's local tv services has been retained for several years by KNXT.

AT&T Hooks Up 4 More

WCIA-TV Champaign, Ill., KGTT (TV) Des Moines, WIBW-TV Topeka and WNOW-TV York, Pa., have been connected into the AT&T nationwide video program transmission facilities for simultaneous reception of network tv programs for local rebroadcast. Network tv service now is available to 221 tv stations in 137 cities, according to AT&T. The company also has put into service a new radio relay system between Atlanta and Jacksonville, which, when fully developed, will be capable of carrying several tv programs and several hundred telephone conversations.

WKJG-TV Joins AT&T Hookup

WKJG-TV Fort Wayne, Ind., has been connected to the Bell Telephone System's nationwide tv network facilities, making network service available to 222 tv stations in 136 cities, AT&T announced.
SHALL WE SKIP OAK HILL, W. VA.?

NO, NO, NO!—UNLESS YOU HATE TO BUY RARE RADIO BARGAINS!

We'd be the first to admit that Oak Hill, West Virginia, doesn't measure up to the market potentials of New York (or even New Haven!). But there's more to it than you'd think. For instance, where else in America can you get so many listeners for so little money — 102,200 daytime families for a cozy $21.60? (¼ hour, 26-time rate.)

We don't yet have a representative — but even so, our national business is constantly growing, with happy results for all concerned. Let us tell you more about us, including availabilities. Please write direct to Robert R. Thomas, Jr., Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
5000 Watts, Daytime
20,000 Watts FM
THE FREE time issue on a national, all-net- work basis, which still made news last week, was far from settled.

The issue started with Sen. Joseph R. Mc- Carthy's demand that radio and TV networks grant him equal time and facilities to reply to a reference made to "McCarthyism" in a radio- tv address by former President Truman in a network talk [BT, Nov. 23]. His request was granted. The Wisconsin Senator spoke on all networks Tuesday 11-11:30 p.m. EST. By Wednesday, the Daily Worker, Communist newspaper, had a demand before the networks that it in turn receive equal time to reply to references made in Sen. McCarthy's speech. At the same time, ABC and NBC reportedly were considering giving time to persons criticized by the Senator. NBC was quoted as saying requests for facilities to reply to Sen. Mc- Carthy would be considered on individual mer- its. ABC was quoted as planning to evaluate requests to determine if they came within the scope of the controversy.

Among those criticized by the Senator were Dean Acheson, former Secretary of State; John Paton Davies, attached to the U.S. Embassy in Peru, and Owen Lattimore, former State Dept. consultant.

CBS and Mutual did not comment immedi- ately on what their policy would be on further requests.

The Democratic National Committee in Washington adopted a hands off policy. A spokesman, queried by BT, said the committee "was not planning to ask for time to reply to Sen. McCarthy. We feel that the network action in granting free time to the Senator poses an interesting question but we feel the press will explore that aspect."

Reaction was summed up: "We are content to sit back and watch the Administration and McCarthy have at one another."

A check Friday revealed CBS Radio and CBS-TV were the only networks which had received the Daily Worker request for free time. Spokesmen at ABC Radio and ABC-TV, NBC Radio and NBC-TV and Mutual said they had received no request up to Friday afternoon. A CBS spokesman said the network was considering the request but had not reached a decision.

In a Definition

Although details were not given, it was believed the demands of the Daily Worker were based largely on Sen. McCarthy's single reference to the point of his talk. Sen. McCarthy asserted that Mr. Truman and the Daily Worker agreed on the definition of "McCarthyism": "word for word, comma for comma."

The demand by Sen. McCarthy for equal time to reply to Mr. Truman rested largely on the former President's allusion to "McCarthy- ism" in a radio-tv talk on Nov. 16 at 11-11:30 p.m. EST. Originally both NBC Radio and NBC-TV and CBS Radio and CBS-TV had notified the Senator they could make available to him only 15 minutes, although ABC Radio and ABC-TV and also Mutual offered a full half-hour. Sen. McCarthy was adamant on a half-hour period in the same slot allocated to Mr. Truman and the networks acceded on Nov. 20.

Meanwhile, results of a 10-city Trendex sur- vey of Sen. McCarthy's talk on the three TV networks, made for NBC-TV, revealed the speech had attained a rating of 33.3. This compared with a 45.3 Trendex rating scored by Mr. Truman's speech. Trendex reported 38.8% sets in use at the time Sen. McCarthy spoke as against 48.3% at the time of Mr. Truman's talk.


The association had called on Sen. McCarthy on Nov. 18 to make clear that he would permit films and recordings to be made of the proceedings, pointing out there had been re- ports that representatives of these media would be barred. Roy Cohn, counsel for Sen. Mc- Carthy, notified the association Monday that a proposed ban on the making of newswipe films and on recordings had been abandoned and that members were free to cover the hearings.

DUMONT BILLINGS IN OCT. UP 43%

GROSS BILLINGS of DuMont Television Net- work for October 1953 amounted to $1,573, 808, representing an increase of 43% above billings for October 1952, Gerry Martin, Du- Mont's director of network sales, announced last week.

Stressing that the October figures showed a "substantial gain" over billings for September, Mr. Martin pointed out that among the adver- tisers whose programs started on DuMont dur- ing the month were R. J. Reynolds Tobacco Co., Benson & Hedger, American Chicke Co. and Benrus Watch Co.

"Potential advertisers are beginning to recog- nize the fact that DuMont, which always has ranked first in economical tv, is striking out into the field of high-calibre production with success," Mr. Martin observed. "Prospective sponsors who saw such shows as Foursome, One Minute, Please, Joseph Schildkraut, Colo- nel Humphrey Flick and Dollar a Second are becoming increasingly aware of DuMont's abi- lities in producing multi-set, large-cast programs that are still far below the costs run up by other tv outlets."

MBS Promotes Alugs

PROMOTION of Harold J. Alugs, a member of Mutual's press information department since 1948, to manager of press information was announced last week by Francis X. Zuzulo, director of press information. Mr. Alugs fills a position that has been vacant for more than a year. In his new assignment, he will be responsible for the coordination of the press infor- mation department's regular services to MBS affiliates and editors throughout the coun- try. He will continue to supervise the produc- tion and dissemination of the network's feature page in addition to writing his "Uptown-Dow- ntown" column.

Shakespeare on NBC

TWO-HOUR production of Shakespeare's "King Richard II" will be presented on NBC- TV's Hallmark Hall of Fame program on Jan. 24, 4-6 p.m. EST, under sponsorship of Hall Co., Inc., Kansas City (Hallmark Greeting Cards). The firm also sponsored NBC-TV's presentation of "Hamlet" last April.

Armchair vs. Grandstand

NBC estimated last week that 60 million persons would see last Saturday's Army- Navy football game on television, as against 102,000 in the sold-out stands. The service classic was carried on NBC-TV (starting at 1:15 p.m. EST) under sponsorship of General Motors, which also sponsored Army-Navy on NBC Radio as well as the full season of NCAA-approved televcasts of collegiate games on NBC-TV.
Effective December 1

**THE KATZ AGENCY**

will represent us.

**KGNC AM**  
**KGNC TV**  
Amarillo, Texas
Color Ty Will Be 'Luxury,' Bonfig Tells Ad Club

COLOR television for the mass market is "at least two years away" and will be a "luxury item, not only for the set purchaser, but also for the sponsor for a long time." There will be a "combination of color and black-and-white broadcasting service running far into the future."

These views, expressed by H. C. Bonfig, vice president and sales director, Zenith Radio Corp., were given in an address last Tuesday before the St. Louis Adv. Club.

Asserting color will come in "an orderly manner without penalizing the present and future owners of black-and-white receivers," Mr. Bonfig said he is more concerned "with the mounting economic house without penalizing the present and vice least.

COLOR television for

Color

Page 84 - November 30, 1953
NARTB SPORTS UNIT OPENS CAMPAIGN AGAINST RESTRICTIONS ON RADIO-TV

First meeting of the newly-formed committee initiates protests to the NCAA against its current limitations on telecasting of college sports events.

THE FIRST concerted drive by the nation's broadcasters to break down restrictions on radio-tv coverage of sports events—a No. 1 attraction for advertisers and viewers—was launched last week by NARTB's brand-new Sports Committee. On the heels of its initial meeting, a two-day New York session which ranged over a broad field of problems, the committee sent a telegram Wednesday to the NCAA TV Committee urging reconsideration of its restrictive collegiate football tv coverage policy in the light of public interest, the broadcasters' responsibilities, and the obligations and self-interest of the NCAA itself.

Overriding Obligation

"We believe the broadcasters share with you an overriding obligation to the public itself," Sports Committee Chairman George J. Higgins, KMB-C-AM-TV Kansan City, wired NCAA Television Chairman Bob Kate of Cornell U. and NCAA President Abert B. Moore of the U. of Alabama.

"We believe this obligation is not met by current plans, and urge your committee to reconsider the current limitations contained in the NCAA television football schedule."

The telegram was drafted after lengthy committee conferences which also were attended by representatives of all of the nationwide networks except DuMont. It appeared significant that among the network executives sitting in was one from NBC, which was picked by NCAA to carry its shows this year and last year's NCAA-approved football tv schedule. The telegram was sent virtually on the eve of the NCAA TV Committee's own meeting yesterday (Sunday) in Washington.

Asa S. Bushnell, chairman of the NCAA TV Committee, told B & T Friday that the committee's Sunday meeting was "to review experiences of the past full season. The meeting is held each year toward the end of the college football season in order to lay groundwork for the committee's annual report to the NCAA convention in January. Another item on the agenda was to be a preliminary report for 1953 by the National Opinion Research Center, which has been conducting surveys for the NCAA for the past several years on the effects of tv on attendance at college football games.

While its first action was aimed at relieving NCAA restrictions on television coverage of collegiate football game the NARTB committee in its deliberations ranged over a variety of sports coverage questions and signified its intention of acting as it deems necessary to loosen shackles on radio-tv coverage of any sport and to help gain for the broadcast media—including the working sportscasters—the recognition it feels they deserve.

The committee agreed, for instance, that subject to approval the NARTB management it would send representatives to attend all principal sports meetings—the major and minor league meetings in baseball, for example; pro football league sessions; NCAA's regular conventions of the Big Ten, West Coast and other conferences in collegiate football, and corresponding sessions in basketball and other sports.

To back up its position and may harm rather than help collegiate football, the committee decided to ask a group of selected tv broadcasters across the U. S. to submit a survey to the public reaction to the NCAA's current policies as of late 1953 and to help in a frank appraisal.

The committee, itself composed of representatives of many geographical sections, made clear in the telegram to the NCAA TV Committee that it felt that such restrictions as now exist may lead, in the long run, to a dissipation of interest in the game as well as an adverse public sentiment against the NCAA and its member institutions."

The telegram said:

"The Sports Committee of NARTB has just completed a two-day meeting in New York. During the course of our discussions, much time was devoted to a review of the NCAA television plan. Members of the committee and spokesmen for others who clipped in from the nation. As you prepare to review reaction to the NCAA plan, as evident in the 1953 football season, the committee felt you would be interested in its own frank appraisal."

"Generally, the committee feels that the present NCAA plan is not currently in public interest as it deprives large segments of the public an opportunity to see those games in which they are particularly interested because of sectional loyalties. Committee members and other broadcasters have encountered numerous complaints by the public that the NCAA plan is unfair to broadcasters in other sections. Committee members feel they should strongly urge upon you a serious consideration of this negative public reaction—in the interest of the public itself, as well as in the interest of the NCAA's members and the nation's telecasters."

Restrictions Hurt Game

"The NCAA has contended that unrestricted telecasting of football games will destroy the game. This committee believes that such restrictions as now exist may lead, in the long run, to a dissipation of interest in the game as well as an adverse public sentiment against the NCAA and its member institutions."

"The FCC has predicted that there will be 500 television stations on the air by March 1954, and this number doubtless will increase by the time the next football season rolls around. Nearly all of these stations will be located near colleges and universities which have football teams—and near audiences which include thousands of individuals who can become fans of the game through exposure to it via television."

"We—all of us who are trustees of the broadcast media—sincerely feel that we fall in part to meet our responsibility to the public interest if we are not enabled to provide a full service of sports. We are enjoined from doing so by the present NCAA plan."

"We believe the broadcasters share with you an overriding obligation to the public itself. We believe this obligation is not met by current practices, and urge your committee to reconsider the current restrictions contained in the NCAA television football schedule."

Aside from the NCAA tv question, sports subjects which came under committee scrutiny during last week's sessions, held on Monday and Tuesday, included that of continuing watchfulness of major league baseball's 50-mile rule with respect to broadcast play-by-plays; promotion of the fact that radio and tv will increase gate receipts rather than lower them; high school bans on radio-tv coverage, based on contentions that cartoons lessen gate receipts; closer cooperation between sports stations and sportscasters in preparing programs, and in promoting local sports events. As a result of recommendations, the committee will submit a report for the next session which it has predicted will be held in New York toward the end of January. Another two-day meeting in New York is scheduled for the week following the January session to consider broadcast coverage questions.

"We feel that broadcasters have a responsibility to the public in the interest of the public itself, as well as in the interest of the NCAA's members, and the nation's telecasters."

PASADENA PAYS OFF

Radio-tv rights to the annual football Rose Bowl classic at Pasadena, Calif., New Year's Day have been brought in absolute $1.5 million benefit as result of a three-year agreement between the Pacific Coast Conference and the Big Ten, the Chicago Tribune reported last week. The agreement, which expires with UCLA's Rose Bowl game this January, must be renewed, the paper said. Gillette Safety Razor Co., Boston, once again will sponsor coverage of the Rose Bowl football game in Pasadena on New Year's day on NBC Radio and NBC-TV, starting at 4:45 p.m. EST. Agency is Mason Inc., N. Y.
R. B. Hanna Jr., WRGB (TV) Schenectady; Harold Hough, WBAP-TV Fort Worth; Ben A. Laird, WDUZ Green Bay, Wis.; William B. McGrath, WHDH Boston; Charles F. Mallory, KJJO San Jose, Calif.; D. L. (Tony) Probst, WDBT Washington; Ben Stroum, WWDC Washington; Robert Tinker, KVTV (TV) Sioux City; Gene Trace, WBBB Youngstown, Ohio, and M. C. Watters, WCPQ-TV Cincinnati.

All present with the exceptions of Messrs. Hough and Watters, who were excused.

Additionally, the following attended from the NARTB:

Davidson Taylor, NBC; Judson Bailey and John Derr, CBS; Leslie Arries and Tom Velotta, ABC, and Roy Danish, Mutual.

Those on hand from the NARTB staff included John Breen, board chairman and general counsel; President Harold E. Fellows; C. E. Arney Jr., secretary-treasurer; Thad Brown, vice president and counselor to the tv board; Mr. Richards; Robert Church, attorney, and Ralph Hardy, vice president in charge of government relations.

The next Sports Committee meeting is expected to come shortly after the NARTB board meeting in January.

ILOILLINOIS COLLEGES OPPOSE NCAA PLAN

Lake Forest College athletic director, John Breen, reports seven small Illinois colleges (four of them NCAA members) don't like NCAA's restricted tv plan because it ignores their interests.

SOME smaller schools in Illinois are opposed to National Collegiate Athletic Assn.'s restricted tv football program but have shied away from collective action against it at this time, it was reported last week.

John Breen, athletic director at Lake Forest College, Ft. Wayne, Ill., said Wednesday that, on the basis of informal discussions he has had with directors of these schools, they felt they had been "railroaded" into accepting the plan. Mr. Breen said that a four-hour meeting was held at a session of the Chicago Quarterback Club a fortnight ago. He charged NCAA has ignored the interests of smaller schools, said telecasts do not hurt smaller colleges and that NCAA's TV Committee is "selfish and arrogant" [BET, Nov. 23].

Mr. Breen reported on the sentiments of seven member schools of the College Conference of Illinois, four members of which belong to the NCAA, including Wheaton and Lake Forest. He said he introduced a resolution at CCI's meeting last week calling for disapproval of the plan but the conference decided it would take no action at this time.

Meanwhile, the Chicago Tribune's sports editor, Arch Ward, who has spearheaded a movement against NCAA tv policy, called on many small colleges to resume NCAA membership in its own best interests.

In his "Wake of the News," Mr. Ward said the "ludicrous NCAA television program is all the evidence we need to point out the necessity for fecund action by Midwest universities." He added: "Maybe it's time to tell the NCAA to take a jump in the lake." He had noted that the Ivy League had taken such action by dropping the NCAA tv policy.

Mr. Breen said that unless NCAA relaxes its plan, the legislature (State of Illinois and elsewhere) may take a hand in the issue. Meanwhile, he said, he felt the NCAA program was "naked" and could only be improved "by some easing of limitations on regional telecasts."

He asserted that "General Motors is not getting the best for its money" when it bow to NCAA's restrictions on games to be televised and in what sections of the country. He added that "maybe the sponsor will wake up some day and realize this."

Mr. Breen scored NCAA for not permitting smaller schools to vote on its tv policy by mail, insisting that in those universities athletic directors serve "double duty" as football and basketball coaches and can't attend NCAA meetings. Only Wheaton and Lake Forest have attended these sessions, he added. Their athletic directors could not be reached for comment.

"Television doesn't hurt us," Mr. Breen declared. "Small schools have their own followings and our alumnae and friends will show up at our games no matter what is being televised. Athletics at our type of college are not conducted for gate receipts. . . . The NCAA is not doing an intelligent job."

The Colleges Committee of Illinois comprises, besides Wheaton and Lake Forest, such schools as Elmhurst, North Central, Illinois Wesleyan, Millikin, and Augustana, with registrations ranging from 600-800 students, except Wheaton with about 1,500.

Mr. Breen said that unless NCAA relaxes the time of the February 1954 meeting.

At round-table seminars conducted at the meeting, the strongest complaint registered by uhf operators was the scarcity of all-channel tv sets in uhf markets. They declared the controversy was not designed primarily; that there were not enough trained repairmen to install and serve uhf sets, and that set manufacturers are lagging behind in the production of genuine all-channel receivers.

FCC Criticized

Station operators criticized FCC on grounds that Commission members are succumbing to "Congressional and political pressures to accelerate uhf grants even in cities which already have uhf grants."

Two new regional representatives elected by the board were Byron Ross, KLPV-TV Oklahoma City, and Ben K. McKinnon, WGVU-TV Greenville, S. C. Officers of the group are Lou Ford, KANTV-AM President; Don Faust, WENS (TV) Pittsburgh, v.p. president, and Harry Tenenbaum, WTVI (TV) Belleville, Ill.

Other members of the board of directors are Marshall Pengra, KSTM-TV St. Louis; Jack Garrison, KACY (TV) Festus, Mo., and Messrs. Faust, Poller and Tenenbaum. William A. Roberts and Melvin A. Goldberg, both of Washington, are general counsel and acting executive secretary of the association.

In attendance at the meeting were:


Listening in at some sessions were representatives of RCA, CBS-Columbia, ABC, CBS, and of several tv station representative companies.

The meeting was the first industry-wide gathering of uhf operators and construction permit holders. Another meeting will be held in February at a date and place to be fixed.

Radio Free Europe Drive

CAMPAIGN to raise $10 million to aid Radio Free Europe was organized last week by The Advertising Council and the American Heritage Foundation. Henry Ford II, president of Ford Motor Co., will be chairman of the drive, which starts Jan. 1.

Thomas D'Arcy Brophy, president of the foundation, said the purpose of the drive is "to help and World War II." Radio Free Europe aims to reach 70 million people under Red domination by regular broadcasts over a network of 21 transmitters. Radio Free Europe is staffed by Iron Curtain exiles.
RADIO-TV GROUP OPPOSES LICENSE FEES

Joint meeting of California and Southern California broadcasters also takes stand for continued support of educational tv and appears optimistic over radio's future.

OPPOSITION to a newly-proposed Federal license fee on radio and television stations, continued support of educational tv and optimism over commercial radio's future, highlighted the annual day-long joint meeting Nov. 20 of the California State Radio & Television Broadcasters Assn. and the Southern California Broadcasters Assn. at Hollywood's Roosevelt Hotel.

The radio-tv group unanimously adopted a resolution opposing the Bureau of Budget's new directive which requires the FCC to collect fees from those it licenses [B&T, Nov. 16].

The State Broadcasters' legislative committee was directed to take immediate steps to fight the new directive in cooperation with the NARTB. Copies of the resolution were to be sent to California's senators and representatives in Washington.

'Advice and Assistance'

Present policy of "advice and assistance" to educational tv in California will be followed by the state group, it was unanimously agreed after a report on "The State of Educational TV from the retiring State Broadcasters' president, Arthur Westland of KRE Berkeley.

"This year is going to be one of the best in the history of radio and those years ahead can be as good" was the prediction on the future of the industry made by Guy della-Cioppa, vice-president in charge of CBS Radio programs, Hollywood, guest speaker at the luncheon session.

Radio, giving its audience "the priceless ingredient of self-identification," can find its place in our advertising structure alongside television, he said. In order to maintain its position, radio must make every effort to attract outstanding talent, the CBS executive declared. He noted already many Hollywood stars are being attracted further to the medium because it takes less time than tv and permits them to continue in theatrical motion pictures.

Mr. della-Cioppa said that despite the growth of television as a "magnificent new advertising medium," radio, through "creative programming" and energetic sales effort, will be able to convince more and more advertisers that "dollar for dollar, radio is still their best advertising buy."

William J. Beaton, vice president and general manager, KKWK Pasadena, succeeded Mr. Westlund as president of the CSRTBA. Elected vice presidents were George Kreaver, general manager, KNBC San Francisco, and Richard T. Sampson, general manager, KPHO Riverside. Gene De Young, president and general manager, KERO-AM-TV Bakersfield, was named secretary-treasurer.

Besides the new officers and Mr. Westlund, the board of directors includes William B. Smul- lin, president and general manager, KIEM-AM TV Eureka; Charles B. Grant, owner-general manager, KDON Santa Cruz; Les Hacker, general manager, KVEC-AM-TV San Luis Obispo, and Harry Maizlish, president, KFWB-AM-FM Hollywood.

Ad Fraternity Elects Rider

ROL W. RIDER Jr., account executive, Young & Rubicam Inc., has been elected president of the Los Angeles Chapter of Alpha Delta Sigma, national professional advertising fraternity. Other officers for 1953-54 are Phil Dextheimer, Hollywood account executive, KBIG Avalon, vice president; Norman Moeller, account executive, William W. Harvey Inc., vice president, campus activities; D. J. Gould, sales and public relations, Western Lithograph Co., vice president, alumni activities; Walton Brown, advertising manager, Northrop Aircraft Inc., secretary-treasurer.

Detroiter to Hear Saudek

DETROIT Television Council will hear Robert Saudek, director of the Ford Foundation's Radio & Television Workshop, at its meeting to be held Dec. 10. Invited guests of the Detroit Television Council will be members of local media and advertising organizations. Mr. Saudek will discuss "Today's Television—Ceiling Unlimited."

FUNDAMENTALS of radio and tv broadcasting, plus historic material, are condensed for public information in a new booklet issued by NARTB. It is titled Radio—U.S.A. and bears this cover decoration with a functional motif.

NARTB Begins Distribution Of Booklet 'Radio—U.S.A' 

NARTB has begun distribution of a new publication, Radio—U.S.A., designed to tell listeners the facts about the American system of broadcasting and how it operates. Author of the booklet is Fran Riley, NARTB manager of information.

Harold E. Fellows, NARTB president, in a foreword said, "It is truth, radio has become a habit. Like any other habit, it is taken for granted—its origin often unexplored and its function accepted without question. Yes, to millions of listeners, radio is a mystery."

Radio Wave Behavior

The booklet will be distributed by NARTB and its member stations. Chapters deal with the behavior of radio waves, what happens when a sound is heard and then picked up by a microphone, tuning regulation, FCC, Congress, operation of the commercial system, programs, history, advertising, extent of listening, program preferences, networks, transcriptions, fm, station operations, Conelrad and information programs.

N. Y. AP Group Names Benton

MONROE BENTON, news director of New York-owned WNYC, was elected president of the New York State AP Broadcasters Assn. at its annual meeting on Nov. 22 in Albany. Other officers elected were Martin Mannix, WIRY Plattsburg, vice president, and Norris Paxton, AP bureau in Albany, secretary. Named to the board of directors were Richard Tobias, WCLI Corning; Lansing Christman, WGY-WRGB Schenectady, and Albert Lawson, WAL WALL Middletown.

November 30, 1953 • Page 84-C.
BAB BOARD NAMES ITS COMMITTEES

NEW MAKEUP of BAB board of directors' committee was announced last week. They were appointed at the Nov. 17 board meeting (BASET, Nov. 23).

The executive committee, headed by Joseph Baudino of Westinghouse Radio Stations, also includes Simon Goldman, WJTN Jamestown, N. Y.; William H. Finefroshier Jr., NBC; Adrian Murphy, CBS Radio; William Engler, WMT Cedar Rapids; Kenyon Brown, KWTF Wichita Falls, Tex., and Allen M. Woodall, WDOK Columbus, Ga.

Finance committee consists of Ward D. Ingram of KJH Los Angeles, chairman; Charles T. Ayres, ABC; Robert A. Schmid, Mutual; H. Preston Peters, Free & Peters, New York; Robert Dunville, WLLC Cincinnati, and John S. Hayes, WTOP Washington, D.C.

Membership committee is composed of William McGrath, WHDH Boston, chairman; John Meagher, KYSY Mankato, Minn.; George J. Higgins, KMBK Kansas City; Arch L. Madison, KOIN Portland, Utah, and James H. Moore, WLSL Roanoke, Va.

Bylaws committee is made up of Robert D. Sweezy, WDSU New Orleans, chairman; Howard Lane, KOIN Portland, Ore., and Donald W. Thornburgh, WCAU Philadelphia.

Plans Unit Intact

The plans committee, its composition unchanged, consists of Donald W. Thornburgh, WCAU Philadelphia, chairman; Edward Gross, KVFD Fort Dodge, lowa; Al Cadwell, KOAT Albuquerque; Charles H. Crutchfield, WBT Charlotte; George J. Higgins, KMBK Kansas City; Howard Lane, KOIN Portland; Winstlow Leighton, WSNY Schenectady; Henry P. Johnston, WAPI Birmingham; Robert J. McAndrews, KBIG Avalon, Calif.; William A. McGuiness, WGN Chicago; Daniel C. Park, WIRE Indianapolis; F. P. Swain, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise; Ralph N. Weil, WOV New York; George Bristol, CBS Radio; Oliver Treyz, ABC; James Tyler, Mutual; Ridgway Hughes, NBC; Eugene Katz, The Katz Agency, and Robert Meeker, Robert Meeker Assoc.

Ellsworth, Cranston to BAB

APPOINTMENTS of T. B. Ellsworth and Harold Cranston to the staff of BAB effective today were announced last week. Mr. Ellsworth, head of radio presentations for the Edward Petry & Co. station representation firm for the past four years, will be in charge of developing presentations for specific advertisers and will report to BAB Vice President Kevin B. Sweeney. Mr. Cranston, a sales presentation writer for CBS Radio Spot Sales, resigns that post to become a BAB sales presentation writer, reporting to Local Promotion Director John F. Hardesty.

ARF Meets Dec. 11

ADVERTISING Research Foundation will hold its annual subscriber business meeting Dec. 11 at New York's Hotel Biltmore. Directors will be elected and they in turn will elect officers for year.

NARTB Unit Gets Messages Urging Church Use of TV

RELIGION should continue its chief aim—communication—by using video, NARTB TV Information Committee is told by spokesmen for the Lutheran Church, Missouri Synod; National Council of Churches of Christ, and the Methodist Church.

Use of TV by religious organizations has been urged in three messages to the NARTB Television Information Committee. Sending the messages were the Rev. Herman W. Gockel, of the Lutheran Church, Missouri Synod; Broadcasting & Film Commission of the National Council of Churches of Christ, and the Radio & Film Commission of the Methodist Church.

Rev. Gockel, producer of This Is the Life, said the Lutheran Church plans to use radio itself in the early '20s when it started the Lutheran radio hour, heard on more than 1,000 stations in 50 nations and in 50 languages. This Is the Life is heard on more than 160 tv stations with a weekly audience of 10 million. "As long as the world continues," Rev. Gockel told NARTB, "the chief purpose of the Church will always be to continue to communicate with the people who have no promises to live by; to discover the fearful and the insecure; to discover also those who are embalmed in security; to seek the forsaken and friendless; to enlighten the misinformed with factual information about Christian life; to stimulate thoughtless Christians to rediscover their faith, and to win young people to Christ."

A manual for local church use titled "Broadcasting the Church's Message" by the national council is available at $1 per copy through the Council, 220 Fifth Ave., New York.

The Methodist group is offering a religious film series titled The Pusser, featuring Dr. Robert E. Goodrich Jr., First Methodist Church, Dallas.

Although concerned over crime and violence in plot motivation for some television shows and televised advertising for certain products deemed "morally harmful," Royer E. Woodburn, field director of the Methodist group, wrote NARTB:

"We deeply appreciate the trend which we have noticed within the last few months toward a growing maturity and responsibility as indicated by the higher type of programs on some of the serious dramatic shows. We are interested in developing the best utilization of television to bring some light to the general and local church levels in proclaiming the Gospel and called for an investigation of means of supporting program production through contributions from foundations, local churches and viewers."

PERSONNEL RELATIONS

'FIRING' DISPUTE STILL ON AT WOL

AFTRA, IBEW locals are in negotiation with the Washington station's new ownership.

WOL Washington and locals of two unions, AFTRA and IBEW, were in negotiation last week in an effort to settle a dispute centered around transfer of the station's ownership. Announcing-engineers and technicians at WOL had been dismissed abruptly when new ownership assumed control Nov. 18 (BASET, Nov. 23).

A side controversy developed after WOL broadcast an explanation of union picketing. Gerhard P. Van Arkel, AFTRA counsel, demanded equal time on WOL. Charles Dillon, WOL general manager, agreed to the request but later refused to carry a union transcription because of what he called errors of fact.

The union disc was broadcast Wednesday at 3:40 p.m. and 11:30 p.m. on WWDC Washington. AFTRA was listed as sponsor, with AFTRA attorney taking the account. AFTRA spokesmen were to appear on WCFC (FM) Washington Friday at 7:30 p.m. during the Jay Turner Voice of Labor program.

Mr. Dillon, in refusing to carry the union disc, denied the WOL radio engineers and technicians. He said the new owners had not previously informed the employees under Peoples Broadcasting Co. ownership that it would retain or not retain major staff changes. He said WOL would be glad to run the recording if changes were made.

The unions refused to make any changes, according to Evelyn Freyman, head of the AFTRA local.

The WOL air statement said it had "the highest priced, and probably the most talented picket line ever thrown around a little radio station by a large and powerful union." It said the picketers "are not and never have been our employees" but were "employees of a big corporation located in Columbus, Ohio, from whom we bought just the physical equipment of this station and nothing else." It added that the station had a right to run its business in its own way as long as it complied with all laws and contractual obligations. WOL has insisted from the beginning that it was under no contractual relationship with the unions because of their Peoples contracts.

The union disc denied Mr. Dillon's statement that they were set out to strike, claiming the employees were fired without notice. It insisted the employees had been notified before the ownership change there would be "no wholesale layoffs" and the employees had felt there was no need to look for other jobs.

First conversations looking toward settlement were held during a Monday dinner at which all parties were guests of John S. Hayes, president of WTOP Inc. The conversations, described by both sides as amicable, were continued Wednesday. WOL and union spokesmen agreed the picketing and bickering were leading to injury to both parties. WOL conceded it had felt the impact of union contacts with advertisers and agencies, a campaign it referred to as a "boycott."

NLRB Orders Vote at ABC

ELECTIONS to decide if a group of clerical and other employees of ABC in Los Angeles and Hollywood desire to be represented by NABET (CIO) has been ordered by National Labor Relations Board, affirming a hearing officer's decision.

Page 84-D • November 30, 1953
First with Hooper . . . First with Pulse . . . First with Standard Audit & Measurement Survey! That's the WREC story. That's why we say WREC-600 delivers the "better half" of both the rural and metropolitan audience in the $2 billion Memphis market with a single schedule. Cost?? 10% LESS, per thousand listeners than in 1946! Radio wise time-buyers are placing orders now for choice fall and winter availabilities—Get YOURS in Today!

WREC 600

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts
The RCA VHF 25 KW is "air-cooled" throughout!

Air-cooled throughout, this 25-KW equipment is your answer for an economical high-power VHF plant. Add up these technical and money-saving advantages:

- **RCA's "25-KW" operates entirely without water pumps, water interlocks, tanks or plumbing** (lower installation and maintenance expense for you).

- **RCA's "25-KW" uses the lowest priced P.A. tubes of any high-power VHF equipment** (aural and visual amplifiers employ the "proved-in" RCA-5762—suggested price, only $195 each). You save on tube replacements. You save on tube inventory!

- **RCA's "25-KW"—with its modern "rollback" doors—eliminates door-swing space and saves you money by reduction of costly floor area.** (Yes—and RCA 25-KW cubicles are small enough to move through standard doorways, and in and out of standard elevators).

**IMPORTANT:** This 25-KW VHF can be operated from 10 to 25 kilowatts (to remain within FCC Regulations for 100 KW ERP, if you operate "low band").

RCA 25-KW VHF transmitters and power amplifiers are being shipped to TV Stations regularly. For a delivery estimate and technical information, call your RCA Broadcast Sales Representative.

Low-cost RCA-5762 P.A. triode—"proved-in" in more than 8 years of service in TV, FM, communications, and industrial operations. Readily available at your RCA Tube Distributor.
URGING TV DOUBLE STANDARD

WEWS (TV) Cleveland is in a market already nearly saturated with television sets (810,361 as of the Nov. 23 Telestatus report in BT), but the station has launched a campaign to build still more circulation.

What WEWS is setting out to do is to encourage people to buy a second tv set. The station regularly telecasts spot announcements like the two illustrated at the right, using the imaginary before-and-after theme.

There's evidence that WEWS is riding what might become a trend. According to the station, the Cleveland Electric Illuminating Co. says that in the Shaker Heights-University Heights-Beechwood Village area, one of the high-income sections of the city, no fewer than 12.6% of tv homes have two or more television sets each.

The move to stimulate multi-set homes has successful precedents in the broadcasting industry. Several years ago Radio-Electronics-Tv Mfrs. Assn. conducted a successful radio-in-every-room drive that was credited with boosting radio set sales and listening.

The idea developed in RETMA's Advertising Committee. A campaign format was worked out by manufacturers, and broadcasters quickly joined in reminding the public that many programs are available at any given moment and members of a family have varying listening tastes.

In the case of television, post-freeze expansion in the number of stations on the air and the number of programs available has created interest among individual manufacturers in stimulating second-set sales. Thus far the set factories have spread the idea on their own initiative but RETMA has considered the multi-televison set matter informally.

As telop above is shown, announcer says: "Here's a new tv set designed for families who want to watch two programs at the same time. Only trouble is—it's never been invented. If tv tastes vary in your family, the real way to solve the problem is . . ." With appearance of telop above, he continues. "Become a two-set family. More families are doing it every day, and doubling their tv enjoyment."

Announcer's copy accompanying telop above is: "Here's what one family did one night when the kids wanted to watch a western and Mom and Dad wanted to catch one of their favorite programs. It doesn't really solve the problem. A good way to solve it is . . ." With telop above he adds: "... to become a two-set family. Many families are doing just that, and doubling their tv enjoyment."

Nov. 30, 1953
WHAT MERCHANDISING
from radio stations

MORE than 1,500 radio stations offer some type of merchandising or promotional service to their advertisers, according to a survey conducted in the spring of this year by Kenyon & Eckhardt.

Full results of the survey—the first of this type ever to be made for radio—show the findings of Kenyon & Eckhardt's questionnaire sent to roughly 2,400 of the nation's radio stations selling commercial time. Published in the special Part II of this issue, the results show the merchandising support each station offers its advertisers, together with information on whether the service is provided free, is charged for, is contingent on a minimum purchase of station time, or is limited to local advertisers only or network advertisers only.

The idea of conducting a survey of station merchandising to benefit advertisers and agencies who are concerned with all ways of maximizing advertising effectiveness, was proposed by Hal Davis, Kenyon & Eckhardt vice president in charge of merchandising and promotion.

Publication arrangements were made with B*W, after which a questionnaire was prepared and sent to the field by Kenyon & Eckhardt's research department, under the direction of G. Maxwell Ule, vice president and director of research. Mr. Ule's staff also tabulated the replies from each station and prepared the summary table which accompanies this article.

Questionnaires were mailed May 15, 1953, to all United States commercial stations. Follow-up letters and questionnaires went out a month later. "Overall response was high," Mr. Ule said. Approximately 65% of all commercial radio stations cooperated.

In a summary of findings for all stations, (Continued on Page 90)

RADIO STATION MERCHANDISING-PROMOTION SUMMARY

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>* Per Cent Of Stations Offering Service</th>
<th>* Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible</th>
<th>* Per Cent Of Stations Offering Service That Charge The Advertiser For This Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADE CALLS</td>
<td>95%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Solicit and/or Place Displays</td>
<td>93%</td>
<td>42%</td>
<td>64%</td>
</tr>
<tr>
<td>Store Checks</td>
<td>80%</td>
<td>39%</td>
<td>58%</td>
</tr>
<tr>
<td>Solicit Tie-in Advertising</td>
<td>76%</td>
<td>36%</td>
<td>61%</td>
</tr>
<tr>
<td>TRADE MAILINGS</td>
<td>91%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Letter</td>
<td>85%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Post Card</td>
<td>71%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Broadsides</td>
<td>19%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Merchandising Bulletin</td>
<td>43%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>ADVERTISING SUPPORT</td>
<td>90%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Newspaper Tie-in Ads</td>
<td>76%</td>
<td>50%</td>
<td>59%</td>
</tr>
<tr>
<td>Lobby Windows</td>
<td>57%</td>
<td>43%</td>
<td>60%</td>
</tr>
<tr>
<td>Billboards</td>
<td>14%</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>Car Cards</td>
<td>21%</td>
<td>51%</td>
<td>50%</td>
</tr>
<tr>
<td>ON-THE-AIR SUPPORT</td>
<td>96%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Give Away Prizes</td>
<td>61%</td>
<td>38%</td>
<td>60%</td>
</tr>
<tr>
<td>Product Mentions</td>
<td>58%</td>
<td>35%</td>
<td>62%</td>
</tr>
<tr>
<td>Tune-in Announcements</td>
<td>93%</td>
<td>32%</td>
<td>63%</td>
</tr>
<tr>
<td>Client Participation in Special Program</td>
<td>58%</td>
<td>28%</td>
<td>55%</td>
</tr>
<tr>
<td>Recorded Personality Interview</td>
<td>65%</td>
<td>37%</td>
<td>59%</td>
</tr>
<tr>
<td>Plugging Client's Product</td>
<td>83%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>OTHER SUPPORT</td>
<td>81%</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Aid Client Representative in Product Distribution</td>
<td>81%</td>
<td>29%</td>
<td>59%</td>
</tr>
<tr>
<td>Merchandising Plan Offering Preferred Displays</td>
<td>27%</td>
<td>46%</td>
<td>47%</td>
</tr>
</tbody>
</table>

(*) The 100 per cent base includes stations that did not respond to the specified question.

HOW TO READ THIS TABLE: In the first column, the entry of 95% for trade calls indicates that 95% of the 1,527 stations reporting at least one merchandising service will make some calls on the trade. The entry of 92%, immediately below the first entry, shows that 92% of these 1,527 stations will solicit and/or place displays.

In the second column, the first entry, 42%, indicates that of all stations which report they solicit and/or place displays, 42% require minimum purchase of time.

In the third column, the first entry, 64%, means that 64% of the stations which report they solicit and/or place displays make this service available to both network and localized advertisers. Remaining 36% are those stations which make the service available to either local advertisers only, network advertisers only, or did not specify which type of advertiser is eligible to receive the service.

In the last column, the first entry, 6%, means that 6% of the stations that report they solicit and/or place displays will charge the advertiser for this service.
**AIDS ARE AVAILABLE from radio networks**

The nation's four nationwide radio networks have historically been among the most active merchandisers in the media field but the special techniques they have developed follow diversified patterns.

Information furnished BÒT by the networks presents in considerable detail the basic theories behind their merchandising and promotion services. This material was collected in connection with the extensive survey of radio station merchandising conducted by Kenyon & Eckhardt (see article opposite page and special K&E merchandising supplement).

In reviewing its promotion and merchandising activity, ABC told BÒT that local stations are the basic source of campaigns. The network's function, it feels, is to build audiences. Affiliates are supplied with promotional aids. All the activities add up to one goal—purchase of the product or service advertised.

CBS Radio believes that "program promotion is merchandising." In seeking to build maximum audiences for clients the network offers a series of services to fit the specific needs of individual advertisers. CBS Radio is careful to see that its services are cooperative with station services, and not competitive.

Mutual has been paying special merchandising attention to the food and drug field. It has staged a number of concentrated campaigns, working on the theory that every day can't be sale day. The special campaigns have included such activities as "Wife Week" and "Western Week.

NBC Radio seeks flexibility. Feeling that only a nationwide network is geared to handle national merchandising, the network has set up a dozen field offices. First, the special needs of each client are analyzed. Then the field facilities are called on to join the campaigns. Field men are given extensive merchandising aids and special programs are worked up for affiliates. The field men make trade calls, presentations, spot checks, attitude surveys and enlist affiliate cooperation.

Following are statements of merchandising and promotion services as supplied to BÒT by the networks in connection with the Kenyon & Eckhardt survey:

**ABC:** Importance of merchandising radio advertisers' products to the local distributors and dealers as well as to the public is given full recognition by ABC. The network recognizes also that the basic source of such merchandising and promotion must be the local stations inasmuch as listening habits are developed in the local community.

The purpose of the advertiser's program must be fulfilled in the community—that is, the purchase of the product or service advertised. The affiliate's merchandising work is made easier by ABC. The network supplies promotion and publicity material including audience promotion kits containing newspaper ad mats, program announcement copy, photographs, picture mats, publicity releases, suggested letters to dealers and mats for dealer postcards.

Affiliates themselves decide to what extent they use the materials supplied and the additional services they develop. These are matters to be decided by the individual station depending on facilities available, size of staff and budget.

The merchandising function of ABC is to build audience for its programs. The publicity staff devotes its entire facilities to this task, using daily news reports and direct teletype service to newspaper radio editors and columnists; feature story material for newspapers, national magazines and trade publications; national radio photo service, and exploitation of talent through personal appearances, special tie-ins with non-competing merchandising events, and other means.

Announcements promoting programs are regularly scheduled on network sustaining programs. ABC-owned stations in New York, Chicago, Detroit, Los Angeles and San Francisco schedule similar on-the-air promotion locally and advertise network programs in local newspapers. Local merchandising activity is at the stations' discretion.

**CBS RADIO** believes that the most valuable supplementary service any network can perform for a client is the building of maximum audiences for his programs.

That's because program promotion is merchandising. For the first merchandising requirement for any advertising is that it be the best possible advertising . . . reaching the greatest number of customers and prospects.

In the last nine months, CBS Radio has (Continued on Page 90)

BROADCASTING • TELECASTING

November 30, 1953 • Page 89

KENYON & ECKHARDT has surveyed U.S. radio stations to find out what merchandising services they supply. The results are summarized on the opposite page and presented in detail in Part II of this issue. As a companion piece, a report on radio network merchandising services appears on this page. The K & E radio survey is a sequel to one made in television which was summarized in BÒT last Aug. 31 and fully presented in the Telecasting Yearbook-Marketbook for 1953-54.

As BÒT has pointed out before, the quantity of merchandising that stations and networks should supply is a matter of controversy in which BÒT has taken no part, except to adhere to its position that merchandising should not be used as a rate-cutting device. However controversial, the merchandising question will not go away if it is ignored. BÒT is publishing the K & E survey, as compiled and edited by K & E, as a service to readers.
STATION MERCHANDISING
(Continued from Page 88)

Mr. Ule listed the following to be the most significant:

1. Sixty-four per cent of all U. S. commercial radio stations (1,527 stations) reported some merchandising or promotional services. The remaining 36% either had no such services or did not reply to the questionnaire.

2. Of these 1,527 stations supplying some merchandising and promotion, 95% do some trade calls, which include soliciting and placing radio displays, store checks, and soliciting tie-in advertising; 91% offer trade mailings, including letters, post cards, broadsides, and merchandising bulletins; 90% support client advertising by use of newspaper tie-in ads, lobby windows, billboards, or car cards; 96% have some on the air support, such as give away prizes, product mentions, and tune-in announcements.

3. Of the same 1,527 stations, 81% will help a client representative in local problems of distribution, and 27% have a merchandising plan whereby certain outlets will give preferred space to client display material.

NETWORK MERCHANDISING
(Continued from Page 89)

averaged 22 out of Nielsen's "Top 29 Programs." These popular attractions had the powerful support of what we consider the most resourceful, effective program promotion in radio.

To supplement this basic merchandising and audience-building activity, CBS Radio also performs many additional services to fit individual advertisers' specific needs.

Obviously, our clients' own merchandising activities vary greatly, and their needs for added help vary even more. Our experience indicates that network merchandising help is most useful where it is carefully tailored to the clients' special product and distribution requirements. Thus our services are supplementary and cooperative—never competitive—with our advertisers' existing activities.

Among the merchandising aids available to CBS Radio advertisers are: dealer letters from CBS Radio stars; dealer letters from network sales executives; special sales brochures for clients' sales staff; closed circuit broadcasts; window streamers and counter cards; general mailings to various trade groups; a monthly advertising campaign in food and drug publications.

Added to this, virtually all CBS Radio stations perform one or more of these same merchandising services. (In the past 12 months 42 of our affiliates have added special merchandising staffs totalling 81 people to their regular payrolls.)

These principal merchandising aids—by network and station—are the ones that have proved most flexible in dovetailing with our clients' own merchandising activities. They have proved to be the most efficient way to reach out to a vast distribution economy that numbers, in food and drug stores alone, more than 600,000 outlets. And they are provided by a merchandising staff that devotes its entire attention to a radio schedule of programs and advertisers.

MBS has been expanding its radio merchandising activity as promotional needs demand, with present efforts concentrated on the food and drug field.

After consulting experts in food merchandising, Mutual decided that media should follow regular cycles instead of trying to conduct "sales" every day in the week. After checking effectiveness of shorter campaigns it was decided that two-week promotions were the most effective.

Four years ago Mutual started its merchandising tests and quickly signed stores in seven cities. This experience at the retail level provided invaluable background for the successful projects conducted since that time.

In early 1953 "Wife Week" was conducted in 5,000 IGA food stores, pouring vast announcement and program circulation into the campaign. It included many more stations than a 1952 promotion, "Look Mom—It's a Picnic." Station reaction was enthusiastic, with requests for a repeat.

WEAN and Providence, R. I., were selected as the station and model city for full-scale promotion. Activities at WEAN included announcements, jingles, special shows, street interviews, giveaway items, letter contest, displays, movie trailer. IGA delivered cooperation of wholesalers and stores; aided in displays; distributed bag stuffers; bought extra programs; used newspaper tie-ins; held store meetings, and issued bulletins.

And IGA "sold and delivered to stores five times their normal weekly supply of all 10 MBS featured grocery brands."

Reaction of the public was good: store sales jumped and the model-city technique was considered successful in this large metropolitan area.

Last May Mutual wound up its third annual Western Week with results described as highly encouraging. The week was launched with a movie tieup, starting with world premiere of Paramount's "Pony Express." Picture talent appeared on local MBS outlets.

The week included 150 network announcements, a rodeo quiz, local tie-ins including posters distributed by Dell, Bantam Books, Paramount, Kroger groceries and American Library Assn. Press material included special material and a western girl contest. Foldout brochures went to all stations, clients, agencies and "tie-in" concerns, along with kits. Ad mats were sent to stations as well as posters, streamers and movie trailers. Individual stations worked out their own versions.

Kroger stores ran a western round-up of brands. Kroger permits each division to participate as it desires, but most of them took part, offering complete cooperation.

NBC: For advertisers using the NBC radio network, the NBC Merchandising Dept. offers a flexible service geared to assisting sponsors with their sales problems on a national basis.

Briefly, the NBC plan is based upon a close analysis of a client's particular needs before any merchandising work is scheduled. Once it has been established in what manner NBC can be most helpful, the network's merchandising field staff is alerted by way of a merchandising request which outlines, in detail, the work to be done.

Upon receipt of the merchandising request, the network's field organization, consisting of 12 merchandising district supervisors, begins its work on the assignment. These men are available to assist and implement the efforts of the advertiser's sales organization, including spot checks and attitude surveys. In addition, they contact the affiliated stations to secure local cooperation on behalf of the advertiser.

Special display materials including counter cards, over the wire banners, window streamers complete with product identification plus special mailings are available at cost to NBC network radio advertisers.

Nearly two years ago NBC started a program designed to build "the finest merchandising service possible." Convinced that only a network which has the means available to build a truly effective service in the markets of all its affiliates, the network divided the nation into 12 districts. A merchandising supervisor was assigned to each district to serve as consultant.

Each supervisor contacts the trade, trains

ERRATA
AFTER Part II of this issue had gone to press, K & E discovered several errors in the tabulation. They are listed below. For explanation of symbols, see Part II.

Montgomery, Ala., WCOV: Should be *000 in "Demonstrations" and columns "Recorded Personality" under "On-The-Air Support."

Wilmington, Del., WDEL: Should be *000 in "Store Checks" and "Solicit Tie-Ins" columns under "Trade Calls" and in "Recorded Personality" column under "On-The-Air Support."

Lakefla., WCON: Should be "NXX in "Product Bulletins" column under "Trade Mailings."

West Palm Beach, Fla., WJNO: Should be *000 in "Client Participation" column under "On-The-Air Support."

Benton Harbor, Mich., WHFB: Should be *000 in "Product Bulletins" column under "Trade Mailings" and in "Client Participation" column under "On-The-Air Support."

Asheville, N. C., WSKY: Should be *000 in "Client Participation" column under "On-The-Air Support."

Minot, N. D., KLPN: Should be *000 in "Client Participation" column under "On-The-Air Support."

Coatesville, Pa., WCOJ: Should be *005 in "Letters" column under "Trade Mailings."

Philadelphia, Pa., WPEN: Inadvertently omitted from K & E compilation. The symbol "NB# should appear in all columns except those under "Advertising Support" where symbols *YX# should appear in "Newspaper Tie-In Advertising" and "Lobby and Window Display" columns and *YX# should appear in "Billboards" and "Car Cards."
THERE'S A BIG DIFFERENCE IN BROADCAST REMOTE CONTROL SYSTEMS...

Broadcasters have quickly realized the advantages of remote control of transmitters both in more effective transmitter and studio location and in more efficient utilization of station personnel. Yet, many do not fully realize the great differences in the systems now on the market. Here are the big differences that have made the RUST System by far the choice of more broadcasters than all other systems combined:

RUST LEADERSHIP
First in development... first on the market... first in use. First to meet all FCC requirements.

RUST RELIABILITY
Proven by over three years of field testing. More than 100 Rust Systems now in operation.

RUST ECONOMY
The Rust System provides for the control functions you need — you don't have to buy unnecessary equipment. This "Tailored to the installation" feature saves you money.

RUST QUALITY
A look inside Rust System units will quickly convince you of Rust quality — quality in components and workmanship is a big reason for Rust dependability.

RUST SERVICE
The Rust organization stands behind every Rust System. Our interest in your satisfaction goes beyond the year's guarantee.

RUST DELIVERY
No delivery delays with Rust... this means that you can start saving sooner.

These are the things that already have made the Rust System the logical choice of the great majority of broadcasters who have taken advantage of remote control. Write, wire or phone for further details.

the rust industrial company, inc.
608 Willow Street Manchester, N. H.
If you haven't yet looked into this

The MBSunday Plan for 1954
You may be missing all this:

Extension of Mutual's week-night Multi-Message Plan
(outselling all other network plans combined) to 4-7 pm
_Sunday_ (when we outdraw all other networks in audience).

3 all-time mystery favorites
(with an aggregate 45 years
of solid sales performance
behind them) established
in a 3-hour block of proven
programming...offering un-
precedented opportunity for
multi-message selling in '54.

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00</td>
<td>Counterspy</td>
</tr>
<tr>
<td>4:30</td>
<td>Nick Carter</td>
</tr>
<tr>
<td>4:55</td>
<td>News</td>
</tr>
<tr>
<td>5:00</td>
<td>The Shadow</td>
</tr>
<tr>
<td>5:30</td>
<td>True Detective</td>
</tr>
<tr>
<td>6:00</td>
<td>Bulldog Drummond</td>
</tr>
<tr>
<td>6:25</td>
<td>News</td>
</tr>
<tr>
<td>6:30</td>
<td>Squad Room</td>
</tr>
</tbody>
</table>

Full-minute messages available, plus open and close
billboards...costs-per-message as low as $2,000
(including time, talent, agency commission)...homes-
per-week as high as 5,684,000...costs-per-thousand
as low as $1.06—result: mass audiences at Top Ten
Evening levels, delivered at half the cost or less!

This is just one example of
how The PLUS Network has
grounded its 48-state reach to
the practical sales problems
of 1954. Day or night, all
week long, we can bring new
flexibility, efficiency, and
economy into the right focus
for your needs. Look here:
RADIO newscasting has come a long way from the days of the carbon microphone and newscasters like Floyd Gibbons and Graham McNamee.

In those days, newspaper publishers, through their influence with the press associations, managed to block the sale of news service to radio stations. That sent the networks and some stations into the business of gathering news for themselves. And many stations made hookups with newspapers to save forming a staff to cover the local area.

Stations without newspaper tieups usually searched the daily newspapers for material for newscasts. The items they wanted were clipped out of the papers, and checked for details by telephone or telegram. It was a costly operation, but it produced many surprising results.

When radio and newspaper publishers finally made peace a few years later, and the press associations began selling news service to the radio stations and networks, life was a little less hectic.

Radio news really came of age with its coverage of World War II. Newspapers and press association reporters produced a volume of war news and did an outstanding job, but radio provided the real drama.

Who can ever forget the recorded broadcast of George Hicks from aboard an Allied naval flagship crossing the English Channel during the Normandy invasion?

Radio news scored several “beats,” and many newspapers printed the stories with due credit.

Radio newscasts have continued to improve—and newspaper circulation figures have continued to increase. And to me, this isn’t at all surprising. Newspapers and radio are not competitors—they’re partners.

They serve different purposes. They offer entirely different services. Each is pre-eminent in its own field.

Radio has practically eliminated the need or demand for “extras.” You can flash a bulletin to your listeners long before we can set type, make up pages, cast plates and roll newspapers off the press.

That’s your long suit—bulletins, headlines of the news, so to speak.

By contrast, newspapers deliver a permanent record into your homes. You have to be there to catch radio news. You can read the newspaper at your convenience.

I don’t believe that radio will in time take the place of newspapers or that newspapers are going to run radio stations out of business. Both are here to stay.

Now that we’ve agreed newspapers and radio stations can live side by side and prosper, and that neither can do the other’s job, let’s get down to brass tacks on radio news.

Fifty Opinions

I recently wrote to 50 men to ask what they thought about the quality of radio news in the Kansas area. I wrote to advertising agencies who buy newscasts, to newspaper editors and men who own and operate both newspapers and radio stations, to men who teach radio and journalism.

I have permission to use the names of practically all of the men I have contacted, but to eliminate the possibility of hard feelings or misunderstandings, I will not use the names.

The advertising manager of a large manufacturing plant said:

“I don’t think there is anything seriously wrong with radio newscasting. It is, perhaps, more difficult to measure actual results of radio newscasts than some other vehicles, but careful studies of sales curves should at least indicate effectiveness. We use radio news in several markets and we believe its effectiveness warrants further expansion of that schedule.

“It is contrary to station policy in many cases to permit the newscaster to handle the client’s commercials. This, in my opinion, is wrong. I believe the newscaster’s endorsement of his sponsor’s products is important, and there is less chance of inattention on the part of the listener during the commercial period if the commercial is handled by the newscaster.”

A timebuyer for a large advertising agency, who buys a lot of radio time in the Kansas area, said:

“We find that radio newscasts in many instances are still an excellent advertising vehicle. In strong TV markets, where overall radio ratings have shown their largest decreases, newscasts are the radio programs that seem to hold up the best. The answer, perhaps, is the fact that radio still remains the most flexible medium. . . .

“Probably the biggest complaint I have against radio newscasts is this: The powerful, metropolitan stations with good news departments frequently put too much of their emphasis on purely local news that isobile to real interest to their entire listening audience. Local stations, with limited news staffs, frequently put too much of their emphasis on purely national and world news. It occurs to me that the one thing a local station can do is that its outside competition cannot touch, is to lean heavily on news of a purely local nature . . . news that would not be of sufficient value or interest for coverage from the outside. On the other hand, it occurs to me that some of the larger stations could increase the effectiveness of their statewide coverage by trimming their purely local news and increasing their area of regional coverage.”

It’s about time for a little humor, so I
GET EVERYTHING YOU NEED BEFORE YOU WRAP IT UP!

Complete Coverage: Your Television Schedule and Keystone!

Advertisers who want complete national coverage are looking into the 487 markets beyond TV areas in which the Keystone network can and does deliver the message effectively. Here is a potential market of millions that is inaccessible to television scheduling, yet can hardly be dismissed as an audience for your story. Here is vast buying power—available to you as a natural supplement to TV campaigning—all or any of almost 700 stations. Television plus the Keystone network carries your message all the way. Television plus the Keystone network gives you complete coverage. Television plus the Keystone network reaches 487 rich markets that are “blacked out” without Keystone. Before you “wrap it up”—find out more about the Voice of Hometown and Rural America, and how it can put muscles in your message.

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St.
State 2-003

NEW YORK
560 Fifth Avenue
Place 7-1469

LOS ANGELES
1300 Wilshire Blvd.
Dunbar 3-2910

TAKE YOUR CHOICE
A handful of stations or the network... a minute or a full hour... it's up to you, your need.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than “spot” cost for some stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

November 30, 1953 • Page 95
<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Broadcasting Telecasting for December 1953

#### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>05:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
<tr>
<td>07:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
<tr>
<td>08:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
</tbody>
</table>

#### Monday - Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
<tr>
<td>09:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
<tr>
<td>10:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
</tbody>
</table>

#### Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
<tr>
<td>08:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
<tr>
<td>09:00</td>
<td>WGN</td>
<td>Chicago Bears vs. Chicago Cardinals</td>
</tr>
</tbody>
</table>

### Special Events

- **Theatre**
  - 08:00: The George Sanders Show
  - 09:00: The George Sanders Show
  - 10:00: The George Sanders Show

- **Sports**
  - 07:00: Gallup Poll Football Show
  - 08:00: Gallup Poll Football Show
  - 09:00: Gallup Poll Football Show

### Notes

- Chicago Bears vs. Chicago Cardinals: Home game.
- Special events include the George Sanders Show, Gallup Poll Football Show, and other programs.

---

**Explanation:** Listings in order, sponsor name, time of broadcast, and any special notes or instructions are provided. Performances are announced for the week ahead.
quote a couple of sentences from a long-time Kansas newspaperman:

“...”

TEN GOOD RULES FOR NEWS WRITING

1—Keep sentences short. Tests show reading and listening becomes hard when sentences average much more than 20 words.

2—Prefer the simple to the complex. This applies to sentence structure and choice of words. Write “try to find out” in preference to “endeavor to ascertain.”

3—Prefer the familiar word. If the listener doesn’t understand the words you use he is likely to miss your meaning.

4—Avoid unnecessary words. Make every word carry its weight. Don’t use 24 words if 12 words will tell the story.

5—Put action in your verbs. Active verbs put life in writing. Say, “We aim to write clearly” rather than, “Clarity in composition is our intention.”

6—Write as you talk. Don’t lapse into a stuffy jargon that has little relation to the way people talk face-to-face.

7—Use terms your listener can picture. Prefer concrete terms that relate what you are writing to your listener’s experience.

8—Translate jargon. Every trade and profession has its special language. Your job as a radio writer is to translate these dry, special terms into lively everyday English.

9—Make full use of variety. Avoid stilted patterns of writing.

10—Write to express, not impress. Don’t show off with complexity. Make yourself clear with simple, direct writing. Actually the writer who makes the best impression is the one who can say complex things simply.

the constant repetition in a news story. There is so much detailed information repeated that I sometimes wonder if broadcasters are not merely trying to fill in the time. I do not think it is necessary to give complete details every time a news item is broadcast. The newscaster should take into consideration the extreme probability that those listening are fully aware of the preliminary facts.”

This man has been the source of a lot of news for newscasters. Here is his opinion:

“A good many newscasters seem to pay far more attention to voice and intonation than they do to the sense of the story. I think this is probably due, in large part, to lack of preparation. They actually don’t know what the point of the story is—someone just hands them a piece of paper and they read the words aloud.”

Here’s a comment from another newspaper editor:

“...”

Special Vocabulary

“Much of the vocabulary used by newscasters is understandable when read but not readily understood by listeners. Just why this is true, I am not quite sure. After 30 years of more of listening to newscasting, I’m inclined to believe that there is still too much radio copy written newspaper style and not for delivery by a newscaster. ...”

“One of my pet peeves is that many radio newsmen use such figures as $9,492,498.98. Sometimes they pursue the digits down to the last eight cents. By the time newscasters get through reeling off, the listener remembers the 98¢ and forgets the nine million dollars. Unless a newscaster is deliberately trying to impress the listener with the large amount of money or sum being given, I should think it would be far better to deal in approximations.”

Another man who heads a college radio and journalism department has this to say about newscasting:

“...”

“Radio newscasting isn’t real reporting. We are drifting into an era of paper journalism of handouts, platitudes, evasions and generalities.”

“An example of the thing I’m talking about is the recent alleged story on the Chrysler shut-down. Nobody on the air—or in the press—really ran that thing down and got a revealing story. It seems to me quite significant that 25,000 men were laid off in one key industry. And I am not satisfied that it was because of a shortage in trim materials. I think that’s horse feathers: Why
didn't somebody interview a Chrysler executive?

"What's the matter? Are our news agencies afraid to tell the American people that there's a slowdown? Afraid they can't stand the shock? Since when did we reporters get to be an official featherbed for anybody?"

"I may be unnecessarily alarmed, but I don't think there is much independent aggressive reporting these days—not the kind that lets the chips fall where they may.

"Many newspapers are to blame, too. But the newscasters have a chance to give us sharp and healthy competition that would jolt us out of a rut. They could beat us time and again on releases. But they're as bad as we are, or worse. They just pick up our crumbs."

Another frank comment comes from a well-known Kansas radio and newspaperman.

He says the only qualification for a newscaster seems to be that of possessing a sugar-coated voice and of not tripping on the pronunciation of big names.

"All the newscasters I have listened to in Kansas simply read the news, and with few exceptions it is straight out of the AP or UP report. They usually show no news judgment in selecting the items they feature and never take advantage of the limitless opportunities to rewrite the wire stuff for improvement."

This next man, who has worked closely with both radio newsmen and reporters, says his main gripe is the great amount of repetition that comes on the various newscasts throughout the day.

Pain in the Neck

"This is perhaps just about as unavoidable as duplicate news in a several edition newspaper, but is a pain in the neck to listeners."

"Another thing I don't like is national news on one newscast and local on another. If there is a good local story, I don't think it should be withheld for a specific 'local broadcast' period."

"I think newspapermen could learn something from the radio men in briefer writing."

"During my experience as the 'source' of much news, I was happy to learn that I could trust the radio people to keep a confidence the same as newspapermen."

This comes from a friend of radio, although he is a newspaper publisher:

"I have no particular complaints against radio newscasting. In fact, I think it is rather remarkably well done. Some individual newscasters obviously do a better job than others. But except for the smallest stations, the reports I listen to are competent, objective, and as comprehensive as time will allow."

So, you see, you fellows don't have too much to worry about.

The only comment this editor made was that if he were in the radio business exclusively, he would seek ways and means of putting more local news on the air.

It is interesting to note here, that this little survey proves to me that stations in southeast Kansas apparently are doing a pretty good job. At least the comment from persons contacted in that area is less critical than comment from other areas.

This comment is fairly typical. This man

---

FOR QUICK STARTS WITHOUT OVERSHOOT

NEW 3-SPEED TURNTABLE PROVIDES GUARANTEED TIMING FOR "DUBBING" AND ON-THE-AIR BROADCASTING

Reaching stable speed—less than 1/2 revolution at 33 1/3—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 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 obsoletes multiple arms, equalizers and throwover switches. 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.

FAIRCHILD RECORDING EQUIPMENT

Tenth Avenue, Whitestone, N.Y.

November 30, 1953 • Page 99
To make a long story short...

Look, we’ve been hollering all over the place about BROADCASTING YEARBOOK. Now the bell tolls and close! Dec. 15th’s the absolute, final deadline for copy; your copy and that of any other wide-awake man or woman in Radio. Remember we said, and said, and said—“you’re not in radio if you’re not in BROADCASTING YEARBOOK”?

The hundreds of radio advertisers who are in BROADCASTING YEARBOOK, are going to be up to their hips for the year 1954 in the greatest, most fruitful and dominant medium in the broadcast industry; a book as close to and as necessary as the telephone to everyone who’s anyone day after day in the radio industry. Remember—it’s the last call for the single most profit-making advertising investment you can make for 1954.

call, write, or wire now—

BROADCASTING YEARBOOK
1735 DeSales St., NW
Washington 6, D. C. ME 8-1022
says that most newscasters tend to read items about the bombing of Pearl Harbor and a two-bit blaze in Shantytown with the same emphasis and same amount of detail. This is probably due, he believes, to the fact that they lack local news staffs or that the newscaster is an announcer and not a news man. They emphasize national and foreign news which comes to them neatly packaged off the wires.

"Probably the answer is for radio stations to find themselves some part of a news staff, including at least one leg man. Show a little enterprise and imagination, shoot for some on-the-spot, I-saw-it stuff, try really to edit the wire copy, and where possible introduce at least one local tape-recorded sequence but without all the hemming and hawing that normally marks such efforts."

I have given you the gist of various comments. Now let's quickly summarize some of the principal points made by the 50 men whose opinions I solicited.

- Agency timebuyers seem to prefer that the newscaster handle clients' commercials.
- Balanced newscasts are important. Small stations should have more local news, larger stations should have more area, regional, and national news...
- You should take more advantage of radio's speed for fast reporting.
- Strive for accuracy in reporting local news. There seems to be a tendency now for radio listeners to telephone the newspapers for verification of radio reports.
- Hire newsmen rather than announcers.
- News needs editing for radio.
- Newscasters should be well informed about their city, area and state.
- Avoid errors and repetition.
- Do not give opinion—stick to facts.
- Don't try to be clever.
- Preparation is important. Know what news is about.
- Don't edit your news with your voice.
- Rewrite news copy and use a careful selection of words. Some words are quite readable, but are not good for listening.
- Consider changing the time of your newscasts, so they do not come at the same time as newscasts on larger stations.
- Don't "ape" larger stations. Pattern your programs for your area and audience.
- Don't scatter too many commercials through the newscast.
- Use approximations in long figures.
- Don't try to give too much detail. Radio's job is to give brief summaries and headlines.
- Strive for continuity or logical transitions in the newscast.
- Don't be afraid to give the public the facts—straight.
- Don't give the same emphasis to a bombing of Pearl Harbor and a two-bit fire.
- Hire a leg man if you can.
- Try to get eye-witness reports.
- Do your part in providing the press services with news from your area.

If I were setting up a news department of a radio station, I would make every effort to hire a newscaster who knows news. I would even sacrifice voice for his news ability.

Then I would insist that he keep well-informed, and that he rewrite and edit all news copy—wire services as well as handouts and local news.

Radio writers usually do far more editing of copy than original writing. The nature of the business is condensing and rewriting the output of press services and releases. This does not mean there is no room for creative writing in radio. I merely wish to stress the importance of being able to edit copy.

The next step in preparing a newscast is to assemble copy 'without wasted motion. Be sure the news wires are operating properly, are loaded with paper, and have a fresh ribbon. Minutes can count. Don't take chances.

**Newspaper Cooperation**

If you have a newspaper connection, establish a practical routine for getting carbons from the city desk promptly, and for handling stories phoned directly to the radio news department.

If at all possible, hire a leg man to cover the police, courthouse, city hall, hospitals and funeral homes.

If you cannot afford a leg man, arrange to have your news man make periodic calls to these news hot spots. You have the advantage here over the newspapers. You can get local news in a hurry and put it on the air in a hurry.

Organize your copy. Use spikes or clips to keep all pieces of a single story together, with latest developments on top. Group related copy. If you have three automobile accidents in your area, round them out in one story. Don't use the accidents separately and scatter them throughout the newscast.

I would also suggest a file in your news room with information as to the number of accidents in your area for the week, the month, the year. The file should also contain other pertinent information that can be tacked onto local news stories. Try to get new leads on your stories so you don't have to repeat the same story on several newscasts.

**Accuracy and Interest**

Be accurate, be fair and be interesting. I personally like newscasters who handle the news like a newspaper plays news. That is, feature the most important story, whether it be local, national or international.

Strive for continuity and logical presentation of news. Give consideration to the relationship between the various stories. Group news of the day in Washington, your war news, your drouth news, etc.

Watch the time your story breaks. Your listeners are aware of the rapidity with which they are getting the information, and that is one of the main reasons why they listen to radio news. It's fast. Don't lose this advantage by using old news and news that has been repeated all day long.

Your listeners don't want you to devote most of your newscast to stories they have already read or heard. Mention on your newscast the time the story broke. Say, "ten minutes ago President Eisenhower made this statement, etc."

Your writing rhythm should have a change
Perils of Prematurity

Many radio newscasters are guilty of premature reporting.

The bell rings on the press service machine. It's a bulletin, and the eager newscaster tears it off the machine and rushes to the mike. He interrupts a program and flashes the bulletin. It shocks the listeners. But the sad part of it all is that 10 minutes later the bulletin may be killed or changed.

It is better to miss a story than to muf it. The trouble with news which is here one moment and vanished into thin air the next is that people are likely to remain scared out of their wits long after they have forgotten just what it was that scared them.

Newspapermen usually check bulletins carefully before pulling out the big black type. Often they are glad they did. If the story is to stand up, chances are that in just a few minutes additional material will move. If you have two press services, check one against the other.

You know the type of bulletins I'm referring to. False armistices are a good example.

News Knowledge Needed

Now, in closing I want to leave this thought with you. Newspapermen usually take a college education in journalism and then spend quite a few years learning the practical fundamentals of newspapering before they know how to write and evaluate news. The news editors usually are the best trained men on the staff. In radio, there seems to be a tendency, in some quarters at least, to hire a newscaster on voice and delivery alone. This, I believe, is worth giving a lot of thought. I would sacrifice a golden voice for a man who really knows news.

Remember also that radio newscasters have the same responsibility as newspaper editors to a community. They must stop and be sure they are right with the facts before they use the story. They must stop and evaluate the consequences of a bulletin bit of news which is either garbled in facts or misunderstood by the public. Tornado warnings, for example, must be handled with kid gloves or whole towns can be frightened unnecessarily.
Network Merchandising
(Continued from Page 90)
salesmen and makes demonstration calls. He contacts retailers and wholesalers and de-
velops station cooperation at the local level, besides obtaining factual evidence of per-
formance for use in NBC reports to spon-
sors.
While all this work is important, the most vital and important activity has been de-
velopment of merchandising cooperation on the part of NBC affiliate stations in the in-
terest of network sponsors.
The program developed for affiliates in-
cludes monthly mailing pieces for both
the food and drug fields. As a result of mass production, stations have better mailings
than they could turn out at a reasonable
price.
Also developed by NBC was a portfolio
of merchandising aids especially designed
for station use at point of sale. These color-
ful pieces are imprinted with the affiliate's call letters or channel number.
Every month a merchandising memo is
sent to every station on the network, re-
porting on newest merchandising trends and
telling affiliates how they can interpret this information to best advantage.
Thus the network can provide a national,
integrated service which includes cooper-
ation by practically all affiliates. The amount and types of services that affiliates give a
network advertiser vary with the market and
the extent to which stations have de-
veloped their merchandising activities.

NBC Merchandising Dept. services are
available without charge when an advertis-
er is using the network's facilities. These
include:
1) Merchandising the entire campaign.
(This means all the media being used, not just NBC.)
2) Work with advertiser's sales personnel
to indoctrinate them in the best methods of
merchandising the company's advertising
for their product at the point of sale.
3) Do the same with advertiser's whole-
salers, jobbers, distributors and their sales-
men.
4) Consult with advertisers on the prepa-
ration of special presentations (prepared at
cost) for advertiser's sales meetings, whole-
saler or distributor meetings. Attend these
meetings to put on special presentations if
advertiser so wishes.
5) Examine and make recommendations to
advertisers covering new developments
in merchandising practices and procedures.
6) Give the advertiser specific help with
"problem" accounts.
7) Conduct, when desired by the adver-
tiser, such special survey functions as spot
checks, attitude surveys, and local market
tests.
8) Develop and inaugurate special store-
wide merchandising promotions in the food,
drug and department store fields.
9) Coordinate and implement the mer-
chandising plan with NBC affiliated stations
to deliver the greatest possible local impact.
10) Supply point-of-sale material at cost.

—PROGRAMS & PROMOTION—

DOUBLE BIRTHDAY
It was amateur day on KVOE Santa Ana,
Calif., last week when station and local Cham-
ber of Commerce jointly celebrated their birth-
day anniversaries, 27th and 65th, respectively.
Entire 17-hour broadcast day was turned over
approximately 75 Chamber members who
enclosed 10- and 15-minute segments of music
programs, with station announcing staff merely
listening. Public received pieces of huge birth-
day cake in station studios during evening.

EUROPEANS STUDY FARM RADIO
WNAX Yankton, S. D., was the subject of study
for a group of European radio men in con-
junction with the two-month Farm Radio Train-
ing Course sponsored by the Foreign Opera-
tions Administration. The visitors, five Yu-
goslovak, a Belgian, a Danish, and a Frenchman,
along with three interpreters and a technical
consultant from the radio and tv service of
the Agriculture Department, are studying radio pro-
duction in general and farm programming in
particular. The purpose is to observe the tech-
niques and accomplishments in American farm radio broadcasting which might prove
useful in European countries to implement the
to the farmers, and it for increased and more
efficient agricultural production and better rural living.

EDUCATORS REVIEW FILM
EDUCATORS, pupils and parents in the Los
Angeles area have a chance to "preview" edu-
cational films for the school systems on KHJ-
TV Hollywood The Three Rs, weekly half-hour
program which started Nov. 10 for an in-
definite period. Program presents, for the first
time on air, educational films from all over the
nation selected by the Los Angeles County su-
perintendent of schools. Los Angeles City school
system and California Teachers Asm. Post-
cards given 200 leading educators in the area
are used to vote whether or not films shall be
purchased for local audio-visual education de-
partments after educators "review" film.

QUEEN'S VISIT COVERED
CANADIAN BROADCASTING CORP. sent
three commentators and three engineers to
Jamaica to cover the visit of Queen Elizabeth II
and the Duke of Edinburgh to the island on
November 25-27. The three commentators
sent their commentaries and actuality reports
the same day by shortwave beam transmission
to Miami and by landline to Toronto to the
CBC Trans-Canada and French-language net-
works. Thom Benson covered the commen-
tary for the Trans-Canada network, Judith Jas-
min for the French network, and Maud Fer-
guson for the afternoon women's Trans-Canada
network programs.

Prompt Attention
WHEN an examination of mail from
more than 100 countries in five states
claimed in WABT (TV) Birmingham's
coverage indicated there were some trou-
ble spots in receiving the station's signal,
President-Managing Director Henry F.
Johnston set out to find the trouble and
remedy it. He sent tv engineers to visit
notrepair men in the troubled areas and
advise them on ch. 13 reception prob-
lems. Mr. Johnston then departed on a
week tour to demonstrate to repair
men in these communities the use of the
proper antenna to receive the WABT
signal.

Source: A. C. Nielsen Co., Inc.

Virginia has:
- 891,500 families
- 861,890 RADIO families
- 292,520 TV families
- 413,740 CAR-RADIO families

And the WDBJ area
Includes about
¼ of Virginia's Population
and Retail Sales.
TRIPLE threat promotion contest is underway in Baltimore—and stands to benefit the sponsor, Sherwood Brothers Inc. (Sinclair oil and gasoline products), the television station, WAAM, and the city's zoo.

Recently Sherwood Brothers Inc., sponsor of WAAM's This is Your Zoo, presented a year-old female chimpanzee to the Baltimore Zoo. It is running a contest, in conjunction with its dealers in the Baltimore area to name the new chimp. There is a first prize of $500, second prize of $250, additional cash prizes and a bonus of two tickets to the new Baltimore Orioles opening-day game to each prize winner.

The promotion involves ads in 33 Maryland newspapers, 115 outdoor billboards, television adjacencies to major sporting events, daily announcements on eight Maryland radio stations and point-of-sale material (lapel buttons, curb signs, mailings).

The weekly television program, which began on WAAM in 1949, has made the biggest contribution to a doubling of attendance at the Baltimore Zoo. Zoo Director Arthur Watson said recently during ceremonies on the gift of the new chimp. WAAM is also financing an African safari for Mr. Watson which begins Jan. 15 when the Baltimore Zoo director leaves for the Belgian Congo.

WSB-TV Atlanta, Ga., has released a promotion booklet entitled "In the Public Interest." The booklet is concerned for the most part with a series of medical forums the station presented in cooperation with the Fulton County Medical Society. In the pamphlet are a list of diseases covered by the programs, reprints of letters praising the station for its public interest, reprints of newspaper clippings describing the series and a list of other public interest programs the station presents.

CHICAGO TALENT DIRECTORY

CHICAGO UNLIMITED, nonprofit organization dedicated to publicizing and furthering local radio and television personalities and program innovations, has published a new edition of its talent directory. The 121-page book lists talent by category, advertising agencies, AFTRA rates, dramatic groups, film studios, labor groups, package producers, radio- tv stations, RTDG rates, and trade publications. It also contains editorials alluding to "Chicago touch" in network programs and points up low-cost-thousand-figures and ratings for top tv programs originated in Chicago, with listings of all shows.

CITIES AND TOWNS SALUTED

CITIES and towns in Rhode Island, Massachusetts and Connecticut will be saluted from time to time throughout the year by WJAR-TV Providence on its Salute to the Cities series which started Friday. One day will be devoted to the television visit to a particular city or town with appearances of guests including city officials, leaders in the business, religious, educational and cultural life of the community on various WJAR-TV programs. The first program of the series honored Pawtucket, second largest city in Rhode Island. Featured was the city's annual Christmas parade.

EXPANDING HORIZONS

SIXTY-ONE Alabama leaders in different fields of interest recently completed a series of 12 half-hour programs on WABT (TV) Birmingham, entitled Expanding Horizons, outlining problems of their fields, with suggestions as to how radio and tv might help to bring about the solutions. The problem fields included education, business, agriculture, labor, government, sports, Negro progress, women's activities, religion and music.

WFIE (TV) PASSES CIGARS

PACKAGE of La Ferndich cigar was sent to the trade by WFIE (TV) Evansville, Ind., new Ad chf ch, 62 outlet which started commercial operation Nov. 15. Pasted on back of a five-cigar pack, a card reads: "Have a cigar on television's new baby-WFIE. Now you can really ring that cash register—with self-evasion. WFIE popular programming gives you the advertising opportunity of a lifetime!"

'DIG YOU' BUTTON

IN ONE week WBMS and WCPQ Boston received over 3,000 requests for membership in the newly-formed Symphony Sid Fan Club, the stations report. The program is aired by WBMS from 3-5 p.m. and on WCPQ from 10-12 p.m. daily. Each club member receives a colorful pin which reads: "Symphony Sid, I Dig you the Most, WCPQ WBMS Boston," and a membership card.

A price tag written by the experience of Ampex users

there is no better buy than the best

AMPEX Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

BECAUSE THEY LAST MORE YEARS. Over three years ago an Ampex 300 was put on a 17 hour per day continuous music service in Honolulu. After 11,000 hours of running time, the machine was still using the original set of heads. When checked, their performance was within the published specifications for new machines. Based on the replacement price, the cost of head wear was 0.7 cents per hour.

BECAUSE THEY GIVE SUSTAINED SATISFACTION. When you buy the best you don't have to buy a "better" machine to replace it. An Ampex Tape Recorder provides a combination of fidelity, responsiveness, timing accuracy and reliability that has no equal. Ampex owners don't make expensive trades; they keep their machines and get full value in long-time service and satisfaction.

BECAUSE THEY HOLD THEIR VALUE. It's a matter of supply and demand. Because of a well earned leadership, Ampex machines are the most wanted—but the most seldom resold. An Ampex is built to last, and after one, two or even five years, it will have far more real value left in it than any tape recorder that was "built to a price."

BECAUSE THEY'RE EASIEST TO MAINTAIN. On the New Ampex Model 350, a pivoting top plate and sliding electronics make all working parts accessible for checking even when the machine is running. Motors and other individual components have plug-in connections which make replacement extremely simple. But because the Ampex is "professional quality," it will require far fewer adjustments and parts replacements than other recorders.

SEE THE NEW AMPEX 350 — It's the newest of the best. It offers new accessibility, new convenience of operation and an attractive new price.

Recorders priced from $975.00; reproducers from $495.00. For further information write today to Dept. D-1472-B

IF YOU PLAN FOR TOMORROW, BUY AMPEX TODAY

AMPEX CORPORATION

934 CHARTER ST., REDWOOD CITY, CALIF.

Distributors in principal cities; distribution in Canada by the Canadian General Electric Company

November 30, 1953 • Page 105
FORGET-ME-NOTS SENT
S. C. JOHNSON & SON sent around a timely and pointed reminder last Sunday a few hours before it presented a new tv program. William Connolly, public relations director, commissioned florists to deliver a corsage to homes of industry figures. The box contained this note: “Hope these forget-me-nots will remind you that Life With Father has its television debut on CBS-TV at 7 o’clock tonight. We think you’ll find the show fine, wholesome, family entertainment.” The Johnston firm is sponsoring the new series.

PUBLIC HEALTH PROGRAMS
SERIES of 13 transcribed programs dealing with public health is being made available free to radio stations by the American Osteopathic Assn., in cooperation with Northwestern U. Titled The Doctor’s Story, transcriptions treat juvenile delinquency, alcoholism, narcotics addiction and other subjects. Format comprises a dramatic skit in opening segment and discussion of particular problem. Show features students from Northwestern U’s radio school and was written by Helen Lapat and Jack McGuire. Distribution is being handled through state associations so that stations may obtain series by writing to the American Osteopathic Assn., 212 E. Ohio St., Chicago 11, Ill.

WENS (TV) IS ‘SWEET 16’
“SWEET 16” is the heading on a promotion piece of WENS (TV) Pittsburgh, uhf ch. 16. Highlighted is the total Pittsburgh uhf set count as of Oct. 13 (after two months of operation)—132,934. Decoratively designed, the release lists its sponsors and the ABC and CBS stars that appear on the station. There are also reprints of congratulatory letters sent to the station.

KFH CHRISTMAS PARTY
KFH Wichita, Kan., and the Wichita Veterans of Foreign Wars are planning to entertain hundreds of underprivileged children at a Christmas party with tickets to be distributed by local social and welfare agencies. Admission to all KFH broadcasts during November and December is a toy or treat to go into gift packages for each child. Station personnel and VFW members also are collecting toys from local merchants and food for Christmas baskets to be distributed by the VFW.

50,000 YULE SHOPPERS
A TIE-UP between WLWD (TV) Dayton and the Rike-Kumler department store there has brought 50,000 shoppers into the community kicked off the annual Christmas shopping season, according to the station. Approximately 20 station personalities were stationed throughout the store where they entertained and signed autographs. The event was plugged by the station on a spot basis and on the daily Rike-Kumler program, Shopping With Cornelia, which is telecast from permanent studio in the store.

COLORFUL PROMOTION
KDFV-TV Salt Lake City has gone colorful in its program schedule which doubles as a promotion piece for color tv. Presented in varied colors against a black background, the schedule points out that the colorful West is anxious to see the colors of other parts of the country via color television, and that the rest of the country will want to see the brilliant hues of the West. “And, we might add—its more bang for your buck. Fact is, there’s a pot of gold at the end of the rainbow here in rainbow land.”

INDUSTRY LEADERS JOIN WCBS SALUTE TO W. VA.
IN A SALUTE to West Virginia’s 90th anniversary year, WCBS Charleston will air a series of broadcasts featuring 39 national leaders in business, labor and government, Lewis C. Tierney, WCHS president, said last week.

The series, titled Progress, West Virginia, has been in preparation four months and the weekly quarter-hour programs will be offered to all West Virginia stations. Tierney said, “Never before in the history of broadcasting has one station ever assembled such an impressive array of public figures to tell a story,” he added.

Every major industry in West Virginia will be represented, Mr. Tierney said. The speakers are:


Government—William C. Marland, Educational institutions—The presidents of West Virginia U., West Virginia State College, West Virginia University, and Virginia Polytechnic Institute and Harvey College.

For WCBS manager, WBTW Williamson, will speak as president of the West Virginia Broadcasters Association, and Robinson Stubblefield will be presented as president of the West Virginia Press Assn.

Queen’s Wish
HERE is the way WDSU-TV New Orleans granted a Queen’s wish. Queen Frederika of Greece asked WDSU-TV if she could see herself on TV. The Queen and King Paul of Greece visited the city Nov. 19. Arrangements were made for the Queen to visit studios during Your Expose Reporter, local tv show featuring films of ceremonies honoring the royal couple. When conflicting receptions prevented the Queen’s visit, a special set was installed at International House and Her Majesty adjusted her schedule to arrive at the reception in time to have her wish granted.
WSLS Television. Subjects covered in the birthday buttons, children hear "Happy Birthday" as they celebrate their special day. Each button is a dollar, with all benefits going to a local charity. The contest has been enthusiastically embraced by WSLS staff and their families, indicating the promotion promises to exceed all records for television set sales.

BIRTHDAY BUTTONS FROM KUSD
BIRTHDAY buttons, red and white and big as a half dollar, have been sent to more than 200 members of the KUSD Vermillion, S. D., Candy Cane Lane Birthday Club. Candy Cane Lane is a daily program of poetry, stories and music for children. In addition to receiving birthday buttons, children hear "Happy Birthday" played for them on the program.

KOOL-TV, KOY-TV REPORT ARIZ. TV
KOOL-TV and KOY-TV Phoenix, which share time on ch. 10 there, are publishing a weekly report on their joint operations, titled "Arizona Television." Subjects covered in the newsletter are letters from listeners, reports on programming and listings of advertisers.

WSLS 'FAMILY CHOICE'
WSLS Roanoke, Va., on its Morning Digest program, 7-9 a.m., is featuring a new programming idea in the form of a "Family Choice" contest. Families are invited to select a family of songs to be played on the program. Sixty selections will be selected to be played between Dec. 7 and Feb. 13 with each family whose choices are played receiving $5. Listeners are then requested to vote for the families whose choices they enjoyed, a new Plymouth going to the winner.

WTPA (TV) HOST TO AD CLUB
WTPA (TV) Harrisburg, Pa., entertained members and friends of the Advertising Club of Harrisburg November meeting, transporting 150 by chartered buses to the station where they were served buffet lunch. David Bennett, station general manager, presented a program showing the methods by which television sells merchandise, including the technical aspects, programming and art.

WKNE 'SANTA'S HELPER'
Once again for the 11th consecutive year, WKNE Keeene, N. H., is bringing Santa's Helper, a one-man show, written, produced and presented by Ozzie Wade, who plays all the characters himself. Mr. Wade reads letters from Santa and contacts the North Pole to make certain that children's names are entered in the "giant ledger." He talks with Santa, Snufty, the good little elf, Tuffy, the bad little elf, and Grandpa Walrus who tells children stories about the North Pole. Music is provided by the "giant ice organ."

SEE YOURSELF ON TV PROMOTION
CONTINUING promotion in public places has been started by WTOP-TV Washington in the form of a see-yourself-on-tv stunt. A new RCA industrial camera is set up and people are invited to be seen on a tv screen with a WTOP-TV artist or life-size cutout photo. A 60-second Polaroid camera supplies a snapshot of the event. Electronic Wholesalers of Washington supplies camera and equipment.

WBKB 'SANTA CLAUS REVUE'
CHRISTMAS series for small children was launched by WBKB (TV) Chicago last Monday and will be seen Monday through Friday until Dec. 25. Titled Santa Claus' North Pole Revue, program features Cliff Soubier reading kiddies' mail, spinning records and showing toys latest designs in toys. Program is aired sustaining at 9:30 a.m. WBKB also telecast, for fourth consecutive year, Santa Claus Parade down Chicago's State St. Nov. 21.

Cobra-Cast
THE DEADLY cobra was a celebrated TV star for a day last month in Springfield, Mo. KYTV (TV) there telecast the live snake (it was in a mesh-wire box) after the reptile had been taken into custody by a Springfield citizen with the aid of police. The capture came after local police recorded the killing of nine cobras early in October. Presentation of the cobra on TV was made with an explanation that it should help viewers identify other members of this reptile family. Program Director Carl Fox and newsman Jerry Higley arranged the telecast.

LEARNING TO READ ON TV
PARENTS of children in primary school are able to observe methods used to teach pupils how to read, in a special series of five half-hour programs seen weekly on WTMJ-TV Milwauke. Titled How Your Child Learns to Read, the series has been arranged in cooperation with the Milwaukee public schools. A part of the station's studio has been transformed into a reading room for the programs and actual classes are conducted while the program is in progress. During the telecasts, two directors of primary education for the Milwaukee public schools comment on techniques used to teach the class to read. A different class from a different school appears each week.

WWOR-TV DEALER PLAN
WWOR-TV Worcester, Mass., moving cameraman is taking photos of tv dealers' windows and store displays featuring "Be Ready for Ch. 14" window streamers which have been distributed by the new station. All dealers promoting ch. 14 in this way will be given a free plug on WWOR-TV.

WKNY-TV CONVERSION MEETING
WKNY-TV Kingston, N. Y., was host to tv dealers, servicemen, set distributors and parts distributors at a meeting held to discuss the various methods of installing antennas and converting sets to receive the station's ch. 66. Principal speakers were Robert M. Pheebles, vice president and general manager of WKNY-AM-TV; Robert L. Sabia, manager of tv operations for the station, and Carl Egoft, chief engineer.
PEOPLE

Advertisers

Adolph Stuber resigns as vice president in charge of sales and advertising of Eastman Kodak Co., Rochester, N. Y. He will continue as director. James E. McGhee, general sales manager and vice president of firm, succeeds Mr. Stuber with Theodore R. Pevear, assistant general sales manager, named to replace Mr. McGhee.

James T. Maunders named director of public relations for Bohn Aluminum & Brass Corp. Mr. Maunders was previously assistant secretary of Detroit Board of Commerce.

Agencies

Jerry W. Ream, formerly with Henri, Hurst & McDonald, to MacFarland, Avery & Co., as vice president and account executive.

S. James Andrews, assistant to president in charge of tv and radio, Maxon Inc., N. Y., and Detroit and Chicago, has resigned.

James R. Sanders to Fulton, Morrissey Co. as group creative supervisor.

David H. Grigsby, formerly advertising manager at Zenith Radio Corp., to Coventry, Miller & Olzak Inc. as merchandising director.


John F. Manning, account executive, Chambers & Witwell, Boston, to Foote, Cote & Belding, S. F., in similar capacity.

Raymond E. Miller, formerly with Crosley Div., Avco Mfg. Co., to merchandising department of Needham, Louis & Brorby, Chicago. Don Jordan, formerly copy chief at BBDO, Detroit, to copy department of same agency.

John Grant to MacLaren Adv. Ltd., Toronto, as assistant radio timebuyer.

John Ambrose to Cockfield, Brown & Co. Ltd., Toronto, as tv writer-producer.

Holly Lingo, publicist and copywriter, to copy staff of Russel M. Seeds Co.

Robert E. Lusk, president of Benton & Bowles, named chairman of Advertising & Graphic Arts Div. for campaign on behalf of George "Junior Republic," co-educational community near Ithaca, N. Y. John K. Herbert, NBC vice president, will serve with Mr. Lusk as chairman of radio sub-committee.

Roger Pryor, radio-tv vice president, Foote, Cone & Belding, has accepted chairmanship of membership committee, Radio & Television Executives Society.


Emerson Foote, executive vice president of McCann-Erickson, N. Y., elected to board of directors of N. Y. Cancer Committee and appointed chairman of its public relations and educational committee.

James A. McCurry, assistant to president of BBDO, N. Y., named chairman of New York Arthritis & Rheumatism Foundation's professional, publicity and advertising committee.

Lawrence J. Casey, public relations director of Weightman Inc., Phila. advertising agency, named executive director of Citizens' Committee for N. J. State Medical-Dental School and Health Center. Weightman Inc., will direct their advertising program.

 Stations

John F. Carlson, commercial manager for KRKC Seattle, appointed general manager of KLOG Kelso, Wash.

Louis Frankel, formerly with WJJD and WRBM Chicago, appointed sales administrator at WJJD, replacing Bob Ward.

Ben Nadeau, formerly of CKCV Quebec, named sales manager of CJQC Quebec. Roger Gilbert named acting manager of CFDA Victoriaville, Que.

Wally George, disc m.c., KIEV Glendale, Calif., to KUAM Guam as manager.

Will Williams appointed manager of newly-created publicity, advertising and promotion department at KGO San Francisco. He was associated formerly with Better Business Bureau of S. F. Andrew Akamian named to organize and administrate new merchandising department for KGO-AM-TV. He was formerly in charge of food merchandising for Sidney Garfield & Assoc., S. F., advertising agency.

ConGRATULATIONS are exchanged by Robert C. Wiegand (r.), formerly sales manager of WTVN (TV) Columbus, Ohio, recently appointed assistant general manager, and his successor, Edwin G. Richter Jr. (l.). Mr. Richter previously was connected with the sales department of WTVN and prior to that was general manager of WKRC-FM Cincinnati. Between them is J. W. McGough, general manager of the tv station.

Mel Breen to CBLT (TV) Toronto as publicity representative.

Hank Schaefer, manager of tv network sales service, ABC Chicago, to KNXT (TV) Hollywood as chief traffic coordinator.

Joanne Winslow, assistant fashion editor of Charm magazine, to WTVN-TV Norfolk, Va., as women's director and fashion expert. Anabel Noel Wheat, zone home economist for Crosley Appliance Corp., to station as home economist.

Broadcasting • Telecasting
Robert C. Smith, publicity director at WGAR, Cleveland, promoted to director of public relations and advertising.

Warren Park appointed director of color tv for WJAR-TV Providence, R. I. Mr. Park was director of religious and educational programming at station previously.

Peter Bryson, floor manager with WATV (TV) Newark, promoted to director.

Virginia Kurtz, former merchandising manager of American Home Magazine and assistant merchandising director of Grant Adv., to WATV as assistant to Lou Frankel, director of promotion.

Old Army Game

JOHNNY SCOTT, WOR-AM-TV New York announcer, provided the narration for a film produced by the U. S. Army Signal Corps on yellow jaundice symptoms about a year-and-a-half ago. Although he asked the Signal Corps on several occasions for the opportunity to see the film, arrangements for the viewing never materialized. But Mr. Scott learned that everything comes to him who waits—and watches his tv set. Several days ago he heard his voice and saw the film—on opposition station WPIX (TV) New York.

Ray Abel promoted from staff director to executive tv director of WABC-TV New York. Mr. Abel will continue as director of Personal Story (Sun., 4-4:30 p.m., EST).

Charles Baughman, WILL Urbana, to WICS (TV) Springfield, Ill., as tv farm editor. Warren King, Donnelly Corp., to same station as salesman.

J. Stanley McCormack, space salesman for Washington Evening Star, to WTOP-TV Washington as time salesman.

Robert E. J. Sanders, former sales promotion manager of Credak Inc., national credit card company, to sales staff of WIP Philadelphia.

Earle C. Ferguson, formerly program manager for KOA Denver, appointed to sales staff of KLZ that city.

Mrs. Janet K. Conner, account executive for Anchorage Daily Times, to KTVA (TV) Anchorage, as account executive.

Bob Hess, commercial director at KSVP Artesia, N. M., to announcing staff of KFYO Lubbock, Tex.

Mark Weaver, news director at KLRA Little Rock, Ark., to KOMA and KWTV (TV) Oklahoma City.

Marilyn Barnett to WNOE New Orleans to conduct What's New in New Orleans.

Ron Tuten, program director for WAYX Waycross, Ga., to WMRR Jacksonville, Fla., as disc jockey.

Freddie Chapman, Capitol Records cowboy

Support Heavy Antenna Loads
with Emsco
Engineered Towers

To be sure your proposed TV tower is designed to carry a maximum antenna load...specify an Emsco "Tower of Strength." Hundreds of Emsco installations, embracing the complete range of antenna loads, are proof of their reliability.

Emsco tower designs have safety factors in excess of anticipated stresses. Every Emsco tower meets rigid RTMA and AISC standards. And to insure long structural life, plus reduced maintenance costs, Emsco towers are hot dip galvanized.

Emsco unconditionally guarantees its tower designs. Back of each Emsco tower is a quarter century of specialized experience in steel tower fabrication.

For guyed or self-supporting towers unequalled for safety...performance...economy...specify Emsco. Prompt delivery is assured.
MAURICE E. McMURRAY (r) is welcomed to WJBK-TV Detroit as television sales manager by Harry R. Lipson (s), assistant managing director, and Gayle V. Grubb, vice president and managing director of the Storer Broadcasting Co. station. Mr. McMurray joins WJBK-TV after 14 years in broadcasting including service with tv network sales departments of CBS and NBC, with C. E. Hooper Inc. and with Gorge F. Foley Inc.

singer, to WBRE-TV Wilkes-Barre, Pa., to handle W-Bar-R Ranch program.

Alan Forbes Milair to WSYR Syracuse, N. Y., announcing staff. He was formerly with WKRT Cortland, N. Y.

Peter Grevas, recently discharged from U. S. Army, to WHBF Rock Island, Ill., continuity staff.

Pat Healy, publicity staff, KTTV (TV) Hollywood, retired Nov. 13. Joan Meikser, station program department, replaces her.

Mrs. Yvonne (Le Brock) Newhouse, copy chief and announcer at WHBY Appleton, Wis., to KCSJ-AM-TV Pueblo, Colo., as assistant copywriter.


Joseph L. Tinney Sr., vice president and assistant general manager of WCAU, and Roger W. Clipp, general manager of WFIL, both Philadelphia, named by Red Cross as co-chairmen of 1954 Red Cross fund campaign's public relations committee.

Henry P. Johnston, president of The Television Corp. and managing director of WAPI WABT (TV) Birmingham, Ala., named to State Executive Committee of American Cancer Society.

John Patterson Williams, executive vice president of Air Trails Network (WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio, and WCMl Ashland, Ky.), re-elected director of Ohio Chamber of Commerce representing radio.

Karl R. Koerper, vice president of Kansas City Power & Light Co. and former vice president and managing director of Midland Bestg. Co. (KMBC Kansas City), elected president of Chamber of Commerce of that city.

Harry D. Burke, general manager of KFAB Omaha, Neb., elected vice president of Downtown Kiwanis Club of Omaha.

William P. Robinson, president of Crosley Bestg. Inc. of Atlanta, cited by Chief of Naval Air Reserve Training for outstanding services and support given Navy in furthering Naval Air Reserve Program in southeastern area. Mr. Robinson received Naval Air Reserve Training Command Citizen Award.

George Henderson, general sales manager for Crosley Bestg. Corp.'s tv operations, elected Lt. Governor of Fifth District of Adv. Federation of America (Ind., Ohio and Ky.)


Jean Martin, commentator, KEEN San Jose, Calif., elected radio chairman, San Jose Business & Professional Women's Club.

Dad Cason, farm director for KMMO Marshall, Mo., elected to board of directors of Mo. Society of Farm Managers & Rural Appraisers.

Bruce Layer, sports director at KPRC-AM-TV Houston, Tex., elected chief Barker (corresponds to president) of Variety Club of Houston.

Chef Milani, personality and cooking expert, KTTV (TV) and KMPC both Hollywood, received Order of Star of Solidarity from Italian government at Hollywood Ad Club meeting.

Don McKee, merchandising manager at WBAL Baltimore, father of boy, Stephen Kennedy, Nov. 18. Bill Rock, program director at WBAL, father of boy, Kevin Paul, Nov. 19.

John White, account executive at KMOX St. Louis, father of boy, Matthew, Nov. 9. Bernie Fox, traffic manager at station, father of girl, Rosemary, Nov. 12.

David Manning, announcer, KGFJ Hollywood, father of boy, Rbbert Louis, Nov. 15.

Katherine Mary Neumann, who conducts home economics program on WDTV (TV) Pittsburgh, and Donald A. Comer were married recently.

Dorsey Connors, WNBQ (TV) Chicago personality, and Jim Bannister, actor on NBC-TV's "Hawkins Falls," have announced their engagement. Wedding is set for Dec. 12.

Gene Flavin, WSYR-TV Syracuse, N. Y., and Claudine Geddes were married recently.

Bill Lohmeier, sportscaster at WHBF-TV Rock Island, Ill., father of boy, James Clifford.

Herbert Dugan, Hollywood radio and tv engineer, died Nov. 13.


Lawrence Butler, 29, sales service manager at WNAZ Yankeetown, S. D., died Nov. 19.

Networks

Martin H. Percival, account executive in N. Y. office of NBC Spot Sales and previously time-buyer with McCann-Erickson, N. Y., appointed manager of S. F. office of NBC Spot Radio Sales, replacing Herbert H. Smith, who has been named manager in S. F. office of John Blair & Co., radio station representative [BST, Nov. 23].
Lester L. Gould, manager of WINC Jackson-ville, N. C., elected president of Tobacco Radio Network. Other newly-elected officers are: Fred Fletcher, manager of WRAL Raleigh, N. C., vice president; Allen Jones, manager of WGIN Wilmington, N. C., secretary-treasurer; Ken Wilson re-elected executive vice president and general manager of nine stations in eastern N. C.

Bill Malcolm, who has been on military leave of absence from NBC, returns to duties as associate director of NBC Radio. Mr. Malcolm has been serving in Japan-Korea area with Iat radio broadcasting and leaflet group, Psychological Warfare Organization.

Bruce Sutton, news staff of CBC Toronto, named regional supervisor of tv publicity for CBC at Toronto, succeeding Torchy Coastworth, who becomes film procurement officer of CBC at Toronto national program headquarters.

Paul Knight, on leave of absence to help Radio Free Europe in operation of its Munich, Germany, station, returns to NBC Radio as associate staff director.

Eileen Lange, previously associate editor of Good Housekeeping and junior editor of Cosmopolitan magazines, appointed acting magazine editor of NBC press department in absence of Auriel MacFie, who is taking six-month leave.

Robert J. Kremple, formerly with Standard Register Co., Dayton, to CBS Hollywood as personnel assistant.

Marty Glickman will serve as commentator for telecasts of 14 National Basketball Astra-games on DuMont Television Network in some 50 cities on Sat. afternoon from Dec. 12 through March 14. This is said to mark first time that league will telecast its games on network basis.

Charles Farrell, co-star of CBS-AM-TV My Little Margie and former mayor of Palm Springs, Calif., honored with testimonial dinner by Palm Springs Chamber of Commerce for service to community, Nov. 12.

Clare Helder, manager of WBKB (TV) Chicago’s national spot sales department, father of girl.

Harry Schumacher, ABC Central Division engineering department, and Sally Sturges, network’s traffic department, were married Nov. 14.

George Balzer, writer, CBS Jack Benny Show, father of son, Nov. 21.

Bill Anders, announcer, CFRN Hollywood, father of boy, Robert Elliot, Nov. 7.


Barr Sheets, director of guest relations, CBS-AM-TV Hollywood, and Pat Binney will be married Dec. 27.

Joe Fisher, 67, father of George Fisher, Columbus Pacific Radio Network motion picture editor, and coordinator of his son’s radio program, died Nov. 10.

Jane Pickens and Dennis James, radio and television personalities, were presented special plaques for distinguished service to United Cerebral Palsy by Leonard H. Goldenson, president of UCP, at organization’s fourth annual convention in N. Y. on Nov. 15.

NEW vice presidents of Allen B. DuMont Labs [B&T, Nov. 23] are (1 to r) C. Edwin Williams, instruments and transmitters; Irving G. Rosenberg, tubes and government, and Dr. Thomas T. Goldsmith, in charge of research for DuMont Labs. Messrs. Williams and Rosenberg formerly held titles of director of operation in those divisions. Dr. Goldsmith, who joined DuMont in 1936 as director of research, is a board member of the company and also president and a director of its wholly-owned Canadian subsidiary, DuMont Televison & Electronics Inc.


Film
Frank Mayo has formed Nordeck Films, Hollywood, located at 1638 N. La Brea Ave., to distribute films to tv. Telephone is Hollywood 5-2640.

Kingsley F. Horton, vice-president, George F. Foley Inc., Hollywood, has formed King Horton Productions, that city, with offices at 6087 Sunset Blvd. Firm will make industrial films in addition to packaging radio-tv programs. Telephone is Hollywood 5-2191.


Jerome B. Capp, formerly general manager and treasurer, Capp Enterprises, to Television Programs of America, N. Y., tv film production and distribution company, as national director of advertising and promotion. He also will engage in production activities for TPA.

William H. Schuyler, assistant to president, KEYT (TV) Santa Barbara, to Comet Tele-

Ed Dinsmore
LUNCHEON CLUB MUSIC & CHATS

Sally Work
HOMEMAKERS’ ADVISER
TOPICAL SATIRE & MUSIC

Late Sports Round-up
CHUCK HEALY
RELAXING SLUMBER TUNES

Mike Mearian
CLINT BUEHLMAN
MUSICAL CLOCK
Top Rated

Old Saddlebags
NONTIME WESTERN HITS

Ralph Hubbell
LOCAL SPORTCAST DEAN

WBEN has personalities—plus. They add personal punch to your sales message. Buffalo-area audiences believe WBEN personalities.

Call or Write any CHRISTAL Office in New York, Chicago, San Francisco, Boston or Detroit.

November 30, 1953 • Page 111
sion Films Inc., Hollywood, as Western Division sales manager. Eloise Reeves, film director, KECA-TV that city, to distribution firm's expanded office as general manager. Arthur S. Lyons is executive in charge.

Liberace, tv personality-pianist whose program is nationally syndicated by Guild Films, presented plaque honoring his services as tv chairman of American Education Week by Calif. Teachers Assn., Nov. 18.

Herbert Johnson, associated with various tv production studios in N. Y., to Chicago office of Sarra Inc. as motion picture animation director with responsibility for tv film planning of tv advertisers.

Martin G. Cohn, 58, film editor for Ziv Tv Programs Inc., Hollywood, died Nov. 19.

**Manufacturers**

W. J. Peterson, customer service engineer, appointed sales engineer, Radio & TV Tube Sales, Sylvania Electric Products Inc., Chicago.

Martin Vogt, sales staff of National Union Radio Corp., appointed Michigan sales representative for Mark Simpson Mfg. Co. (PA equipment, intercoms, amplifiers, tv boosters, etc.).

T. V. Sweeney, sales engineer with Canadian Marconi Co., appointed commercial products division sales manager.

Kenneth Y. Tindall to sales staff of Mycalex Corp. of America, Clifton, N. J. (glass-bonded mica electrical insulation for tv, telemetering, printed circuits and power fields), as commercial engineer. Mr. Tindall formerly was national sales engineer for Airtronics Mfg. Co.


**Representatives**


Carl Schueler named general manager of Daren F. McGavren Co. and Western Radio Sales, newly opened L. A. offices at 541 N. La Brea Ave. Telephone is Webster 3-9267.

Robert Q. Tiedje, director of sales promotion and research, George P. Hollingbery Co., N. Y., to tv sales staff of firm.

**Program Services**

June Hillman, radio, tv and motion picture actress, and Robert Hillman, director of program development, KTTV (TV) Hollywood, have formed Hillman-Oakley Inc., Beverly Hills, tv live and film package and producing firm. Offices are at 332 S. Beverly Drive, with telephone number, Crestview 4-2998.

H. E. (Hank) Edwards to Jack Rourke Productions, Hollywood, as director of sales promotion.


**Services**

Eugene J. McNeely, vice president in charge of personnel relations, American Telephone & Telegraph Co., appointed head of operation and engineering department succeeding Frederick R. Kappel, recently elected president of Western Electric Co. H. Randolph Maddox, president of Chesapeake & Potomac Telephone Co., becomes AT&T vice president succeeding Mr. McNeely. James W. Cook, vice president of Northwestern Bell Telephone Co., named vice president of AT&T in charge of revenue requirement studies, replacing Charles E. Wampler, elected president by Wis. Telephone Co.

Andrew Sarkady, Leo Burnett Co., Chicago, appointed vice president of Pilot Surveys Inc., that city.

John P. Carr, Francis X. McDonough, William P. Sims Jr., Earl R. Stainey and Thomas H. Wall have become members of law firm of Dow, Lohnes & Albertson, Washington.

Jarlath J. Graham promoted from associate editor to managing editor of Advertising Age, replacing Robert W. Murray Jr., who has resigned.

Claire E. Meeder, on administrative staff of James C. Petrillo, president of American Federation of Musicians (AFL), appointed first assistant to Mr. Petrillo, succeeding A. Rex Riccardi, who died Nov. 11 [BT, Nov. 16].

**Government**


---

**GATES**

**Your One Source**

For All Broadcasting Equipment

- Quincy, Illinois
- New York City
- Washington, D.C.
- Houston, Texas
- Los Angeles, Calif.
- Atlanta, Georgia
- New York
- Montreal, Quebec
- Canada

**Canadian Marconi Co.**

123 Hampshire Street
Telephone 8202

1120 California
Metropolitan 8-0522

700 Polk Avenue
Atwood 8536

5751 Sunset Blvd.
Hollywood 2-6351

13th & Spring Streets
Elgin G536

13 East 40th Street
Murray Hill 9-0200

Canadian Marconi Co. Atlantic 9441

---

**BROADCASTING • TELECASTING**
'54 Heart Fund Names Templeton, Kabaker

APPOINTMENTS of William B. Templeton, director of radio and television at Sherman & Marquette, as chairman of the radio committee for the 1954 Heart Fund, and Alvin Kabaker, vice president and director of radio and television at Dancer-Fitzgerald-Sample, as chairman of the television committee for the campaign, were made last week by Dr. Robert L. King, president of the American Heart Assn.

Serving with Mr. Templeton on the radio committee will be:

Wade Huddleston, executive producer, NBC; Irving A. Fein, director of public relations, CBS Radio (Hollywood); George A. Thomas, head salesman, director of national accounts, MBS; Ernest Legg, WABC; Jr., vice president, ABC; Thaddeus S. Kelly, manager, time buying section, McCann-Erickson; Chester MacRoberts, director of radio-tv, Loréetry, Cliff- ford, Steers & Sheinfeld; Arthur Murphy, president, CBI Radio; J. James Neale, vice president, Dancer-Fitzgerald-Sample; Stuart Novin, director of public affairs, CBS; Edward Stanley, manager, public service programs, NBC; and J. G. Taylor, vice president, MBS.

Mr. Kabaker will be assisted by a tv committee consisting of:

Harry S. Ackerman, vice president in charge of network tv, CBS; Rod- ney Erickson, manager, radio-tv department, Young & Rubicam, director of publici- ty and public affairs, DuMont Television Network; John Peevy, director of public affairs, ABC; Arthur E. Pryor, Jr., president, in charge of network-radio-tv, Britton Broadcast, director of public relations, American Broadcasting Co.; J. Van Volkenburg, president, CBS-TV, and Sylvester L. Weyrauch, vice chairman, board of direc- tors, NBC.

A nationwide luncheon of the committees was held last Tuesday in New York at the New Weston Hotel. The campaign will be conducted in February throughout the country.

Stolen Funds Replaced

AIR APPEAL by WWDC Washington raised a total of $692 for the Cerebral Palsy Fund after benefits of a children's bird show had been stolen. The Cage Bird Society had raised $640 which was used to give 40 afflicted chil- dren to camp for one week next summer. Dona- tions from 982 WWDC listeners ranged from 10 cents to $25.

Free Time for Shrine Bowl

A TWO-STATE network, made up of North and South Carolina radio stations, clearing time on a gratis basis, will carry the Dec. 5, tradi- tional Shrine Bowl Game, played yearly in Charlotte, in benefit of the Carolina Children's Hospital, Greenville, S. C. Add Pen- field, sports announcer of WBBG Greensboro, N. C., will be handling play-by-play, according to WBBG.

Gifts to Top Pledges

ALTHOUGH $120,000 in pledges were raised for benefit of The Lighthouse as a result of a 16½ hour telethon over WATV (TV) Newark this month, au- thorities report indications are that this figure will be topped in actual contribu- tions. Contributions, it was reported last week by Dr. Alan Rhone, a freelance tv producer. The bene- fit program coincided with the movement of the station's transmitter to the Empire State Building. One amendment defines commercial broadcast- ing receiving stations to include such stations operated for gain. This would give the government powers to tax with the transmitter fee commu- nication antenna towers and possibly micro- wave relay towers and similar equipment which receive programs and re-transmit them in some form.

Another amendment broadened the defini- tion of broadcasting stations to include any station equipped for transmitting or receiving apparatus or both, intended or capable of being used for any form of radio electronic communication, whether by transmission or reception or both. This it is felt may open the way for taxing with a license fee any receiver,
Radio News Broadcasts Harass Russians More

RUSSIA is becoming increasingly harassed with western world news broadcasts to Communist Europe by Radio Free Europe and other hookups, a group of foreign affairs experts said last week.

This view was expressed at an institute held by the National Committee for a Free Europe and the Chicago Council on Foreign Relations, on the subject, "The Free World's Stake in Captive Europe."

Stetson Holmes and Frank Wright, committee representatives, reported that broadcasters are becoming more effective because the Russians are denouncing them more; that western broadcasters are disrupting USSR efforts to "scramble" their programs by focusing all western transmitters on a single country at one time; and that people with radio in Communist countries have set up home-made printing presses to pass radio-originated news along to friends in other countries.

U.S. Tv Network Shows Help Canadian Outlets

IMPORTATION of more U. S. tv network shows has improved audiences of Canadian tv stations where there is competition from U. S. border stations, according to the latest figures of the Elliott-Haynes Ltd., Toronto, monthly Teleratings Report. The November report shows sets-in-use figures down slightly in the Toronto area, but up slightly at Montreal and Ottawa. Most popular programs in the Toronto-Hamilton-Niagara Falls area on CBLT Toronto for November were NHL Hockey, rating 58.2 (Canadian), Dennis Day Show 50.5, Jackie Gleason Show 45.9, Toast of the Town 39.5 and Kraft Theatre 38.5.

From WBEN-TV Buffalo, most popular in the same area were 1 Led Three Lives 73.8, Artie Godfrey 63.1, Studio One 62.6, Kraft Theatre 62.2 and Letter to Loretta 60.9.

In the Montreal area, from CBFT Montreal, the leading five shows were NHL Hockey 88.6 (Canadian), Wrestling 84.7 (Canadian), Hit Parade 83.2, Les Pleufie 82.9 (Canadian) and Corridor Sans Issue 81.3 (Canadian).

From CBLT Ottawa, the leading shows were Toast of the Town 89.7, Boxing 89.2, Showtime 88 (Canadian), CBC TV Theatre 85.6 (Canadian), and Hit Parade 85.

Canada Sales Conference

AGENCY executives Nov. 23-24 told French language radio station managers how they could best help sponsors and agencies and gain more business at the first sales conference held by Joseph A. Hardy Ltd., Montreal, for stations it represents at the La Salle Hotel, Montreal. Among the speakers at the two-day session were Keith Chase, McKim Adv. Ltd., Montreal, who dealt with station service for sponsors and agencies; Paul Corbeil, Spitzer & Mills Ltd., Montreal, who spoke on programming; Bill Hardwood, Cockfield, Brown & Co. Ltd., Montreal, who dealt with promoting radio campaigns; Renaud Champagne, Vickers & Benson Ltd., Montreal, who dealt with relations between agency and sponsor, and Aurele Pelletier, CKRC Quebec, who spoke on "Making Station Promotion Pay Off".

ATTACK MOUNTS ON BRITISH TV STAND

CONTROVERSY in Great Britain over the Government's proposal to permit limited commercial tv reached a high last week with possible repercussions threatening.

ENGLAND Prime Minister Winston Churchill's hold on the Conservative Party.

Commercial tv was one of three issues causing a split in Conservative ranks.

A cabinet session was called Wednesday to consider these revolts within the party. Other issues were war pensions and the Suez Canal problem.

The House of Lords began a two-day debate Wednesday on commercial tv.

Government Stands Pat

It was reported that the Churchill cabinet already had decided to stand pat on its commercial tv stand. According to news service dispatches from London, the Government was confident of victory—of carrying out its announced intention of permitting a commercial television operation to be added to the British Broadcasting Corp. tv system.

The flare up in Britain was sudden. By the middle of last week the situation had grown to a high pitch because of the number of issues involved, foreign policy, the other two domestic.

445,000 Tv Sets in Canada

LATEST estimate on television receivers in Canada is 445,000 sets, based on surveys of Elliott-Haynes Ltd., Toronto, and the Radio-Television Mfrs. Assn. of Canada.

CANADA Major number of sets, 222,500, are in the Toronto-Hamilton-Niagara Falls area of southern Ontario, within range of CBLT Toronto, and WBEN-TV Buffalo. There are 71,200 in the area of Windsor-Chatham and Sarnia, in range of Detroit tv stations. The London-Woodstock-St. Thomas area, in range of a number of U. S. stations and CEPL-TV London, has 18,800 receivers. The Belleville-Kingston-Brockville area of Ontario, in the range of Rochester and Syracuse stations, has 7,800 receivers. The Ottawa area (CBOT there) has 10,100 sets. In the Montreal area, 86,800 sets are in CBFT Montreal range. In the Vancouver-Victoria area, tuned to U. S. stations, are 14,200 sets. Elsewhere in Canada there are a total of 13,600 sets.

Work on Tv Outlet Begun at Quebec City

FIRST television station in Quebec City now is under construction. A construction award for studios and building has been made. Television Quebec Limited is building its transmitter building and studios on St. Jean Bosco St., near Cite Universitaire. The tower contract has been let to subway Excavations Inc. Quebec. Total estimated cost of tv station and building is $500,000. The building will be two stories, 65 by 42 ft., with reinforced concrete floor and stone walls. Tower will be 440 ft. high.

Canadian Color In '55

CANADIAN color tv receivers are not expected to be ready until 1955, according to Kenneth J. Farthing, advertising manager of the Canadian Westinghouse Co.

CANADA Hamilton, Ont. At a luncheon talk at Toronto he estimated the price of the first Canadian color tv sets to be between $1,200 and $1,500.
30 RADIO OUTLETS CITED FOR FARM SAFETY

National Safety Council awards go to 30 radio stations, two radio networks and one TV station. Presentation scheduled at luncheon given for NARFD.

RADIO carried away 32 farm safety public interest awards. The television station saw one award in the National Safety Council's presentation scheduled to be made yesterday (Sunday). The awards are given annually for exceptional service to farm safety.

Thirty radio stations, two radio networks and one TV station won awards. The presentation was scheduled for a luncheon tendered by the council to members of the National Assn. of Radio Farm Directors at Chicago's Conrad Hilton Hotel.

The noncompetitive awards were to be conferred for outstanding activities in connection with National Farm Safety Week held during July 1953 and for the preceding 12-month period.

The winners, and some of the activities for which they were cited, follow:

WCPO-TV Cincinnati for cooperating with the National Safety Council in presenting an early morning program entitled Farm News which regularly had one 10-second and one 20-second farm safety spot; for featuring farm safety announcements on a Saturday morning quiz show and on Dave's Clubhouse, and for devoting all sustaining station breaks during Farm Safety Week to farm safety reminders.

NBC, for including special farm safety features on at least 12 National Farm & Home Hour programs, including a transcribed report of the program of farm safety from KFW Philadelphia on July 18, and for devoting one of the NBC Public Affairs broadcasts to farm safety.

RURAL RADIO NETWORK, for a series of six five-minute interviews with people who had serious accidents and for publishing the interviews through announcements sent to 691 sub-ordinate grange lecturers and 500 New York newspapers.

KEZQ Pittsburgh for contributing the slogan "Farm to Live—Live to Farm" to the national observance of Farm Safety Week, for 107 spot announcements on the Farm Hour, a number of special skits prepared for the Court for a Safer Kitchen Week, and for cooperating with the sister station KYW in operating a farm safety exhibit at the Pennsylvania Farm Show at Harrisburg, Jan. 12-16.

KFEO St. Joseph, Mo., for 94 separate interviews on farm safety and 52 special farm safety programs during the year, and for 210 special spot announcements during National Farm Safety Week alone.

KGO Mason City, Iowa, for conducting a farm safety slogan contest which drew entries from 300 communities, for using farm safety slogans on 105 station breaks during Farm Safety Week, and for developing a program by which a station representative carried on telephone conversations with listeners regarding their ideas for improving farm safety.

KMMO Marshall, Mo., for presenting 207 special farm safety programs during the year, for daily farm safety spots on The Farm and for an essay contest on "What we have done to help avoid accidents on our farm."

KVOI Portland, Ore., primarily for producing a Farm Safety Week program later distributed to 23 Oregon stations, and for various other worthwhile taped interviews.

KKHD Duncan, Okla., for persuading three sponsors to relinquish all their commercial time for farm safety announcements during Farm Safety Week, and for broadcasting discussions of ways to improve farm safety on a remote pick-up from the local county fair.

KUBC Montrose, Colo., for using 761 farm safety spots during the year (281 of which were sponsored spots on safety during Farm Safety Week) and for producing 22 special programs during Farm Safety Week.

KIOM U. of Minnesota, for sending five taped shows to 30 other stations, for sending spot announcements to 90 stations, and for producing eight television shows for use on TV stations around the state.

KTHO Springfield, Mo., for conducting a letter-writing contest for true accounts of accidents to farm people, and for distributing red flag to owners of tractors that use the highways.

KYK Yakima, Wash., for including daily safety plugs or interviews on each of two farm shows Mondays through Saturdays, for four references on regular programs and for 22 special farm safety programs with prominent guests and typical farmers.

WDBJ Bluefield, Va., for cooperating in a year-round farm program with KDKA, and for 40 special farm safety programs with prominent guests and typical farmers.

WIBX Utica, N. Y., for featuring a television series of farm safety programs for children for cooperation with the Farm Bureau, and for sending reference copies of its farm safety week program to 520 farm safety clubs.

WBZ-WBZA-WBZ-TV Boston, for including some reference to safety on 886 of the nominator's regular programs, for eight special farm safety programs, for 365 spot announcements on farm safety, and for other special features in a well-balanced program.

WDVA Danville, Va., for 1,050 spot announcements on regular programs, 425 spot announcements on farm safety, and 24 special farm safety programs. This station's greatest single contribution was an exhibition of "junk" composed of common farm accident hazards on "Farmer's Day" at the Danville Fair Ground.

WOY Schenectady, N. Y., for a series of 10-minute talks devoted to the topics of each day of Farm Safety Week, for constant day-by-day and week-by-week reminders to listeners, for 400 references to safety on regular programs, 20 special farm safety programs and 400 spot announcements.

WHAM Rochester, N. Y., for setting up a booth on safety at the local county fair, 12 special farm safety programs, 920 spot announcements on farm safety, and for reference to safety on all of its regular programs.

WHAS Louisville, Ky., primarily for conducting a series called "The House That Jack Re-Built," which told about how a local farm house was burned down and then rebuilt to eliminate all possible accident hazards.

WHO Des Moines, Iowa, for keeping a daily record of farm accidents and using them in urging listeners to practice more caution, for booking 39 special farm safety programs during the year, and for arranging for an over-turned tractor to point up the dangers of mishandling tractors at the State Field Day in Boone County.

WIBC Indianapolis, primarily for emphasizing safety in the Indiana State and National Mechanical Corn Picking Contest, and for sending a special letter recommending cooperation with Farm Safety Week to all farm radio directors or program directors in the state.

WIBX Utica, N. Y., for again providing farm safety announcements in Italian and Polish safety jingles, for aiding local businessmen in setting up safety booths at local functions such as the Utica Sports Show, county fairs, etc.; for sending publicity releases on Farm Safety Week to 65 rural newspapers, and for running a general far-reaching campaign featuring highway safety and farm job safety.

WIOU Kokomo, Ind., for an exceptional interview with a farmer who told how he lost his hand in a corn picker accident, for a program "promoting the cutting of corn and tall weeds at country roads, intersections, and for 28

RADIO

TRANSCRIPTIONS

TELEVISION

THEATRES

HOTELS

CONCERT HALLS

PHONOGRAPH RECORDS

SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertoire now consists of 263 Music Publishers' Catalogs—a quarter of a million selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE

NEW YORK 17

November 30, 1953 • Page 115
special farm safety programs and 1,832 spot announcements.

WJPS Evansville, Ind., for 70 spot announcements and five special interviews used during Farm Safety Week and for including Farm Safety Week safety appeal on each broadcast of the Home on the Farm program.

WKJG, WKJG-FM Fort Wayne, Ind., primarily for a farm safety bee conducted in cooperation with the local FFA, for broadcasting the details of three tractor safety contests, for a 12-month program of featuring farm safety spots on three daily farm shows, and for its imaginative treatment of interviews featuring the sound effects and "voices" of various machines, stairways, etc.

WLW Cincinnati, for 8,500 spots on general safety, with 1,000 devoted to farm safety; for 25 special farm safety programs, and for encouraging its farm program director to serve as a member of the Executive Committee of the Ohio Farm and Home Safety Committee.

WMT Cedar Rapids, Iowa, for hiring a plane to tour eastern Iowa and drop several thousand colored leaflets announcing Farm Safety Week, for a farm safety slogan contest which drew over 1,000 entries; and for using hundreds of farm safety spots during the year.

WNAX Yankton, S. D., for continuing a good farm accident prevention program in which safety was mentioned on 200 regular programs, and for 750 farm safety spot announcements and 1,000 safety slogans.

WNOX Knoxville, Tenn., for a farm safety letter-writing contest on "What I have done during the past year to make my farm safer," for mentioning safety on 1,286 of its radio programs, 2,316 spot announcements on farm safety, and for 14 special farm safety programs.

WLOL, New Orleans, for a 15-week educational effort including 203 programs, 2,040 spot announcements and 1,832 station break spots.

WBVA Richmond, Va., primarily for making available to other stations in Virginia its own three 4-minute program series entitled The Story of an Accident.

Judges were: C. L. Mast, secretary of the American Agricultural Editors Assn.; Dix Harper, farm news director, WLS Chicago; Creston J. Foster, public relations director, American Farm Bureau Federation, and Maynard H. Coe, farm director of the National Safety Council.

WAJF Slogan Wins Bond

WAJF Decatur, Ala., which went on the air Oct. 3, has awarded a $100 bond to the winning call letter slogan—"Where Airways Join Friends"—chosen in a station-sponsored contest. The new radio outlet presents 15 newscasts and three 10-minute local news summaries, daily, C. H. Quick, general manager, reported.

Educ. Program Exhibit Accepting Entries

ENTRIES for the 18th annual American Exhibition of Educational Radio & Television Programs are being accepted until Jan. 1, according to I. Keith Tyler, director of the Ohio State U. Institute for Education by Radio-Television. Winning programs will be announced April 5 as a feature of the institute's 24th annual meeting in Columbus, April 7-10.

A new class of programs, dealing with basic freedoms, has been added for radio and tv. Programs will deal with traditional rights such as freedom of inquiry and expression, due process and equality. The seven tv classes include programs directed to all special interest groups, cultural, public affairs, systematic instruction, young people's out-of-school listening and school telecasts. Radio programs include the tv group, except systematic instruction, plus those dealing with personal and social problems and special one-time broadcasts.

Fire Underwriters Award

NATIONAL BOARD of Fire Underwriters has announced it has invited radio and television stations and daily and weekly newspapers to participate in its annual American Gold Medal Awards for Outstanding public service in fire prevention and fire safety. Closing date for entries is Feb. 15, 1954.

Top winners in 1952 in radio and television were KANS Wichita and WBZ-TV Boston. Honor citations were presented to WNAX Yankton, S. D.; KMLB Monroe, La.; WJSJ Winston-Salem, N. C.; WIPD Johnstown, Penna.; WAAM (TV) Baltimore; KRLD-TV Dallas, and WFMY-TV Greensboro.

CBS 20-Year Club Awards

PINS and $100 saving bonds were awarded to 112 New York employees of CBS initiated into CBS' 20-Year Club at a party in New York Nov. 19. Presentations were made by Frank Stanton, president of CBS Inc.; L. Murphy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS-TV. Other awards will be presented to 148 employees at branches in other parts of the country.

Chiago Educ. Ty Given $200

CHICAGO Television Council has donated $200 to the cause of educational tv in Chicago, it was announced at the council's luncheon Nov. 18. Dr. John Retallidz, president of Illinois Institute of Technology, one of the sponsoring groups for Which ch. 11, accepted the check and reviewed the status of tv planning. He said the Chicago Educational tv Assn. is within 3% of reaching its goal of $1,1 million and said the council has been authorized to obtain a station manager and other staff personnel [H*W, Nov. 16].

ROUNTREE OPENS OFFICES

Rountree Opens Offices

J. G. ROUNTREE, member of the firm of A. Earl Culman Jr., consulting radio engineers, Dallas, has announced he will establish his own consulting radio engineering office effective tomorrow (Tuesday), with offices in the Prentice Bldg., 4515 Prentice St., Dallas. Mr. Rountree, who joined the Culman firm in April 1946, was a field engineer for the FCC from 1941-46, serving in New Orleans and Montgomery, Ala. He was employed from 1936-41 in the engineering departments of several Texas broadcasting stations as a registered professional engineer, he is a senior member of the Institute of Radio Engineers, in which he has been active.
Station Authorizations, Applications
(As Compiled by B • T)

Nov. 19 through Nov. 24

Includes data on new stations, changes in existing stations, ownership changes, hearing
cases, rules & standards changes and routine roundups.

Abreviations:

CP—construction permit; DA—directional anten-
a; ERP—effective radiated power; uhf—ultra high
frequency; vhf—very high frequency; uhf—ultra high
frequency; man—mantenna; vis.—visual; kw—kilo-
waatts; ml—miles; wc.—watts; mc—megacycles.

FCC Commercial Station Authorizations
As of Oct. 31, 1952

Licensed
(sall on air) 2,479 536 101
CPs on air 18 30 1214
CPs not on air 106 29 238
Total on air 2,479 556 1315
Total authorized 2,503 566 545
Applications in hearing 137
New station requests 187 5 285
Facilities changes pending 781 113 415
Licenses denied or suspended 3 2 0
CPs deleted in Sept. 3 2 0

*Does not include noncommercial educational
fm and tv stations.

*Authorized to operate commercially.

Am and FM Summary through Nov. 24

<table>
<thead>
<tr>
<th>On</th>
<th>FM</th>
<th>App</th>
<th>License</th>
<th>in</th>
<th>AM</th>
<th>Hear</th>
<th>Licensed CPs</th>
<th>Ing</th>
<th>Am</th>
<th>FM</th>
</tr>
</thead>
</table>
|    |    | App | In | 1975 | 14 | 345 | 356 | 247 | 245 | 112 | 182 | 137
|    |    |    |    | 345 | 16 |    |    |     |     |     |     |     |

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf 815</td>
<td>uhf 289</td>
<td>430</td>
</tr>
<tr>
<td>10 16 26</td>
<td>1 2</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Noncommercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>on air</td>
<td>on air</td>
</tr>
<tr>
<td>vhf 1104</td>
<td>108</td>
</tr>
<tr>
<td>uhf 323</td>
<td>132</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Noncommercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf 877</td>
<td>337 676 158 1,185</td>
</tr>
<tr>
<td>uhf 51</td>
<td>23 26 12</td>
</tr>
</tbody>
</table>

| Total | 908 337 701 544 1,046 |

Two-fifty Cfs (6 vhf, 19 uhf) have been re-
granted.

Includes already granted.

Note: Amended processing procedures and re-
vised city priority list (continuing only those
cities with contested applications) are now in
effect [B-T, Oct. 26].

APPLICATIONS

Jacksonville, Fla.—Educational TV Inc., vhf ch.
7 (174-180 mc); ERP 18.4 kw visual, 9.2 kw audio;
antenna height above average terrain 491 ft.,
above ground 521 ft. Estimated construction cost
$436,493 first year operating cost $60,000. Post of-
fices address is Dr. Heywood A. Dowling, 203
Greenleaf Building, Jacksonville; Studio location
Tenth & Vocation High School; King St., Jax-
sonville. Transmitter location Hyde Park Cedar Hills
Golf & Country Club. Jax.; Geo. coordinates
30° 17' 09.3" N. Lat., 81° 46' 51.5" W. Long. Transmitter GE; antenna RCA. Legal
counsel Rieger & Jorgenson, Washington. Con-
sulting engineer George P. Adair Engineer Co.,
Washington. Principals include President
Dr. Heywood A. Dowling, Chiropridotist; First Vice
President Dr. Paul L. Johnson, president Jackson-
sonville Jr. College; Second Vice President George
S. Davis Jr., and Treasurer Walter T. Napier.

Miami Beach, Fla.—South Florida TV Corp., vhf ch.
7 (174-180 mc); ERP 316 kw visual, 158.4 kw audio;
antenna height above average terrain 955 ft.,
above ground 990 ft. Estimated construction cost
$1,057,781.65, first year operating cost $1,087,388.30,
revenue $1,406,457.80. Post office ad-
Address 204 Pahmay Building, 6th & Harding Sts, Miam-
Beach. Studio location is determined. Transmitter
location Pembroke Rd., near Holly-
wood. Fm coordinates are 32° 29' 39" N. Lat., 81° 46' 54" W. Long. Transmitter Du-
Mont, antenna RCA. Legal counsel Fly, Buschbruk; Blume & Gaglione, Washington, Con-
sulting engineer George E. Gaitteny, Washington.
Principals include President Jack C. Stein, (27.42%), real estate, Investments and Wal-
brook; James Lawen (12.06%), Wood-ward Am. Lawyer, (12.5%), broker; Sec-
retary Treasurer Dick Hall (12.89%), real estate.

Note: Amended processing procedures and re-
vised city priority list (continuing only those
cities with contested applications) are now in
effect [B-T, Oct. 26].

SCHAFFER REMOTE CONTROL SYSTEM

satisfied customers coast to coast
one year guarantee

LINE UP THESE FEATURES — COMPARE THE COST

the finest
remote control
system available...
positive control
20 metering circuits
40 control circuits

FREE: simply impose to install $1645

FOR THE RECORD

November 30, 1953  Page 117

BROADCASTING • TELECasting
above ground 573 ft. Estimated construction cost $282,368, first year operating cost $24,000, revenue $360,000. Post office address 11100 Cashmere St., Los Angeles. Studio location to be determined. Transmitter location 7 miles E of Muskogee. Geographic coordinates 40° 50' N, 85° 15' 09" W. Long. Transmitter and antenna RICA. Legal counsel Maurice R. Barnes, Washington. Consulting engineers Vann & Wearn. Washington. Principals include Mr. Reikoff who 50% partner KCCO-TV Sacramento, Calif. Filed Nov. 20.

APPLICATIONS AMENDED
Orlando, Fla.—WHO0 Inc. (WHO0) amend bid for new tv station on vhf ch. 11 to change ERP to 356.7 kw visual, 158.5 kw audio; transmitter location to NE corner of Salk & Teichroth Rds., near Bono, Ohio; studio location to be determined; antenna height above terrain to 1000 ft. Filed Nov. 22.

APPLICATIONS DISMISSED
Irwin, Pa.—Irwin Community TV Co. amend bid for new tv station on vhf ch. 11 to change ERP to 316 kv visual, 198 kw audio; studio location as NE side of Madison Ave., between 16th & 17th Sts., Irwin. Filed Nov. 23.

APPLICATIONS AMENDED
Miami, Fla.—Jack C. Stein, FCC dismissed bid for new tv station on vhf ch. 7 at request of attorney. Dismissed Nov. 19.

APPLICATIONS DISMISSED
Orlando, Fla.—Haskerwood Inc. FCC dismissed bid for new tv station on vhf ch. 9 at request of attorney. Dismissed Nov. 19.

APPLICATIONS AMENDED
Westport, Conn.—Charles H. Gurney, FCC dismissed bid for new tv station on vhf ch. 16 at request of attorney. Dismissed Nov. 19.

APPLICATIONS DISMISSED
Los Angeles, Calif.—F-KPW Bestg. Corp. granted voluntary transfer of license to Union Bestg. Corp. of Calif. No consideration is involved as stockholders in both corporations are identical and will retain their respective shares. Upon FCC approval F-KPW Bestg. will be dissolved. Granted Nov. 19.

Election Of Officers
Mr. Sondering purchases 35% interest from Richard Goodman and Mason Loundy for $5,000 and will now operate with John J. Schantz to Frederick H. & Dorothy S. Kury through sale of 60.9% interest for $48,600. Mr. Kury is former vice president NEA Services Inc., syndicated newspaper and editor and publisher of The Daily Patriot, Sarnia, Lake, N. Y. Granted Nov. 19.

New Am Stations
APPLICATIONS

APPLICATIONS DISMISSED
Jacksonville, Fla.—Rollins Bestg. Inc. FCC dismissed bid for new tv station on 1280 kc, 5 kw daytime. Dismissted Nov. 23.

Existing Am Stations
APPLICATIONS
KINW Juneau, Alaska—William J. Wagner tr/s Alaska Broadcasting Co. seeks cp for new am station near 1290 kc to 600 kc. Filed Nov. 23.

New Am Stations
APPLICATIONS
Lakeland, Fla.—H. W. Dow, 2330 N. Frenchman St., Pa.—Rossmoyne Corp. seeks modification of license to change main studio location from 1405 N. 23rd St., Union, to Harrisburg, Pa. Filed Nov. 23.

WUAU Lake City, Iowa—Rev. John J. Ford, 1620 West 16th St., Iowa City College city seeks CP to change hours of operation from Sunday, 8:30 p.m. to 10:30 p.m. and two evenings each week from 7:15 to 8:45 p.m. Granted Nov. 23.

WEAU Eau Claire, Wis.—Central Bestg. Co. seeks new CP to change ERP to 436.2 kw; station location to change main studio location from Eau Claire to Washington, Wis. Filed Nov. 23.

Existing Fm Stations
APPLICATIONS
WGEM-FM Quincy, Ill.—Quincy Newspapers Inc. seeks CP to change ERP to 8.2 kw; transmitter site to change from Ft. Madison, iowa, to a mile NE of W of Franklin School; antenna height above average terrain to 528 ft. Granted Nov. 23.

WTRC-EM Elkhart, Ind.—Truth Pub. Co. seeks cp to allow for increase in ERP from 3 kw to 8 kw; antenna height above average terrain to 238 ft. FILED Nov. 18.

WJYY-AM New York City, N. Y.—Stromberg-Carson Co. seeks CP to change antenna height above average terrain to 250 ft. Filed Nov. 18.

WCUA-FM Philadelphia, Pa.—CAUI Inc. seeks CP to change ERP to 9 kw; transmitter location to change from 1000 N. Maine St. & Locust to 1000 W. Pawling Ave., Philadelphia. Filed Nov. 18.

STATION DELETED
WGBA-FM Columbus, Ga.—Georgia-Alabama Bestg. seeks CP for tv station and deletion of CP to change station from 101.5 mc, td, to 151 mc, td, w/o continuation of license to Union Bestg. Corp. of Calif. No consideration is involved as stockholders in both corporations are identical and will retain their respective shares. Upon FCC approval WGBA-AM will be dissolved. Granted Nov. 19.

Ownership Changes
APPLICATIONS
KFPW Los Angeles, Calif.—K-FKPW Bestg. Corp. seeks a transfer of license to Union Bestg. Corp. of Calif. No consideration is involved as stockholders in both corporations are identical and will retain their respective shares. Upon FCC approval K-FKPW Bestg. will be dissolved. Granted Nov. 19.


WMBM Chicago, Ill.—Curran Bestg. Corp., 675 W. Jackson Blvd., Chicago, seeks CP to change from 1480 kc to 1000 kw. Filed Nov. 19.

KOMA-TV Pittsburgh, Pa.—Kitt-Pittsburgh Bestg. Co. granted assignment of license to Mid-Continent Programming Co. of Calif. for additional S. C. for $10,000. Granted Nov. 19.

FOR THE RECORD

The best way to sell the KANSAS FARM MARKET
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKX
Help Wanted

Managerial

Manager: Major station in top eastern market seeks experienced manager. Must have solid radio background plus TV understanding, with aggressive personality to build strong contacts quickly on local and regional levels. Salary open. Commission or over-ride. Excellent opportunity for man able to handle all phases of operation. Box leading ad number. Send resume to BROADCASTING * TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

Salesman

Guaranteed monthly income $400, against 15 percent commission, protected territory, account list for experienced salesman. Established Illinois independent offers permanent position, good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid life insurance, plus company-owned own building with office, home岷岷s. Salary open. Commission or over-ride. Excellent opportunity for man able to handle all phases of operation. Box leading ad number. Send resume to BROADCASTING * TELECASTING, 1735 DeSales Street, N. W., Washington 6, D. C.

Immediate opening. 1000 watt station for experienced commercial manager. Interview required. Contact Program Director, WXYZ, Box 38, Artesia, New Mexico. Phone 650.

Salesmen

Guaranteed monthly income $400, against 15 percent commission, protected territory, account list for experienced salesman. Established Illinois independent offers permanent position, good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid life insurance, plus company-owned own building with office, home岷岷s. Salary open. Commission or over-ride. Excellent opportunity for man able to handle all phases of operation. Box leading ad number. Send resume to BROADCASTING * TELECASTING, 1735 DeSales Street, N. W., Washington 6, D. C.

Southern group that operates several stations has opening for two experienced salesmen that can sell and still go home at night. Excellent money proposition with chance of stepping into management positions. Must be experienced, married, sober, and reliable. Write Box 541A, B.T.

Progressive independent in top market near New York needs salesman with ideas for his accounts. Guarantee, 10%. Resume to Box 56A, B.T.

Aggressive Michigan regional station offers gentlemanly salary with opportunity for earnings and advancement. Please tell all. Box 596A, B.T.

Sales manager for small market located in town of 24,000 needs fully-trained capable man. $300 base, plus 10% of net. Call, write or wire George Cory, KUSC, Montrose, Colo.

Salesman, not afraid of TV. Aggressive and mature with money-making ideas needed. Apply. Largest market in the Rocky Mountain area. Submit resume, references promptly. Box 609A, B.T.

Successful sales manager and chief engineer, with $3,000, to $5,000, capital to invest in employee-owned station. Box 542A, B.T.

Salesmen free to travel with well known, national organization are earning $250-$300. Weekly commissions selling new copyrighted special feature show to 5,000 outlets. Excellent earnings. Dependable men can advance to campaign managers. $15,000-$20,000 yearly. Write Box 596A, B.T.

Get an expert to plan your classified ad to get results. BROADCASTING * TELECASTING, 1735 DeSales Street, N. W., Washington 6, D. C. Metro- solitan P-I-222.

Announcers

Opening southwest combination engineer-anouncer position on announcing. Send details to Box 367A, B.T.

Am-tv station in southeastern market of 100,000 is enlisting announcing staff. Am and tv duties available. Opportunities for control board ability required. Starting salary $450.00. Experienced announcers with control board ability recommended. Permanent. Paid vacation. Car necessary. Send complete resume first letter. Start $75 weekly. Box 544A, B.T.


Help Wanted—(Cont'd)

Two experienced announcers wanted by southern small market station that's really on the ball. Must be sober, clean and interested in permanent position. Good salary and living conditions. Married positions. Box 587A, B.T.

Announcer with experience and restricted third or first class license wanted by klootwatt eastern independent. Box 56A, B.T.

Announcer-engineer with first class ticket. Good station with Columbia and Phil. and New York. Box 563A, B.T.

30,000 watt station in major upper midwest market. Local and network jobs. Must be a good commercial man. Send tape and letter, photo. Box 57A, B.T.

Announcer-engineer, first phone, strong on announcing. Good pay, many employee benefits, good midwestern market. If you qualify, send tape and letter to Box 562A, B.T.

Newswoman. Second man for Michigan radio-tv operation, strong local news emphasis. Basic requirement is good judgment, bright writing, clear voice. Promise training, air experience, freedom for ideas. Send tape, photo, background. Box 573A, B.T.

Announcer-engineer, first phone, strong on announcing. Good pay, many employee benefits, good midwestern market. If you qualify, send tape and letter to Box 562A, B.T.

Newswoman wanted. 500 watt Iowa independent. Permanent. Opening now. Must have experience and ability to sell local and strong selling newscasts. Salary open. Send complete details, resume, references to Box 541A, B.T.

Announcer-engineer with first class ticket for Missouri independen. If you have ticket and announcing prospects may use inexperienced man. Reply Box 589A, B.T.

Good announcer-producer man for combination work. Good salary for good solid mature young man. Good CBS network station. Send full information first letter, including photo and audition tape. Box 608A, B.T.

Two man with first class ticket for central Pennsylvania am-fm. Announcing should be diversified. Permanent. Plus is permanent. 40 hour, 5 day week. Paid vacation. GL necessary. Send resume, Salary open. Box 614A, B.T.

Minnesota station needs sports announcer able to sell time. Good salary plus commission. Box 617A, B.T.

Combo announcer-engineer, first class license, emphasis on sale and future. Rush tapes, salary requirements, other pertinent information. WABA, Worcester, Mass.

Thousand watt daytime. School training considered. Sales privilege. Tape, resume to WARN. Alken, S. C.

Staff announcer. Strong, music, news. Send direct, resume, references, and tape to WBCK. Battle Creek, Michigan. TV grants.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBMX, Marlin, North Carolina.

Immediate opening, eastern independent. Send details which will be checked. Box 271A, B.T.

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Box 555A, B.T.

Chief engineer with announcing ability wanted by eastern independent station. Please send background, references and photo. Box 565A, B.T.

Help Wanted—(Cont'd)

Chief engineer-announcer, good voice, thoroughly experienced in both fields. Must be a driver. Car necessary. $90.00-$45 hours. Box 569A, B.T.

Chief engineer. Southern town, 30,000, excellent living conditions. Prefer man who can do limited announcing and one who wants to work toward a good future. Tell all first letter. Box 594A, B.T.


Immediate opening. First class engineer, WCNT, Centralia, Illinois.


Opening for engineer in am, fm, tv operation. WATO, Kalamazoo, Michigan.

WLBC and WLBC-TV needs an assistant chief engineer. Must have first class license and be able to operate board. Must have good maintenance on am-fm and tv transmitters plus video and guide work. Must be a first class operator. Write to Maury Crain, Chief Engineer, WLBC at Muncie, Indiana. Salary range for experienced and salary expected.

WLBC and WLBC-TV needs engineer with first class licenses. Depending on stations engineer starts at $45-$55 for forty-five hour week. If he has previous experience, Chief Engineer at 4603 in Muncie, Indiana.

First ticket, experience unnecessary. ABC affiliate, work into tv, $60-$85. Chief Engineer, WTOP, Fort Worth, Connecticut.

First class transmitter engineer, 1000 kw station, Indiana daytime. Contact Chief Engineer immediately, WWHN, Rochester, New Hampshire.

Production-Programming, Others

Girl writer-announcer to handle well established participating show and interviews, write copy. Sales experience preferred. Address Box 567A, B.T.

Assistant programmer of radio and television, southern university, effective immediately. Send resume, references, college transcripts. Box 572A, B.T.

Program director, must have supervisory ability and college degree. Send resume, references, college transcripts. Box 572A, B.T.

Are you this woman? Indie station in southern city over 100,000 needs aggressive, alert, business woman with management ability. Send application and program description. Must be at least 30 years. Have previous radio experience and still sold on am broadcasting. Salary open, send details your first letter. Box 564A, B.T.

Immediate opening for combination copywriter-announcer, excellent opportunity for recent graduate, light on experience. Must have ability and be willing to learn. Contact Program Director, WAYB, Wyseboro, Virginia.

Program director, immediate opening. Must be strong in all phases of program work with accent on news. Send complete information first letter to Manager, WBSR, Pensacola, Florida.

Experienced copywriter 5 kw CBS station. Submit sample copy with application. State salary requirements. Manager, WCAX, Burlington, Vermont.

Immediate opening combining copywriter-announcer, excellent opportunity for recent graduate, light on experience. Must have ability and be willing to learn. Contact Program Director, WAYB, Wyseboro, Virginia.

Television

Managerial

Tv salesman manager--only a producer considered. Give references, complete background and salary desired. Box 586A, B.T.
Help Wanted—(Cont'd)

Technical

Engineer first class license for leading southern station in two station market. TV experience and well rounded background required. Reply 19565, Box B-T.

Chief engineer for new TV station in midwest metropolitan market of two million. Must have practical background in radio and two years in television and knowhow to put station on the air. RCA and antenna equipment. Send full particulars, references and starting salary. Box 596A, B-T.

Production-Programming, Others

Program manager and production manager. Will only be available if experience. Give complete details. Box 505A, B-T.

Situations Wanted

Managerial

Manager with twenty years in radio. Geeks management of established outlet or outlet for new station on air with both administrative and technical know-how, Box 502A, B-T.

Available as general manager or sales manager, have owned controlling interest in station. Must make $8,000.00 salary and commissions, native of Florida. Has experience and references. Available for interview. Making big change, interested in station that permanently will give 25. General Manager. North Carolinian with proven record in sales. Will make 570A, in New York radio and television. Resume furnished upon request. Box 505A, B-T.

Medium or small station manager—family man with proven record as profit maker the right way. Community and TV interests. Will furnish top references, know the radio business national and local from transmitter to sound at the bank. Reasonable salary for making change. Prefer east or southeast. Will furnish references. Box 596A, B-T.

General manager who can create and develop sales. 11 years net programming experience. 9 years experience in all phases of the department. Know national and local station sales. Have agency and advertisers contacts. 25 years in radio. Resumes on request. Box 623A, B-T.

Manager, North Carolinian with proven record in sales management. Available December 15. Box 510A, B-T.

Manager—sales manager. Experienced 10 years all phases, including TV. Married, 2 children, veteran. Willing to purchase stock to insure permanent interest. North central location preferred. Box 615A, B-T.

Salesmen

Salesman, announcer, program director, assistant manager, radio station manager, radio sales manager. Fifteen years experience in radio, sales, and management. Large city and small market experience. Desire position with radio group affiliation. Authoritative news, sales, and promotion sales. Box 505A, B-T.

Sales account executive. Presently radio-television research 4A's agency. NYC. Box 562A, B-T.

One of midwest's best known radio executives, 20 years experience, six as sales manager and station manager, seeks similar position in town, 100,000 or under. Strong on promotion, 100% sales. Present owners selling out. Box 615A, B-T.


Announcers

Announcer, recent broadcasting school graduate. No experience—just a talk ticket. Box 508A, B-T.


Staff announcer, radio. television. 2 years experience, young, now at 1 kw network affiliate, midwest. Married, carprefer west. Good references. Box 597A, B-T.

Newscaster, announcer, DJ. 10 years experience am, tv. Excellent voice, network caliber. Proven ability. Also wire service, own outlet. Califor-nia market preferred. Tape picture and resume upon request. Write Box 544A, B-T.

Experienced staff announcer, which includes news, DJ, desires change. Currently employed in New York State city. Will travel. Tape. Box 510A, B-T.

Do you need a good staff announcer who has outgrown present 11/2 year old job with small station, yet fully capable of handling larger assignments? Earlier with AFRTS two years, schooled in Chicago, is 24, available immediately, one grand guy. Please write him Box 574A, B-T.

Available immediately. 11/2 years commercial, 2 years non-commercial. Operate board. Will travel. Box 575A, B-T.

Announcer. Three years' staff experience all phases DJ, news. Currently employed large market midwest. College graduate. 22, veteran. Prefer northeast city over 78.000. Box 576A, B-T.


Experienced announcer-engineer. First phone, degrees, veteran, married. Desire University proximity. Box 588A, B-T.


Seven years radio. Ace baseball, basketball, football. Broadcaster, top salesman, good emcee and deejay. Prefer east or southeast. Consider any offer radio or tv. Box 591A, B-T.

Gal now at network affiliate would like to work at small station. Midwest preferred but not necessary. Any offer radio or tv. Disc, photo available. Box 592A, B-T.


Negro, DJ, newscaster, control board. Veteran. Some experience. Box 592A, B-T.


Announcer, first phone. Accent on programming disc shows from jazz to classical. Noed announcer, family man. Wish to locate permanently in west or southwest. Box 611A, B-T.

Announcer, three years background, all phases. PD, log, copy control board. 23, single. Box 591A, B-T.

Announcer thoroughly trained in radio. tv. Can operate board, write, produce, and network personality. Will travel. Tape available. Box 592A, B-T.

Announcer, Authoritative news and commercial delivery. Good DJ, ad lib. Draft exempt. Box 593A, B-T.

3 years training—3 months experience small station. Presently employed—need change. Women's and children's programs, some copywriting. Tape and references. Madeleine McLean, Rumford, Maine.


Salesman-announcer. Leading hillbilly personality and sportsman. Sought by stations in south. Available December 15. Contact Claude White. Elkin, NC. Also Starkville 607-6 after 6:00 P.M.

Engineer, first phone, experienced transmitter studio recording remote. New York or vicinity. Box 487A, B-T.

Engineer, 1st phone, any location, midwest preferred. Family man. 7 years radio experience but none in broadcast. Good voice. Now available. Box 522A, B-T.

Broadcast engineer, four years studio and transmission experience. Desires position in tv or am with tv future. west, or southwest. Box 577A, B-T.

Announcer-engineer with 1st class license. Entreprenourial, solution of problems. Experienced in news, dj and staff announcing. References, tape and details furnished upon request. Box 583A, B-T.

Engineer, first phone, available now due to station time cut back from 4 hours. 4 years experience. Sales, studio, immediately, am and fm. Present employers will recommend. Box 592A, B-T.

5 years experience combo (3rd). Family man, 25, wants position in full size station in west or south. Write or wire MacDonald, 1823 N. 13th Ave., Phoenix, Ariz.

Engineer, 1st class license, one year am commercial and six months educational fm. tv experience. Eager to get encompassing assignments or stations. Box 591A, B-T.

Production-Programming, Others

Boston or New England area. Have you got capital and are willing to purchase radio station? Confiden- tial. Box 511A, B-T.

Writer, producer, radio and tv. Just returned from 7 months European radio. Idee man and program sparkle. Write Box 626A, B-T.

Desire promotion or public relations position. Must be good interest in radio advertising agency. Previously held executive position in radio. Thorough radio experience. Married. College education. Box 532A, B-T.

Situations Wanted—(Cont'd)

Situations Wanted—(Cont'd)

Television

Managerial

General or commercial. Experienced all phases. Available immediately. Will work on straight commission. Box 454A, B-T.

Assistant manager-salesman with southern uhf station available immediately. Desires vtv station. Three years television sales experience. Has experience on vtv and uhf on air from foundation up. Knows network and national agencies. Salary open. Box 569A, B-T.

General manager—tv. The last five years television in major market: have experience in general management, labor relations, sales, programming and production. Presently employed, desire change. Box 587A, B-T.

Technical

Experienced cameraman with first phone wants to help new station on air. Good knowledge of film photography and production. W. H. Beatty, WDAR, Colchester, Conn.

Production-Programming, Others

Six years experience, combination salesman-announcer radio. Station available. Desires change to tv. $500.00 month minimum. Excellent performance record. Box 512A, B-T.

Traffic-program coordination. Young man, complete knowledge program, traffic department, sales production job leading to director-coordi- nator's position. Remuneration secondary. Box 562A, B-T.

Program or production director: I have produced on the air for 24 hours a day for six years. I have one of the largest NBS outlets in the USA. Desire connection with new progressive tv operation. Box 564A, B-T.

Triple-threat, experienced ny actress, writer, producer of her own tv shows wishes to vacate "vultoire" Manhattan for progressive smaller town tv station. Truly exceptional background. Box 588A, B-T.

Tv manager or assistant to general manager. 5 years creative local and network production experience. In 23 markets, community minded, college degrees. Excellent references. Box 609A, B-T.

Tv production training. Can you use services of single man 29—deering opportunity leading to tv future? Two years experience in director and director, directed college variety, and radio shows. Commercial art certificate. Box 516A, B-T.

For Sale

Stations


250 watt independent station in the southwest for quick sale. No curiosity seekers, please. Box 617A, B-T.

Complete 1 kw fm station including RCA BFP-1C transmitter, turntables, microphones, etc. Also Westinghouse fm-5 3kw. best offer. Box 564A, B-T.
**For Sale—Cont'd**

**Equipment, etc.**

GE fm broadcast transmitter type JF-1-B model 148T-1 frequency range 88-108 MC, output 10 kw. Two 30 kw.?constant-frequency 227-246 KC GE fm broadcast station monitor complete with calibrate and test equipment type ISM-A, model 4 BM-1A 1, indicator model 4 BZIA 1, power supply model BPA 1, frequency range 88-108 MC. GE reg. power supply, type BPAZ, model BPA 2, 1-108-250 volt, 1 phase, output 200 volts 6.000 A-DC with 18 spare tubes. One Auto DR1 Airive model 460, 46 volt air ionizer, one specialized fm antenna and between 300 and 400 Foot Communications fm coax-assembly transmitter line. Used on air only three years. In perfect condition. No reasonable offer refused. WLAW, Danbury, Conn.

Best offer. 240 ft. Truscon self-supporting tower, type H-1, with 30 kw. output, 704 W. Wis-consin Avenue, Milwaukee, Wisconsin.


For quick sale: Must dispose of three Blaw-Knox type SGN 400 foot towers complete with base insulators, foundation steel and guy wire. Speed essential. For immediate transaction, phone or wire A. G. Sanderson, 11550 E. Detroit, Detroit, Mich.

Ampex tape recorder, model 401-A, very latest push button remote control portable model. New machine guarantee. Excellent condition, used about ten hours as demonstrator. $795.00 fob Providence, Rhode Island. First cost $1000. Radio Engineering Company, 808 Kansas Avenue, Philadelphia, Pa.

Written, speakers! Handy classified dictionary. 5,000 quips. $2.00. Cream of Wit, Sebring, Fla.

**Wanted to Buy**

**Stations**

Experienced broadcaster wants to buy single-market 250-500 watt daytime in upper mid-west border state. Box 557A, B.T.

250 watt or medium power station in west. Send details and terms. Confidential. Box 606A, B.T.

Mid-westerner wants 250 to 5000 watt, city thrive 7,000,000 south, west, daytime or unlimited. Box 627A, B.T.

**Equipment, etc.**

Dual channel console and associated audio equipment. Box 403A, B.T.

Used 500 watt or 2 kw channel 2 transmitter and other miscellaneous, 10 kw. output, 1 kw. power. Box 403A, B.T.

One kw transmitter in good condition. West coast preferred. Must be reasonable. Box 579A, B.T.

Frequency and modulation monitors for broadcast. Give make, model and price. KDNT, Den-ver, Colo.

Cabinet racks RCA type S-AX and accessories. Specify number, condition, color and price. Ra-diostation KJRT, Miles City, Montana.

Used approved frequency monitor. Remote control system. Chief Engineer, KRON, Crookston, Minn.

One used RCA-RTP-IC 1000 watt fm transmitter. WMWP, Lewistown, Penna.

580 watt transmitter. Must be in A-1 condition. Contact George Mariner, WKNN, Eielson, Calif-ornia.

**Miscellaneous**

Unusual comedy series: 13 five minute packages. TV or radio. Pr. twist. Sample tape on request. Box 607A, B.T.


Help Wanted

**Announcers**

**IMMEDIATE OPENINGS**

**ANNOUNCER—PRODUCER with emphasis on an-nouncer and highly creative director wanted. FE-MALE PERSONALITY with ability to organize and produce top notch acts of interest to women. Unusual opportunities at new station in mid-west college community. Further detailed information in Box 653A, B.T.

**PERSONNEL PROBLEMS?**

We render complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers. Griffen & Colver Personnel (Agency) 380 Madison Ave, New York, N.Y. (69-2690 Paul Baron, Mgr., Radio TV and Film Div. Response welcomed from qualified people.

**Situations Wanted**

Managerial

Let's talk if . . .

You are looking for a man of initiative, integrity and proven ability with outstanding major sta-tion experience in radio & tv. Have been: account executive; in charge of sales development; director of advertising & promo-otion; executive assistant to agency exec., and assoc. editor of trade magazines. Have flair for practical ideas and ovoid interest in public affairs. Seek opportunity for field job in more important company.

Excellent references. Age 37, married.

Box 578 A, B.T.

DTV TRANSMITTER FOR SALE

NOW ON AIR

**Complete package**

- GE 5 KW transmitter
- Input and monitoring equipment
- 6 Bay antenna

This equipment may be inspected now while operating.

**KFMB-TV**

San Diego, California

**EQUIPMENT FOR SALE**

1 TF-5A SUPERTURNSTILE with Beacon light and decaying elements Feed lines included. This antenna can be used for Channels 4, 5, 11, 16, 21 & 31.

1,660 FEET 3/4 INCH TEFLOL ins-mation transmission line.

2 3/4 INCH RIGID ANCHORS.

35 DUAL HANGERS FOR 3/4 inch line used with twin amplifiers.

Please contact H. J. Lovell, Chief Engineer, WKY-TV

OKLAHOMA CITY, OKLA.

Box 8668, Britton Station TR 8-2161

**For The Record**

(20%): J. Carl Thomas (9.3%); H. S. Thomas (9.3%); and Phillip Thomas (9.3%). Myrtle J. Dombrowski 50.8 share for $7,989.00 for 10.17$. No other cash is involved as distri-bution in pursuance of agreement. Granted Nov. 19.

“Clowd, N. M.—Hugh DeWitt Landis & Bos B. McAllister d/b as Radio Station KICA granted voluntary relinquishment of control by Lloyd A. Pixley, W. Lyman Casey Jr., et al., as family group the issuance of new treasur-ty stock. Mr. Pixley, owner of 51%, will own 34%. Sale controlled by Case family will now own 15% interest. Granted Nov. 19.

WCMY Canton, Ohio—Starr Best, Corp. granted involuntary bankruptcy control (50%) of licensee from J. Irwin Schultz, deceased, to Gene P. Schultz and Richard Schultz, administrators of the estate. Granted Nov. 19.

WKDS-TV Miami, Fla.—The station granted voluntary relinquishment of positive control by Lloyd A. Pixley, W. Lyman Casey Jr., et al., as family group the issuance of new treasur-ty stock. Mr. Pixley, owner of 51%, will own 34%. Sale controlled by Case family will now own 15% interest. Granted Nov. 9.

KUIN-KGPM-FM Grants Pass, KBEI-TV Mount Vernon, Ore.—Bos B. McAllister, Corp. granted voluntary relinquishment of control by Ames & White (50%), through W. L. Dickey, a director, of his stock by sale or gift to his son Earl E. White (1/4) and his grandson John G. White (1/4). Mr. A. E. Voorhies retains 1/6 interest and voting rights in the stock, and vote 50% of the corporation. Granted Nov. 17.

WLAC Nashville, Tenn.—Life & Casualty Ins. Co. granted voluntary relinquishment of positive control to wholly owned subsidiary WLAC Inc. for $1,355,000. Life & Casualty is to purchase the worth of indenture bonds from WLAC Inc. Granted Nov. 19.

WIBC-AM-FM Madison, Wis.—Radio Wisconsin Inc. Morgan Murphy, Sam Crook and Evenr Telecom Co. granted voluntary trans-fer of control to proposed group in exchange for agreement setting up a voting trust. Ralph M. Linnell purchases 3.5% interest for $4,211.00; Ralph R. O’Connor purchases 5% interest for $1,181.75; and George H. Johnson purchases 2.5% interest for $1,181.75, evening Tele-Media remains 9.4% interest. Purchasers have option of re-selling stock to Evening Telegram Co. in the event licensee’s application for vhf ch. 3 in Madison is denied. If application is granted each purchaser will pay additional consideration per share of stock. Granted Nov. 19.

**APPLICATIONS**


KKNX Coalinga, Calif.—B. B. Bowman & Benjamin Bowman through Valley Radio Co. seeks voluntary assignment of license to Harold T. Leckman, for $18,000. Mr. Leckman is the actual attorney. Filed Nov. 15.

KCC-TV Sacramento, Calif.—Capital City Tv Co. seeks voluntary assignment of negative control of permitted corporation from Frank E. Hugg and Aubrey Islip by sale of 25% interest to Harry W. McCart for $15,000. Mr. McCart is in the wholesale lumber business. Filed Nov. 18.

KLIF Denver, Colo.—Frank Donald Hall, Archie H. Yetter & John T. Bostick Jr. as Denver Best, Co. seeks voluntary assignment of license to Frank Donald Hall and Denver Best Co. through sale of 25% interest by A. H. Yetter (16%) and J. T. Bostick (1%) in consideration of cancellation of 2 promissory notes for $8,000. Filed Nov. 15.

WONS Hartford, Conn. — General Telecorder Inc. seeks voluntary assignment of license to General-Times TV Corp. Application is to ef-fect voluntary agreement between General-Times Radio Inc. and Hartford Times Inc. by which latter acquires 45% interest in association when it dismissed its bid for uhf ch. 18 in Hartford. Filed Nov. 18.

**Broadcasting**

**M. HAMILTON & COMPANY**

WAXY JUICE, RADIO, TV & CABLE, X-AXLE CABLES

YEARS OF EXPERIENCE

Box 2432, Tel. 4-2115, Gastonia, N. C.
November 20 Decisions

**Actions on Motions**

**By Hearing Examiner Millard F. French**

Cowles Bestg. Co., Murphy Bestg. Co., Des Moines, Iowa—Filing of evidentiary material—The hearing scheduled to be held on Nov. 20, 1953 (Dockets 8897, 8906; BPTC-311, 370).

**By Hearing Examiner Claude W. Hardy**

WTV in Menominee, Mich.—Granting of leave to amend its application (Docket 10387; BPTC-306) to give additional information as to extent of interference which probably increases the force of power of applicant's station WMAW would have upon station WMTZ.

**By Hearing Examiner J. D. Bond**

KFI in Los Angeles, Calif.—Granting of leave to amend its application for additional time in proceeding to file its completed application for issuance of construction permit for new station in Los Angeles.

**By Hearing Examiner G. H. Ironton**

WCMC in Nashville, Tenn.—Nashville Bestg. Co. and WCMC—Granting of leave to amend its application for additional time in proceeding to file its completed application for issuance of construction permit for new station in Nashville.

**By Hearing Examiner Basil F. Cooper**

**By Hearing Examiner H. A. Cowles**

**By Hearing Examiner H. J. Cowles**

WCMC in Nashville, Tenn.—Nashville Bestg. Co.—Granting of leave to amend its application for additional time in proceeding to file its completed application for issuance of construction permit for new station in Nashville.
APPLICATIONS RETURNED

Renewal of License

KPIG Cedar Rapids, Iowa, Cedar Rapids Bestg. Corp. (BR-2538); KHKL, Kirkland, Wash., East Side Bestg. Corp. (BR-5044), and grant petition of Nov. 18, 1952, which was amended by Nov. 15 petition (Docket 1028; BPC-107).

Kalamazoo Bestg. Corp. (BR-2538), Renewal of License of Bestg. Corp. (BR-2538), and grant petition of Nov. 18, 1952, which was amended by Nov. 15 petition (Docket 1028; BPC-107).

By Examiner Annie N. Litvin

Granted joint petition of The Brush Moore Newspapers Inc., Stark Telecasting Corp. and Stark TV Corp. for the renewal of the license for the station (WOSU-TV) and renewal of the license for the station (WGNC-TV) in Canton, Ohio, for continuation of hearings from Nov. 13 to Dec. 7, 1953 (Dockets 1070, 1072, 1073 and 1096).

November 24 Applications

ACCEPTED FOR FILING

Following stations request extensions of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

FOR THE RECORD

By Examiner Annie Neal Hunting

Tri-City Bestg. Co., Newport, Ky.—Granted petition filed Nov. 18 to change financial qualifications. (Docket 1070; BPC-107).

By Examiner William F. Van Voorhis

Granted joint petition of The Brush Moore Newspapers Inc., Stark Telecasting Corp. and Stark TV Corp. for the renewal of the license for the station (WOSU-TV) and renewal of the license for the station (WGNC-TV) in Canton, Ohio, for continuation of hearings from Nov. 13 to Dec. 7, 1953 (Dockets 1070, 1072, 1073 and 1096).

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

FOR THE RECORD

By Examiner Annie Neal Hunting

Tri-City Bestg. Co., Newport, Ky.—Granted petition filed Nov. 18 to change financial qualifications. (Docket 1070; BPC-107).

By Examiner William F. Van Voorhis

Granted joint petition of The Brush Moore Newspapers Inc., Stark Telecasting Corp. and Stark TV Corp. for the renewal of the license for the station (WOSU-TV) and renewal of the license for the station (WGNC-TV) in Canton, Ohio, for continuation of hearings from Nov. 13 to Dec. 7, 1953 (Dockets 1070, 1072, 1073 and 1096).

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

FOR THE RECORD

By Examiner Annie Neal Hunting

Tri-City Bestg. Co., Newport, Ky.—Granted petition filed Nov. 18 to change financial qualifications. (Docket 1070; BPC-107).

By Examiner William F. Van Voorhis

Granted joint petition of The Brush Moore Newspapers Inc., Stark Telecasting Corp. and Stark TV Corp. for the renewal of the license for the station (WOSU-TV) and renewal of the license for the station (WGNC-TV) in Canton, Ohio, for continuation of hearings from Nov. 13 to Dec. 7, 1953 (Dockets 1070, 1072, 1073 and 1096).

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

FOR THE RECORD

By Examiner Annie Neal Hunting

Tri-City Bestg. Co., Newport, Ky.—Granted petition filed Nov. 18 to change financial qualifications. (Docket 1070; BPC-107).

By Examiner William F. Van Voorhis

Granted joint petition of The Brush Moore Newspapers Inc., Stark Telecasting Corp. and Stark TV Corp. for the renewal of the license for the station (WOSU-TV) and renewal of the license for the station (WGNC-TV) in Canton, Ohio, for continuation of hearings from Nov. 13 to Dec. 7, 1953 (Dockets 1070, 1072, 1073 and 1096).

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.

November 24 Applications

ACCEPTED FOR FILING

Following stations request extension of completion date as indicated:

WDRB Orangeburg, S.C., WNOE Inc. (KTSM-TV), WTMV-TV Norfolk, Va., WTAR Radio Corp., to 1/1/55; WCNO-TV New Orleans, La., Community Telecasting Corp., to 7/30/54; WOR-TV New York, General Telecasting Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State Univ. to 1/1/54.
Addenda & Corrections
To 1953-4 Telecasting Yearbook-Marketbook

CHANGES and additions received after the 1953-54 Telecasting Yearbook-Marketbook went to press are included in the following list which also will serve to correct some errors made in compiling the volume. For convenience, the information is arranged numerically by Yearbook page number. Abbreviation of titles may be found on page 2.

Page 18 - Under Television Stations by Call Letters, WOLK-TV Lima, Ohio, should read WLOK-TV.

Page 18 - Under Television Stations by Call Letters, change channel number for VAR-TV Norfolk, Va., to ch. 4 instead of ch. 6.

Page 19 - Under George Foster Peabody Awards, add WEWS (TV) Cleveland, for outstanding local service by a television station.

Page 34 - Under Television Station Representatives, add WALTER H. BICKCO, 1151 S. Broadway, Los Angeles 15, Tel.: Richmond 6142, Mgr. to the list.

Page 36 - Under Television Station Representatives, add THOMAS F. CLARK CO., INC., 1 E. 54 St., New York 22, Offices also in Chicago, Detroit, Atlanta, San Francisco, Los Angeles.

Page 110 - Under Television Stations, Indiana, WFAM-TV Lafayette, change affiliation to WASK, not WFAM.


Page 273 - Under Television Stations, Virginia, WTAR-TV Norfolk, change addresses in area, grade A and B, to 207,825, and 87,830, respectively.

Page 326 - Under TV Equipment Manufacturers, add TELEVISION SPECIALTIES CORP., 38-69 24 St., L. I., City, N. Y.

Page 340 - Under Distributors of Film for Tele- vision, add H. KIRK HALPEN ASSOC., 15 E. 40 St., New York, N. Y. Tel.: Murray Hill 6-3714. Service: Distributor of films for TV.

Page 350 - Under Television Program Production, add ABNER J. GRESHLER, 324 S. Beverly Drive, Beverly Hills, Calif. Tel.: Crestview 4-1069.

Page 410 - Under Television Stations With Newspaper Affiliation, Kansas, add KDDE (TV) Wichita—licensed to KDDE Inc., Wichita Beacon owns 5%.

Page 432 - Under Consultants Allied Arts, add MARK HAWLEY ASSOC., 415 E. 54 St., New York 22, N. Y. Tel.: Murray Hill 6-3714, Mark Hawley, prov. (TV film program broker).

Page 432 - Under Consultants Allied Arts, add STATION FILMS INC., 30 Rockefeller Plaza, New York 20, N. Y. Tel.: Circle 7-3378, Robert H. Salt, pres., Gloria Wilson, assist, to prov. (Buys films for TV stations.)

Page 434 - Under Public Relations and Promotion Services, add EDWARD M. KIRBY, 2210 Cathedral Ave., Washington, D. C. Tel.: Adams 4-1149.


Broadcasting * Telecasting

IDECO...the one-contract tower source!

With a single contract you place all of your tower details in experienced hands. Planning and design...fabrication...foundation and erection...equipment installation...final inspection...complete insurance coverage...all these are in the Ideco Tower "package." Here's how you can put the entire responsibility for your tower in one set of capable hands:

Ideo Towers are planned from the ground up....wind loading and soil bearing factors are computed for your individual location.

Ideo Towers are shop-fabricated to close, pre-determined tolerances. All diagonal members are pre-tensioned, eliminating any possibility of inaccurate manual field adjustment.

Every part of an Ideco Tower is hot-dip galvanized for complete and lasting rust protection...maintenance costs are cut to a minimum.

Whether your location calls for a self-supporting or guyed tower, careful Ideco design insures a "true" structure, free from indeterminate stresses...a tower that will keep you on the air in any kind of weather.

Ideo installs the transmitting system...also needed equipment such as lighting, call letters, microwave parabolas, de-icing circuits.

Ideo engineers make a thorough final inspection...stay with the job until you sign on the air. The complete Ideco service assures you a safe tower for the years ahead.

Complete insurance coverage protects you throughout the entire tower erection and antenna installation.

Scientific triangular design, pioneered by Ideco, best resists distortion by wind pressure...uses fewer members, with less dead weight.

Triangular design means only three sides to paint, too.

Tall or short...for TV, Microwave, AM, FM...Ideo Tower know-how keeps you on the air.

IDECO DIVISION, Dresser-Stacey Company
Department T, Columbus 8, Ohio
Branch: Dept. T, 8909 S. Vermont Ave., Los Angeles 44, Calif.

November 30, 1953 • Page 125
WSB-TV's
low channel-high tower formula
gives you a big coverage
advantage over your competitor on
any other station
in the Atlanta area

One of America's truly great AREA stations

That coveted channel 2 dial spot, plus 100,000 watts
power boomed out from a 1062-ft. tower delivers a highly
profitable bonus audience for advertisers on WSB-TV. Only
WSB-TV gives you the mass circulation you need if you
want to build mass sales volume in this fast-growing
market. Talk to your Petry man at once.
### 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 areas to B-T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates 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.

#### CITY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air and Channel</th>
<th>Sets in Station Area</th>
<th>City</th>
<th>Outlets on Air and Channel</th>
<th>Sets in Station Area</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALABAMA</strong></td>
<td></td>
<td></td>
<td><strong>ARIZONA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>WABT (33)</td>
<td>148,300</td>
<td>Tucson</td>
<td>KCOA-IV (4)</td>
<td>13,500</td>
</tr>
<tr>
<td>Mobile</td>
<td>WRCG-TV (6)</td>
<td>196,000</td>
<td>Tucson</td>
<td>KCOA-IV (4)</td>
<td>13,500</td>
</tr>
<tr>
<td>Montgomery</td>
<td>WOFI (11)</td>
<td>39,450</td>
<td>Tucson</td>
<td>KCOA-IV (4)</td>
<td>13,500</td>
</tr>
<tr>
<td><strong>ARKANSAS</strong></td>
<td></td>
<td></td>
<td><strong>CALIFORNIA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Rock</td>
<td>KLVF (32)</td>
<td>13,440</td>
<td>San Diego</td>
<td>KSWD (12)</td>
<td>185,954</td>
</tr>
<tr>
<td>Pocatello</td>
<td>KEPO (10)</td>
<td>74,253</td>
<td>Sacramento</td>
<td>KXCC-TV (40)</td>
<td>21,056</td>
</tr>
<tr>
<td>Pocatello</td>
<td>KRED (10)</td>
<td>33,244</td>
<td>Salinas</td>
<td>KmT (5)</td>
<td>82,644</td>
</tr>
<tr>
<td>Pocatello</td>
<td>KDZA-TV (3)</td>
<td>17,200</td>
<td>Sierra</td>
<td>KDZ (5)</td>
<td>7,442</td>
</tr>
<tr>
<td>Pocatello</td>
<td>KHJ (9)</td>
<td>18,000</td>
<td>Sierra</td>
<td>KDZ (5)</td>
<td>7,442</td>
</tr>
<tr>
<td>Pocatello</td>
<td>KDZ (5)</td>
<td>18,000</td>
<td>Sierra</td>
<td>KDZ (5)</td>
<td>7,442</td>
</tr>
<tr>
<td><strong>COLORADO</strong></td>
<td></td>
<td></td>
<td><strong>CONNECTICUT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td>KRVV (11)</td>
<td>24,691</td>
<td>Bridgeport</td>
<td>WJIMR-TV (5)</td>
<td>37,420</td>
</tr>
<tr>
<td>Colorado</td>
<td>KRED (13)</td>
<td>31,100</td>
<td>New London</td>
<td>WCPC (5)</td>
<td>27,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KRVV (11)</td>
<td>24,691</td>
<td>New Haven</td>
<td>WHCN-TV (5)</td>
<td>653,192</td>
</tr>
<tr>
<td>Denver</td>
<td>KELO (10)</td>
<td>27,500</td>
<td>New London</td>
<td>WCPC (5)</td>
<td>27,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KELO (10)</td>
<td>27,500</td>
<td>New London</td>
<td>WCPC (5)</td>
<td>27,000</td>
</tr>
<tr>
<td><strong>DELAWARE</strong></td>
<td></td>
<td></td>
<td><strong>DISTRICT OF COLUMBIA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilmington</td>
<td>WDVI (12)</td>
<td>159,929</td>
<td>Washington</td>
<td>WMBF-TV (7)</td>
<td>477,143</td>
</tr>
<tr>
<td><strong>DISTRICT OF COLUMBIA</strong></td>
<td></td>
<td></td>
<td>Washington</td>
<td>WMBF-TV (7)</td>
<td>477,143</td>
</tr>
<tr>
<td><strong>FLORIDA</strong></td>
<td></td>
<td></td>
<td><strong>GEORGIA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ft. Lauderdale</td>
<td>WFTL-TV (23)</td>
<td>119,926</td>
<td>Atlanta</td>
<td>WAGA-TV (5)</td>
<td>3,600</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJXT (4)</td>
<td>201,000</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WPBF (5)</td>
<td>201,000</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WPBF (5)</td>
<td>201,000</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td>Palm Beach</td>
<td>WBBM-TV (21)</td>
<td>17,447</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td><strong>GEORGIA</strong></td>
<td></td>
<td></td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
<td>Columbus</td>
<td>WDKA-TV (28)</td>
<td>330,000</td>
</tr>
</tbody>
</table>

**All figures are for 1953 and subject to change.**

---

**For the Record**

November 30, 1953  
Page 127
Here, Virginians earn more, spend more and live in greater numbers than in any other metropolitan area of the Old Dominion State.

Here, too, are four TV stations, but only One is NBC for 800,000 earn-more, spend-more Virginians.

only WVEC-TV is NBC
Hoosier con Pollo

When Harry Martin (he's the bird on the right) started billing and cooing about a certain kind of chicken feed, the distributor gave him a clutch of White Rocks and Rhode Island Reds. This was not an act of subversion, but a tribute to his husbandry. Martin is a farm editor who was born on a farm, well aware that pollos (chickens) eat until they're eaten. When Martin says that chickens go for Blank feed, they go for Blank feed.

It would take a Wabash Indian to claim earlier roots in Indiana. Harry was born on a farm which was bought from the government by one of Martin's ancestors in 1826, ten years after Indiana became a state. Pioneering's in his blood: Harry began the first regular farm tv program in Indiana, did the first live studio demonstration commercials (in Indiana, both for WFBM-TV) and, some years earlier, was the only male member of his high school graduating class not on the basketball team.

Never one to hang around cocktail bars and live on potato chips, Harry's ruddy look is honestly come by. As befits the man who plows a full schedule of farm programs on WFBM, originates agricultural news reports for CBS, handles weather reports, a travelogue series, and a mail bag program on WFBM-TV, Harry commutes to his little acres fifteen miles outside Indianapolis, where he raises rutabagas, Indiana limestone and, with the help of his wife, children (Judy, 9; Debby, 6; Danny, 3).

In his spare time (for fun) Harry studies Spanish. "Say something for us in Spanish, Harry," we suggested.

"Una imagen en television vale por 10,000 palabras except when its on radio," he replied.

That's our Harry, in there selling every minute.
FOR THE RECORD

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 127

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJIN-TV (48), 12/15/53-Unknown.
Montgomery, WAGT (52), 1/6/54-Unknown.
Montgomery, Montgomery Bcstg. Co. (12), Initial Decision 10/7/53.

ARIZONA

Little Rock, KARK-TV (4), 6/18/53-March '54, Patry.
Little Rock, KETV (TV) (23), 10/30/53-Unknown.
Phoenix, KATV (TV) (7), 6/18/53-12/15/53, Avery Knowld.

CALIFORNIA

Berkeley-San Francisco, KGO (TV) (9), 7/24/53-January '54.
Corona, KCOA (TV) (32), 9/16/53-Unknown.
Fresno, KFRE (TV) (35), 9/12/53-Unknown, Mesa.
Los Angeles, KCET (TV) (22), 12/15/53-Late '53.
Mariposa, KMER (TV) (34), 9/16/53-Unknown.
Sacramento, KBOO (TV) (64), 6/26/53-Fall '53.
San Luis, KRCU (TV) (28), 1/15/53-Free.
San Bernardino, Orange Belt Telecasters (30), Initial Decision 9/18/53.
San Francisco, KFGB (TV) (20), 11/15/53-Nov. '53 (printed Sept. 15).
San Francisco, KIAN-TV (32), 4/29/53-Jan. 45, Me.

WSYR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

Page 130 • November 30, 1953
You Can’t Sell It If You Give It Away

IN PUBLISHING the results of Kenyon & Eckhardt’s comprehensive survey of radio station merchandising services (see Part II of this issue), we are quite aware of the possibilities of misunderstanding, particularly among broadcasters who, for many reasons, do not believe that merchandising is a function of media.

Indeed we have already heard from some quarters the criticism that our publication of the material would be interpreted as an endorsement. Lest that misapprehension become widespread, we must repeat what we have said many times:

We see no reason why merchandising should not be a part of a radio (or television) station’s operation—providing the merchandising services are paid for one way or another by the client and are not used as a device to cut rates.

Among advertisers and their agencies there is a natural inclination to demand more and more for less and less. Demands for extra services like merchandising, without compensating payment, have been made and unquestionably will be made again and again.

Where merchandising can become objectionable is in the case of a station acceding to such demands in the competitive struggle to keep an account from staying with or going to another station. The temptation to “throw in” some form of merchandising to clinch the business springs from the same ethics as the temptation to deal below the rate card on a straight time sale.

It is our view that if a station is going to supply merchandising services, it should set them up on a fixed standard, available to all clients at published fees. These fees can be incorporated within the general rates of the station or in a separate schedule of merchandising charges. The method of compensation is unimportant.

What is important is that the station gets paid.

The Kenyon & Eckhardt survey would serve a useful purpose if it were more than get the merchandising question out in the open and get stations on record with their attitudes. The longer merchandising is a word associated with secret practices, the longer the present uncertainty will obtain.

North of the Border

BY EDICT of the administration which hopes to balance an out-of-kilter budget, the FCC is pondering various plans for the establishment of a fee system.

The few millions involved, if all of it were retrieved, wouldn’t buy a single medium bomber. But it’s part of the over-all administration effort to have government pay its own way.

Because there is no precedent in U. S. communications for this sort of levy, we must look elsewhere for guidance. It comes from Canada, in a special dispatch published on page 113 this week.

In the Dominion, which has a dual government-private broadcasting (and telecasting) system, station licensees have always paid annual license fees. They started at $50 per year (a figure talked about here as the maximum). But now the privately-owned stations pay about 1% of gross revenue, a percentage of gross would be untenable here. Our licensees pay regular income taxes. Moreover, there are many more stations which lose money, and a percentage of gross would throw them that much deeper in the red.

Our Canadian correspondent points out that broadcasters in his country feel the initial license fee is not important, because, by one device or another, it constantly increases. “They have found,” he reports, “that the existence of a transmitter fee has led to a continually widening control by government departments over station ownership and to securing more and more financial information from stations. They have seen the scope of the fee broaden and its use put to other purposes than originally intended.”

Thus, there is a real lesson in the Canadian experience.

It is to be hoped that the FCC, in its effort to comply with the Budget Bureau directive, will avoid a license fee as such, but will confine its charges to filing fees and paperwork costs, spreading these across the entire area of its jurisdiction. If it should decree a license fee or franchise tax, then the obvious corollary would be the issuance of licenses in perpetuity, to be revoked only when the criminal statutes are breached. Stations then would acquire a property right.

Page 132  November 30, 1953
WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Felzer Stations
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMED — PEORIA, ILLINOIS
almost 10% of the nation’s sales takes place HERE in WJR’s primary coverage area!

WJR MARKET DATA

% of total U. S. market

- Population: 12,601,300 (8.3)
- Radio Homes: 3,785,540 (8.6)
- Farm Radio Homes: 128,990 (5.9)
- Food Sales: $3,266,766,000 (9.4)
- Retail Sales: $313,613,431,000 (9.3)
- Drug Sales: $464,447,000 (10.3)
- Filling Station Sales: $739,614,000 (10.1)
- Passenger Car Registrations: 4,116,934 (10.2)

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches all of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area—use WJR, the Great Voice of the Great Lakes.

For more information on WJR’s ability to sell in this great market area, contact WJR or your Christal representative today.

WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.