At first glance, snowflakes look alike. Storer stations also resemble each other in certain respects, but each has its own distinctive local identity.

It pays to start your campaign with a Storer station.
RONSON DOES A COMPLETE JOB . . .

To give you that immediate, convenient light, RONSON does a complete job. Behind every light is RONSON's thorough attention to engineering, styling and distribution. You never miss with a RONSON . . . for RONSON puts in the palm of your hand the sure-fire results you're always looking for.

Ever have the Richmond market in the palm of your hand? The Havens & Martin, Inc., Stations can do that for you. Years of pioneering and know-how deliver results in this rich market. WMBG, WCOD and WTVR offer you loyal listeners. Fine entertainment and public service round out a complete job. Join the other advertisers who have made the First Stations of Virginia their first choice.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
THE INTERMOUNTAIN NETWORK
where your prospects
LIVE — LISTEN and BUY!

THE INTERMOUNTAIN NETWORK
where CHEVROLET Dealers
LIVE — LISTEN and SELL!


16 NEWSCASTS WEEKLY
on 29 Intermountain Network Stations
(The most listened to stations in this area)

Chevrolet Dealers know that in today's competitive market you have to reach the buyer in every city and in the smallest hamlet to keep Chevrolet NUMBER ONE.

TO DO THAT

CHEVROLET DEALERS BUY IMN!
The Early Edition — The Noon News — The Late Evening Edition . . . all featuring Jim Peterson

TO SELL CHEVROLETS

SELL THE 7 STATE INTERMOUNTAIN EMPIRE

with

Mr. BIG in the Intermountain West

Mr. BIG in merchandising! Mr. Big in audience! Mr. BIG in concentrated home-town coverage where people live, listen and buy!

Represented nationally by Avery-Knodel, Inc.

LYNN L. MEYER, President
146 South Main Street, Salt Lake City, Utah

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Couldn't be much Better...

11 of the first 15
TOP TELEVISION SHOWS IN
DALLAS ARE ON KRLD-TV
PULSE OCT., 1953

Straight across the board, KRLD-TV's dominating leadership in North Texas is demonstrated over and over again.

Program dominance, Maximum Power, Wider territorial coverage, a consistently better and more dependable picture insures the largest possible viewer audience.

The prospects for successful and profitable advertising effort COULDN'T BE MUCH BETTER... on KRLD-TV. Channel 4 sells more... simple as that.

KRLD-TV
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
Channel 4, Dallas

THE BRANHAM COMPANY, EXCLUSIVE REPRESENTATIVE
100,000 WATTS VIDEO
50,000 WATTS AUDIO
SUCCESSOR to William B. Ryan as president of Broadcast Advertising Bureau may be selected this week. Best guess is that active operating head will be Kevin Sweeney, present vice president. It's understood Mr. Sweeney, who draws $30,000, has notified BAB board he will leave 90 days after appointment of new president. Selection committee, headed by Robert D. Sweezy, WDSU-AM-TV New Orleans, is expected to urge Sweeney to remain, possibly as executive vice president or president. Mr. Ryan has not announced plans.

WHILE OUTLOOK on compromise of NCAA football telecast problem looks bleak indeed at this writing, longer range view is that agreement may evolve from regional structure, whereby dozen or more areas, on conference basis, will telecast games under regional sponsorship.

WESTINGHOUSE Radio Stations Inc., out of NARTB fold for some eight years, expected to rejoin after Jan. 1 when Chris Witting assumes WRS presidency. Stations will mean $12,140,000 additional revenue for NARTB.

WHICH WAY will FCC go if Daily Worker (Communist) protests refusal of networks to grant it time to answer Sen. McCarthy's recent blast? Educated answer: FCC would hold hands-down that Sec. 315 of Communications Act (equal time provision for political candidates) does not apply and that networks are perfectly competent to handle programming matters.

GAINING MOMENTUM is plan of uhf advocates to convince networks they should provide competitive service in two or three markets on uhf as means of speeding development and of encouraging manufacturers to produce high quality all-band receivers.

EMERGENCE of color tv from talk to practical stage seen in report that AT&T has ordered 40 color monitors from RCA, just about enough to supply cities with stations that have signed up to receive equipment to broadcast network colorcasts as soon as it is available. Pressure also is on to get as many installations as possible completed before Jan. 1, when it is hoped dozen or more NBC-TV outlets will broadcast Tournament of Roses Parade in color. No confirmation of any of this from AT&T, RCA or NABC, however, as are mum on subject pending FCC approval of compatible color system which will be used.

STATION representatives and stations, both radio and television, tremendously busy past few weeks handling availability for two car companies. Lincoln-Mercury, through Kenyon & Eckhardt, N. Y., is placing week-long campaigns in mid-December in about 600 markets while Ford Motor Co., through J. Walter Thompson, N. Y., is starting January campaign in almost every market in country.

FCC'S MULTIPLE ownership ruling, announced fortnight ago, does not relegate uhf consideration to limbo of unknown future. Guess is that Commission before end of year will consider proposals to expedite development of uhf through licensing of perhaps two stations above existing five-station ownership limit. When FCC enacted new limitation rules, it was with understanding that uhf factor would again receive consideration at earliest practicable time.

IT'S STILL early to predict what unpredictable Big Ed Johnson (D-Colo.) will do about his Senate seat. Statement last week that he may retire from politics or baseball (see story, page 60) was no surprise to many of his intimates who feel Son. Johnson will give up his nonsalaried presidency of Western League club in preference to Senate post. Reason: pressures will be applied to keep him in Senate because of close GOP-Democratic lineup.

ALTHOUGH FCC has no direct jurisdiction over such developments as film-on-tape, its intense interest is reflected in assignment of two of its top engineers to witness RCA demonstration at Princeton laboratories last Tuesday (story page 31). FCC feels development not only would revolutionize film production, but also could mean economic salvation of small tv stations not inter-connected for network service.

SECOND Hoover Commission on Executive Branch Reorganization has not touched FCC in current investigations and research into government integration. Possibly year will elapse before commission considers FCC Chairman's powers. First Hoover unit recommended Chairman's powers be increased substantially but Congress defeated proposal. Possible integration of FCC functions with another agency isn't being considered and it's doubtful whether it will be authorized, sources say.

LOOK for negotiations between NARTB's Public Events Committee and American Bar Assn. looking toward easing of ABA's Canon 35, which establishes rule of profession that radio, tv and cameras should not be admitted to court hearings.

RICHARD BUCKLEY, just resigned as president of John Blair & Co., radio station representatives, N. Y. [B* T, Nov. 30], reportedly is considering forming his own station representative organization.

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WLEV-TV is the one medium reaching all of Pennsylvania's rich Lehigh Valley—a consistently prosperous industrial and farm area. Two years of experimental television testing have established the WLEV-TV signal—assured the coverage to reach the homes, serve the people, sell advertisers' products profitably, economically. Take advantage of the steady profit potential offered you by this large, rich market—$1,097,387,000 spent annually in retail sales.

Buy WLEV-TV.

Represented by

MEEKER TV, Incorporated

New York  Chicago  Los Angeles  San Francisco
IVANOVITCH was doing his hitch
At the job of spying on S.A.C.,*

When this report of grave import
To the Kremlin's masters came back—

"Recovered from craze, changed my ways,
No longer earning your pay...

Forgot Revolution. Through with confusion.
Now Listen to KOWH most the day!"

Moral
EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

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

Kowh Omaha

"America's Most Listened-to Independent Station"
WEAVER NBC PRES.; R. W. SARNOFF EXEC. VP

ELECTION of Sylvester L. (Pat) Weaver Jr. as president of NBC and Robert W. Sarnoff as executive vice president announced Friday by Brig. Gen. David Sarnoff, RCA-NBC board chairman and also NBC president since resign- nation of Frank C. White [BWT, July 27].

Mr. Weaver is vice chairman of NBC board and since mid-September has been in charge of TV network programs, after serving as vice president in charge of both radio and television networks and supervising development of NBC's color TV plans. Mr. Sarnoff, son of Gen. Sarnoff, is head of NBC Film Div. and, also since September, has served additionally as executive assistant to Mr. Weaver.

There was speculation that Carl Stanton, now director of Film Div., will take over as head of that unit, succeeding Mr. Sarnoff. Most NBC key officials will report to Mr. Sarnoff in his new role, and Mr. Sarnoff will report to Mr. Weaver, who is responsible to Gen. Sarnoff. With Mr. Weaver's election as president, title of vice president of NBC board of directors is being dropped, though President Weaver will continue as board member.

Continues Active Interest

Gen. Sarnoff, whose announcement followed regular board meeting, said as board chairman he would continue to take active interest in NBC, that Mr. Weaver "has a happy combina- tion of the attributes, talents and experience needed for presidency and "will have my full support in his efforts to keep our network first in programming, first in audience, first in sales, and first in public service." Election of Robert Sarnoff at Mr. Weaver's suggestion, he said, will relieve President Weaver of burden of ad- ministrative details.

In New York to talk to NBC affiliates Gen. Sarnoff said that with elections of Messrs. Weaver, 44, and Sarnoff, 35, "our organization is complete" and "we are all set for many years to come.

Mr. Weaver told affiliates that "Bob and I make a good team ... respect each other - a genuine desire to advance NBC's interests because we are convinced that's the best way we can advance the interests of our audience, our sponsors and our affiliates. And we have the same funda- mental concept of our job ... and we intend to make it possible for any advertiser who can afford any national advertising medium at all to afford our facilities too.

New president paid tribute to Gen. Sarnoff and RCA-NBC and said "we look forward eagerly to the new tools that our scientists will give us to increase the effectiveness of our broadcasting service to the public. And when I speak of our broadcasting service," he said, "I most certainly refer to television as well as radio. I firmly believe in the value and permanency of radio. NBC is the pioneer in radio and led the way in developing this medium. We are determined to meet the challenge of changing conditions and to take advantage of every opportunity to create new revenue and to increase business for sound broadcasting." He assured affiliates that "we will do nothing that is not in your interest as holders of the NBC stock." He concluded by adding, "Mr. Black, today you told Bob and I to do everything in our power to make NBC the greatest social force and the greatest business force in the nation.

Gen. Sarnoff said that though his own service as NBC's acting president had made "extremely heavy demands on my time and energy, it had been "an experience I have thoroughly en- joyed" and had "given me the better under- standing of the needs and problems of NBC that can come only from intimate daily association, with its operations." Discussing selection of

9-Hour News Program

AS OUTGROWTH of photo-engravers strike that had shut down New York Daily newspapers since Nov. 27 (see story page 74), WOR-TV launched newspaper-style program lasting nine hours last Saturday. Called Newspaper on 9, program was scheduled on Saturday from 7 a.m.-4 p.m. and Sunday, 8 a.m.-5 p.m., with plans for extension if strike continued. Station normally begins operations on Saturday at 4 p.m. and Sunday at 5 p.m. Format of program is built around complete newspaper, with all types of news and features and new "edition" every hour. Station spokesman said late Friday that several advertisers, including Macy's Dept. Store, were con- sidering sponsorship of nine-hour segment. In another development stemming from strike, NBC New York announc- ed Friday that in addition to 2 hours and 50 minutes of newscasts daily, station will broadcast highlights from New York Herald Tribune columns and comics each night from 8:30-9 p.m.

BUSINESS BRIEFLY

SPOT RADIO FOR STANDARD • Standard Brands, on behalf of Royal pudding and Blue Bonnet margarine, planning 26-week spot an- nouncement radio campaign to start Jan. 4 in approximately 50 markets. Ted Bates Inc., N. Y., is agency.

ABC CARNATION SHOW • Carnation Co. (evaporated milk and Friskies dog food) spon- soring When A Girl Marries on ABC Radio, Mon.-Fri., 10:45-11 a.m., for 52 weeks starting Jan. 4. Agency: Erwin, Wasey & Co., S. F.

YULE DRIVE FOR PAPER-MATE • Paper- mate pens, through Foote, Cone & Belding, N. Y., placing Christmas spot announcement campaign in number of markets.

RCA Declares Dividends

RCA FRIDAY declared extra dividend of 20 cents per share and quarterly dividend of 25 cents per share on common stock, both payable Jan. 25 to holders of record Jan. 5, Brig. Gen. David Sarnoff, board chairman, announced. New policy, he said, will entail quarterly decla- ration of common stock dividends in May, August, November and February, provided fu- ture earnings justify them. Common stock dividends since 1951 have been on semi-annual basis. Board also on Friday declared dividend of 8712% cents a share on RCA first preferred stock for first quarter of 1954, payable April 1 to holders of record March 15. During 1953, RCA's common stock dividends amounted to $203,120,000; preferred dividends to $3,152,952.

Five Take MBS Shows

ACQUISITION of sponsorship for five radio programs over Mutual was announced Friday by Adolph N. Hult, vice president in charge of sales. New sponsors are: Niagara Mfg. & Distributing Co., through Ollan & Bronner Adv., Chicago, for Gabriel Heatter (Tues., 7:30-7:45 p.m. EST), starting Jan. 3; Credit Union Na- tional Assn., Madison, through J. Walter Thompson Co., N. Y., for People Helping Each Other (Sun, 4:55-5 p.m. EST), starting Jan. 3; Gillette Safety Razor Co., Boston, through Maxon Adv., N. Y., for Blue-Grey football game from Montgomery, Ala., on Dec. 26, starting at 2:45 p.m. EST; Miller Brewing Co., Milwaukee, through McCann, & Assoc., Mil- waukee, for professional football championship game on Dec. 27 at time and site still undeter- mined, and Mutual Benefit Health & Accident Assn. of Omaha, through Bozell & Jacobs, Chi- cago, for annual Mutual of Omaha Calling program on Christmas Day, 2:30 p.m. EST.

December 7, 1953 • Page 9
Repeat Our Last Ad—For No Matter How You Try To Say It—The WJBK Story is Consistent...

"The BALL OF FIRE Station in The Rich Detroit Market"

TELL and SELL on

WJBK

DETOIIT

Represented Nationally by
THE KATZ AGENCY

Tops in MUSIC, NEWS and SPORTS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Page 10 • December 7, 1953
UPCOMING

Dec. 7: Idaho Broadcasters Assn., Turf Club, Twin Falls.

Dec. 7-8: ABC executives meet with officers of six stations, New York.


Dec. 11: NBC-TV Affiliates' Executive Committee meets with network officials, New York.


For other Upcomings see page 137.

Third Vhf Channel Available for Milwaukee

THIRD commercial vhf channel made available for Milwaukee area as FCC Friday finalized rule-making to add ch. 6 to Whitefish Bay, Wis., just north of city. WMIL-TV Milwaukee late Friday surrendered permit for uhf ch. 31, filed for ch. 6. Hearst Corp.'s WISN there, which petitioned for ch. 6 allocation [B&T, Oct. 5], to file for ch. 6 today (Mon.).

To effect Whitefish Bay ch. 6, FCC changed ch. 5 at Marquette, Mich., to ch. 6 and changed ch. 6 at Green Bay, Wis., to ch. 5. Revisions to current licensing became effective Saturday.

In Federal Register. On air at Milwaukee are vhf ch. 4 WMJ-TV, uhf ch. 19 WOKY-TV and uhf ch. 25 WCAN-TV. Vhf ch. 10 is reserved for education. Four bids are in contest for vhf ch. 12 (story page 58).

Doherty Cites Cost Studies At Tennessee State Meeting

PAYROLLS provide major challenge in effecting economies at small stations, Richard P. Doherty, NARTB labor vice president, told Tenn. Assn. of Broadcasters Friday at Nashville. In conducting wage-hour clinic he pointed out payrolls consumed over 60% of total cost of small stations. Most other operating costs are relatively fixed, he explained, stressing importance of management efficiency. He reviewed NARTB findings on station operating expenses.


Earl Winger, WDDO Chattanooga, was elected association president. Other officers include John Hart, WBIR Knoxville, vice president, and Mrs. Smith, secretary-treasurer. Board members: Parry Sheffall, WZJM Clarksville; Robert McKay, WKRM Columbus; Arthur Wilkerson, WLLL Lenoir.

PEOPLE

RICHARD G. YATES, assistant director of sales of Republic Pictures Corp., appointed executive assistant to president and vice president in charge of sales of Hollywood Television Service, tv film distribution company. Mr. Yates will headquarter in New York.


WALTER E. BLODGETT, advertising office manager, Standard Oil Co. of Ind., retires Dec. 30 after 47 years with company and 25 years in advertising. He is well-known to radio-tv time salesmen and played important part in buying of "millions of dollars worth of advertising," according to Wesley I. Nunn, Standard advertising manager.

WILLIAM A. WOOD, former director of public affairs, CBS-TV-Washington, named manager educational WQED (TV) Pittsburgh.

LOIS JACOBY, editor, CBS, and before that with Kenyon & Eckhardt, to J. W. Thompson Co., N. Y., as editor and writer on Eastman Kodak film series.

STEVE BEARDE, formerly of Dallas office of Blair-TV, has joined New York sales staff of tv representative firm. Replacing him in Dallas is FRANK CARTER, previously associated with KWPT-AM-TV Wichita Falls, Tex.

Groups Named to Probe Freedom of News Access

SUBCOMMITTEES to investigate various areas of "public events" in relation to access gained by news media thereon were named by Edgar Kobak of WTW Thomson, Ga., chairman of NARTB Public Events Committee, in course of New York committee meeting Friday. Committee also recommended its name be changed to Committee on Freedom of Information.

Assignments to subcommittees (mostly of one man each) were: radio-tv access to legislative proceedings, P. A. Sugg, WKY-TV Oklahoma City; to judicial proceedings, Paul Batlimour, KTAL (TV) Los Angeles; admission beyond fire and police lines, etc., Merrill Lindlax, WSOY Decatur, Ill.; review of current bills on access to various public events, Vito T. Louisi, WLS-TV Chicago and E. R. Vadeboncoeur, WSYR Syracuse; equitable treatment of radio-television stations--radio-television stations do not interfere with orderly conduct of business; Robert Close, WLS-TV Chicago; equitable treatment with other media in matter of news releases, sponsor relations and public relations--stipulations to be made. Committee to meet Tuesday.

UPCOMING

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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 Fami ghetti, 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.

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$25,000,000 has been set aside for construction of new insurance buildings in Jacksonville for 1953 and 1954. Here are four of the seven new modern offices which are either completed or under construction.

...WMBR is Jacksonville's most-listened-to radio station... and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports

THIS IS
JACKSONVILLE
FLORIDA...
Insurance center of the southeast!

WMBR
AM • FM • TV

Represented by CBS Radio
and Television Spot Sales

Broadcasting • Telemaster
December 7, 1953 • Page 13
Only the Best

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

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

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

FIRST in Circulation
FIRST in News
FIRST in Ratings
FIRST in Local Talent
FIRST in Live Shows
FIRST in Merchandising and Promotion
FIRST in Public Service
FIRST in Physical Equipment
In Houston, KPRC gets the news first.

Six full-time radio newsmen cover the great Houston and Gulf Coast area for KPRC's 17 daily newscasts, sportscasts, and weathercasts.

Each KPRC news specialist covers his own beat, writes, edits, and broadcasts. You won’t find a “rip-and-tear-man” on KPRC's news staff. Announcers announce only. Each newscaster works full time in the station's news department.

National and regional news rolls in over not two, not three, but five AP wires! Weather forecasts are piped in through a direct line to the U.S. Weather Bureau.

KPRC's alert news staff competes with all news gathering agencies in Houston, including the station's own associate, The Houston Post!

In Houston no other radio station offers this comprehensive news coverage.
it's here . . . NOW!

TV in CHARLESTON, W. VA.

with WKNA-TV

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

affiliated with ABC and DUMONT Television Networks

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

WITH Parole File 732, CBS Radio added luster to its reputation in the documentary field, continuing a high level of performance that has distinguished its previous Feature Project productions which so far have examined such significant subjects as civil defense, teenager problems, medical charlatans, and Iron Curtain country refugees.

It was largely the method of presentation in Parole File 732, as in other productions, that accounted for its effectiveness, both as a documentary record and as a dramatic episode. Wisely, the producers felt there was drama enough in the story of a man who discovers freedom after serving 22 years behind prison bars without having to introduce contrived embellishments that have marred similar productions. The accent was always on sobriety and simplicity of presentation. There were no dramatic flourishes; if anything, a quality of under-emphasis sharpened the inherent dramatic elements.

There was painstaking attention to detail, pointing up staples of everyday living to which a parolee is a stranger. How do people cross on traffic lights? How do they order meals in a restaurant? Where did all these bright neon lights come from? Wonder how these new gear-shifts on cars work?

As program narrator, Peabody Award winner Eric Severeid provided an illuminating commentary that was ever consistent with the program's keynote of simplicity, factual presentation and good taste.

AMONG the institutions of broadcasting none is harder than the Voice of Firestone which, as of last Monday, had been around 25 years. Except for changes in performers, occasioned by the attrition of time, this venerable series today is not noticeably different from the opening broadcast in 1928. An orchestra and singers are on hand to present music from opera, operetta and lighter sources. As a concession to television (the show became a simulcast in 1949) dancers now get into the act, but not to the exclusion of the audio portion of the program.

The selections on the Nov. 30 show included "Home on the Range" and the sextette from "Lucia," a fair example of the general musical gamut of the series. If there is a formula that explains the lon-
gevity of this series, it must be the practice of conservatism. The show resides in middle ground, aiming neither at the intellectual nor the boob, and hence commands a large and faithful audience. It is a formula that practically guarantees a 50th anniversary.

**TURNER CALLING**

Network: ABC Radio
Original: Chicago
Time: Mon.-Thurs., 9:15-9:30 p.m. CST
(Nov. 30 premiere)
Commentator: Ulmer Turner
Producer-Director: Rai Taylor
Announcer: Jay Arlun
Writer: Ulmer Turner

TURNER CALLING is a moderately successful attempt to combine "hard" news developments with taped pickups of commentaries from foreign world capitals as gleaned by newscaster Ulmer Turner at his suburban Chicago shortwave "listening post" for use on ABC radio.

Mr. Turner's program, unusual in concept, opens with "actual Congo jungle drums and bells" and a staccato of voices: "This is Moscow calling; This is London calling," and finally "This is Turner Calling." Explaining that the program comprises the latest news and voices of government officials from other countries, "friends and foes," Mr. Turner, on the show under scrutiny, delved into "hard" news: About 22 Americans who refused repatriation from Korea, former Michigan Gov. Sigler's air crash into WBCK-TV Battle Creek's tv tower (see separate story this issue), the wreck of an Erie express train, Agriculture Secretary Ezra Benson's views on fixed farm prices, and Indo-China developments.

Mr. Turner then invited listeners, coast to coast, to hear their "political enemies right at work." He played tapes from Radio Moscow on collective farms and from Radio France, noting that many listeners have never heard foreign radio propaganda. More news capsules touched on the Greenlease case, Korean atrocities and USSR propaganda program.

The principal flaw in the Turner show as now composed is that it leans too heavily on the ordinary reporting of news which can be heard almost anywhere on radio, at the expense of the international eavesdropping which could make it unique. More time for that and less for commonplace news reading would improve the program.

**BOOKS**


MR. HELT, with the Research Division of Allen B. DuMont Laboratories and also instructor in tv at Columbia U., gives a detailed engineering treatment of television explaining all the components of transmitters and receivers, how they work, and how they are combined in the complete television system. Transmitting and broadcasting problems are emphasized. The book ranges from fundamentals to the most intricate complexities of tv.

**MINNIE PEARL'S DIARY**, by Minnie Pearl (Ophelia Colley Cannon). Greenberg, Publisher, 201 E. 57th St., New York 22. 77 pp. $1.

THE popular comedienne of NBC's WSM Nashville's Grand Ole Opry employs the same rural humor as she does on the Opry to describe four months of the doings among her friends, relatives and beaux at Grinders Switch (two wagon greasin's from Atlanta). With photographs.
Fear and Favor
EDITOR:
I am a veteran in broadcasting. I've been an active member of radio, and now tv, since 1935. In the years that I have been in the business, I've been proud to be part of it. Then one night a handful of men make me ashamed of my chosen profession. A handful of high-priced, highly rated executives of a Joe McCarthy to scare them into giving him time. What have the networks, or the folks running the networks, to fear from an FCC investigation... Where is our free radio and tv, free from political pressures when we allow a McCarthy or anyone else to come along and throw the fear of God into us?...
Cy Newman
Cy Newman Advertising
Port Washington, N. Y.

EDITOR:
As the political writer for the Modesto Junior College weekly newspaper, the Collegian, I would like to have your permission to reprint, in full, your editorial entitled "The Great Hitch-Hike" appearing on page 114 of your Nov. 23 edition of BT. Appropriate credit will be given and I shall see that your office receives a copy of the paper in which the reprint appears.
I, like you, was appalled at the gall of the junior Senator from Wisconsin who somehow got the sometimes wise broadcasters to allow him "equal" air-time. How ridiculous.
Mickey Hart
Modesto, Calif.

Opinion on Opinions
EDITOR:
Recently I read a remark by somebody who inferred that trade journals had no business editorializing on matters concerning the industry. I disagree. Since 1940 I have been a steady reader of your book and from time to time made good use of its many features and articles. But the one thing that has always stood out is your forthright opinions as expressed editorially. While I have not always agreed with your viewpoints (you can't be right all the time) nevertheless it seems to me that too much praise has been given your journal for other departments and not enough for your points of view.
Whether a reader agrees with you or not on an issue, I think he has to admit you don't "pussy foot" around the important issues. This is good for the radio-television industry. Keep it up.
Robert M. Reuschle
National Sales Mgr.
WHUM-TV Reading, Pa.

[EDITOR'S NOTE: Mr. Reuschle was manager of McCann-Erickson's best buying department before joining WHUM-TV.]

News Summary
EDITOR:
The article by Jim Reed, "What's Right and Wrong with Radio News" [BT, Nov. 30] is one of the finest contributions to good thinking on this subject I have ever seen.
Please accept my thanks for two things, first for publishing the piece and second for setting printing it, backed by advertising matter, that I can clip it and paste it up for reference to young newsmen in radio and tv. But, also let me take strong issue with one point in the piece, the recommendation that newscasters should voice the commercial. That is bad. 

John Kirkwood
Denver, Colo.

Merchandising
EDITOR:
There is so much discussion these days about merchandising support offered by radio stations that it's refreshing to get a factual summary which calls the shots as they are. By that I mean what stations offer. So I am glad to see BT publish its merchandising supplement [Nov. 30]. It's a valuable reference work for anyone in the industry—for agencies and stations alike.

Frank Woodruff
Promotion and Research Dir.
Free & Peters, New York

EDITOR:
Foul!... We wuz robbed! I realize, of course, that it's not your fault that we are not included in the merchandising edition that you put out this week. For that matter, I'm sure it's probably not K & E's fault, but ours for somehow or other either overlooking or mislaying the questionnaire (although I don't remember one).

Howsoever, the odd part of the whole thing is that as far as I know we're the only station in the entire state that actually has a full-time merchandising department whose work is exclusively devoted to making route calls, preparing jumbo cards, trade letters, ad infinitum.
We have two people who do nothing but work full-time with distributors and dealers, salesmen and suppliers, who are not only equipped to perform all the regular facets of this work but also available to make personal features before wholesale groups and the like.
Believe me, I'm sorry as the devil that we weren't included in that supplemental book of yours—which I have no doubt like all things from BT articles will find its way into a permanent place on a timebuyer's desk—but if you could find any way possible to squeeze this letter somewhere in any of your future issues, you'd be helping us a great deal.

WABI-AM-TV Bangor, Me.

Agree and Disagree
EDITOR:
... In 20 years you have done a real job. At times one would agree with you and at times he would not, but the significant fact is that at all times you had the interests of the industry at heart.
I still agree and disagree with you as I read your magazine each week—and I never cease to thank you for challenging my thinking.

Don Petty
McClean, Salisbury, Petty & McClean
Los Angeles

To Whom The Spoils?
EDITOR:
I have followed the color television controversy through your fine magazine since your Sept. 1, 1940 issue, when you reported on page 97 that CBS had announced, after six months of secret research, that it had developed color television. May I offer my first public comment on this matter. RCA Victor.

Robert N. Green
Friedman & Green
Washington, D. C.
Everyone likes their HOME FOLKS!

Remember when, at that last convention you attended, the conversation took its usual turn—ended up with all the boys doing a little bragging about their home town?

It never fails, does it! Everyone likes their home folks—feels more comfortable when they’re around them; shares their interests, their likes and dislikes more closely!

Well, that’s the reason why the swing has been to independent, local radio 100% of the time... why more and more advertisers get the best results from using stations with their finger on their home town’s pulse. Sure, you can get the same results... just ask any one of the nation’s leading independents—they’re listed below for your convenience.

THESE STATIONS CATER TO THEIR HOME TOWN’S TASTES:

- WCUE — Akron, Ohio
- WCOP — Boston, Mass.
- WDOK — Cleveland, Ohio
- KMYR — Denver, Colorado
- KCBC — Des Moines, Iowa
- WIKY — Evansville, Indiana
- KNUZ — Houston, Texas
- WXLW — Indianapolis, Indiana
- WJXN — Jackson, Mississippi
- KLMS — Lincoln, Nebraska
- WXYW — Louisville, Kentucky
- WMIN — Minneapolis—St. Paul, Minn.
- WMIL — Milwaukee, Wisconsin
- WKDA — Nashville, Tennessee
- WAVZ — New Haven, Conn.
- WTIX — New Orleans, La.
- KBYE — Oklahoma City, Okla.
- KOWH — Omaha, Nebraska
- KXJ — Portland, Oregon
- KITE — San Antonio, Texas
- KSON — San Diego, California
- KYA — San Francisco, California
- KEAR — San Mateo, California
- KOL — Seattle, Washington
- KREM — Spokane, Washington
- KSTN — Stockton, California
- KSTL — St. Louis, Missouri
- WOLF — Syracuse, New York
- KFMJ — Tulsa, Oklahoma
- KWBB — Wichita, Kansas
- CKXL — Calgary, Alberta, Canada
- CKNW — Vancouver, B. C., Canada
- CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding independent station in a city.

Aim for BULL’S-EYE results...with the AIMS GROUP
2ND GREAT YEAR
NOW IN PRODUCTION!
A Grand New Total of 78 Magnificent Half-Hours!

TOP RATINGS IN MARKET AFTER MARKET!

- **SEATTLE** - 1st Place!
  Sat. eve. - rates 53.3 - Telepulse, June 1953
  Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.

- **KANSAS CITY** - 1st Place!
  Fri. eve. - rates 32.3 - Telepulse, Aug. 1953

- **PITTSBURGH** - 1st Place!
  Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
  Beats This Is Your Life, Dun's Guide, Ford Theatre, Playhouse of Stars, Robert Montgomery.

- **WASHINGTON, D. C.** - 2nd Place!
  Tues. eve. - rates 25.4 - Telepulse, Aug. 1953
  Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.

- **SAN ANTONIO** - 2nd Place!
  Tues. eve. - rates 29.3 - Telepulse, Aug. 1953
  Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, This Is Your Life, Burns & Allen, Kraft TV Theatre, Robert Montgomery, Lux Video Theatre.

- **PORTLAND** - 2nd Place!
  Tues. eve. - rates 56.5 - Telepulse, Sept. 1953

These leaders have RENEWWED FOR 2ND YEAR!

- **BLATZ** Beer in 3 markets!
- **DREWRY'S** Beer in 9 markets!
- **OLYMPIA** Beer in 6 markets!
- **GENESEE** Beer in 5 markets!
- **SCHAEFER** Beer in New York City!

No. 1 FILM SERIES NATIONALLY!—Telepulse, August, 1953

*NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY ST"
ZIV TELEVISION PROGRAMS, INC.

Proudly Presents

ADOLPHE MENJOU

YOUR STAR AND HOST IN

FAVORITE STORY"

Produced with a master's flair...

EVERY HALF HOUR A COMPLETE STORY...

VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!

The first name in outstanding television production

ZIV- TV

ZIV TELEVISION PROGRAMS, INC.
1519 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
A Case of "Moostaken" Identity

Slim Smith never had a chance to use his moose call until a trip north this year. Visited him yesterday to see what he'd bagged.

"First day out," he told me, "I picked up a trail. I sounded the call and waited. Then I heard a moose call. Sure enough, something came crashing through the brush. Turned out to be another guy with his moose call. Boy, did I get my finger off the trigger of my gun in a hurry!

"My last day there I picked up another trail. This time I got me a real moose. But you can bet I took a good look at that moose before I started to do any shooting!"

From where I sit, we could all learn a little from Slim's experience. Most of us are guilty sometime or other of being too quick on the trigger. Like the fellow who would deny me the right to an occasional glass of beer with my dinner. I say that kind of "aim" is way off the target!

Joe Marsh

Copyright, 1953, United States Brewers Foundation
JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS

now operating at television’s top power

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

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

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV’s low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.
Chicago just witnessed the finest and largest Air Fair in its history. Your exclusive promotion of this event certainly was effective with over 250,000 people attending during the two days. The Fiftieth Anniversary of Powered Flight was well commemorated."

ROBERT E. CRAMER, President, Chicago Junior Association of Commerce and Industry

SHOWMANSHIP by request

At the suggestion of Gen. James H. Doolittle, a two-day Air Fair was held at O'Hare International Airport October 17-18...commemorating the Fiftieth Anniversary of Powered Flight.

Chicago's Showmanship Stations were asked to create civic interest in this event...exclusively.

In one week, the story of powered flight's Golden Jubilee was unfolded on half-a-hundred WBBM and WBBM-TV programs—featured on a score of others—still further publicized via hundreds of interest-creating messages.

As stated above, the resulting two-day attendance exceeded a quarter-million visitors...five times the number attending a former Air Fair presented two years previously.

Showmanship inspires civic interest. It also creates brand preference. It is the trademark of stations WBBM and WBBM-TV.
WBBM
50,000 WATTS 780 KC
• CBS RADIO

WBBM-TV
CHANNEL 2 CBS TELEVISION

"CHICAGO'S SHOWMANSHIP STATIONS"
CBS OWNED
PAYSON HALL is a good example of a country boy who made good.
From an Ithaca, N. Y., farm boy to treasurer and controller of the $32 million Meredith Publishing Co. and director of its radio and television activities would seem to warrant that accolade.

Meredith has its home office in that good, solid mid-western America of Des Moines, Iowa. It is here that it publishes the phenomenally successful Better Homes & Gardens, Bible of suburban living, a circulation more than 3.5 million. It is here that Meredith publishes the rural Successful Farming, with better than 1.5 million circulation.

And, it is here that it governs a growing national radio and television organization. Meredith, through subsidiaries, owns WOW-AM-TV Omaha, KPHO-AM-TV Phoenix, KCMM-AM-FM-TV Kansas City, and WHEN (TV) Syracuse, N. Y.

Samuel Payson Hall Jr.—more commonly known as Payson Hall—is described by associates as a disarming individual. He's youthful looking—more so than his 38 years would indicate. He's soft-spoken. He's easy-going. He has a dry wit. And, they add, he's brilliant and capable and hard working and "sharp."

In other words, those who know him think he's good.

Payson Hall was born in 1915 in Oil City, Pa. His youth and young manhood were spent on a six-acre farm in Ithaca, N. Y., site of Cornell U., in the Finger Lakes region of the Empire State. In 1932 he was graduated from Ithaca High School, and in 1936 from Cornell, with a B.A. Nine years later, going to night school, Mr. Hall won a Master's degree in business administration from Columbia U. In New York.

From the time of his graduation from Cornell in 1937 when he joined Meredith, Mr. Hall held various accounting positions. He was a credit analyst with the Chase National Bank in New York. He acted as financial secretary to the New York State Veterinary College at Cornell. He was chief accountant of the Bridgport (Conn.) Brass Co. He was budget manager of Trans World Airlines in Kansas City. During World War II, he was executive accountant with the U. S. Army Engineers' Persian Gulf Command in Iran. This was the corridor for lend-lease shipments to Russia.

It was while he was with Trans World Airlines in Kansas City that Mr. Hall met Fred Bohan, president of Meredith Publishing Co. In July 1947, Mr. Hall joined the Des Moines publications company.

Shortly after he came with Meredith, E. T. Meredith, vice president and general manager of the company and son of the founder, evinced a growing interest in broadcasting—especially television. As a newcomer, not overburdened with responsibilities, Mr. Hall was assigned to research this new (for Meredith) field.

Meredith's interest in broadcasting was a logical and, to Mr. Hall, an obvious one. Broadcasting was a natural expansion of magazine operations into a related communication industry, also deriving its revenue from advertising. Above all, Meredith was enthusiastic about the opportunities for extending its magazine service principles into new program concepts in radio and television.

As director of radio and television for Meredith, Mr. Hall's philosophy on broadcasting management can be summed up in two words: maximum decentralization. Each station manager is largely autonomous in his daily operations, guided only by broad policies on program content, sales practices, and personnel relationships prescribed by the home office.

"Our reliance and our strength are in our excellent station managerial personnel," Mr. Hall says.

Meredith considers radio and television as two separate industries and must be recognized as such to be fully successful," Mr. Hall says.

But, he emphatically adds, "radio is no poor cousin of television. We believe in the essential soundness of am radio broadcasting, albeit we recognize the strains and pains generated by the transition period through which radio is passing."

Still vivid are Mr. Hall's recollections of WHEN's early days. This was the only station Meredith owned—although at one point it had other applications pending. It is a measure of the man that he refers to "the close companionship generated in those early days of struggle."

WHEN went on the air in 1948. In 1951, Meredith bought WOW-AM-TV Omaha for $2.5 million. The next year, 1952, it bought KPHO-AM-TV Phoenix for $1.5 million. Only last month the FCC approved the purchase by Meredith of KCMM-AM-FM-TV Kansas City for $2 million.

Work has been Mr. Hall's lot since early youth. His father, an Ill World War I veteran, was in hospitals most of Mr. Hall's childhood years. During summer months during his youth, Mr. Hall worked on neighboring farms. In his Cornell days, he worked the 4 p.m.-midnight shift at the Pennsylvania-Dixie Cement Co. at Portland Point, N. Y., 10 miles from Ithaca.

Mr. Hall maintains bachelor quarters in Des Moines, surrounding himself with good books, good music (he was a member of the Cornell Symphony Orchestra and of several instrumental groups while in college) and good companions. He is a member of Controllers Institute of America, National Assn. of Cost Accountants and Beta Gamma Sigma. He also is a member of the Drake U. Accounting Dept. Advisory Board and of the Cornell Club of Iowa.
HOW! ONLY 1 TV STATION
Blankets the ENTIRE GREATER LEHIGH VALLEY AREA
PENNSYLVANIA'S 3RD MARKET

CHANNEL 57
100,000 WATTS
AT 1481 FEET

ALLENTOWN-BETHLEHEM-EASTON METROPOLITAN DISTRICT

POPULATION
A - 546,197
A & B - 3,060,700

RETAIL SALES
A - $6,782,426,000
A & B - $34,750,386,000

AVG. FAMILY INCOME
A - $5,725
B - $5,698

45% of the TV homes in the Allentown-Bethlehem-Easton area have converted to UHF in the past four months. This is proven by the monthly set count by Palmer & Company, certified public accountants, based upon receivers sold or converted by regular TV dealers.

*UHF SETS IN USE
July 1, 1953 ................ 3,000 sets
August 1, 1953 ............... 15,000 sets
September 1, 1953 ............ 32,000 sets
October 1, 1953 .............. 41,843 sets
November 15, 1953 .......... 51,944 sets

*Allentown-Bethlehem-Easton area, representing only 40% of the WGLV primary coverage area.

WGLV (Television) and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co., Easton, Pa.

J. L. Stackhouse, President
Richard W. Hubbell, Assistant to the President in charge of Television and Radio.

Represented by Headley-Reed TV

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • ATLANTA • PHILADELPHIA
The new season is around the bend, and its attractions are in full view.

With all the shows of all the networks back on the air, CBS Television is again off to a fast start—as the November study of program popularity* reveals:

It leads at night with seven of the Top Ten—and a 21 per cent higher average rating than any other network.

It’s ahead during the day—with eight of the Top Ten—and an average rating higher by 35 per cent.

This popularity has specific meaning for advertisers. For it’s a measure of network competition in the markets where you can best measure competition—in the major markets where networks compete…and the audience has a choice of what to see.

We’re bringing this popularity into more and more markets. For the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network that’s bigger by 68 per cent.

This ever-widening popularity explains why advertisers’ investment on CBS Television is bigger than on any other network during the first nine months of 1953—and bigger today than ever in television history.

CBS TELEVISION

*Trendex: November 1-7, 1953
a new station
with a 28-year reputation
What a success story! On the air since October 15th and already a leader in the market. WHY? Because KOIN-TV has benefited by the loyalty and audience acceptance which radio station KOIN has built over the past 28 years. Viewers have confidence in KOIN-TV’s programming—they are enthusiastic over the sharp clear picture that VHF assures. This is the kind of impact that sells merchandise.

A POWERFUL station reaching a BIGGER market
What a prosperous market! KOIN-TV's 56,000 watts of power (100,000 soon) is reaching out to a family of cities with per capita sales MORE THAN DOUBLE the national per capita retail sales average*. Set sales are booming—with over 160,000** in use now and the number growing every day. It’s a rich, bustling ready-to-tap market.

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

*20%—based on 1952-53 Consumer Markets.
**Estimated as of December 1, 1953.

AVERY KNODEL, INC. National Representatives
New York • Chicago • Los Angeles • San Francisco • Atlanta • Dallas
SARNOFF SEES TAPED TV AT LOW COST IN 2 YEARS

Tuesday’s RCA demonstration of recording and reproduction on tape of black and white and color telecasts shows ‘principle elements... have been tested and confirmed,’ says RCA-NBC board chairman. He sees two years of ‘finishing touches’ before magnetically-taped television will be on the market at a drastic reduction from present film costs. He predicts many other uses of tv tape.

TELECASTING of pictures from tape recordings can become a commercial reality within two years at a cost 80% to 90% below that of telecasting monochrome images from film and 90% to 95% below film costs for color, it was predicted Tuesday at the first public showing of RCA’s system of recording tv programs on magnetic tape.

While it was stressed the demonstration was only a “progress report” and that there were some problems still unsolved, pictures telecast from an NBC studio in New York’s Radio City to the David Sarnoff Research Center at Princeton, 45 miles away, where they were tape-recorded and reproduced, came through with remarkably good quality. They were not as vivid as the pictures picked up live in normal broadcast reception and there was some streaking which in the color pictures gave a greenish tint to the flesh tones, but they showed that RCA engineers have completed the major portion of their task and now have to be concerned only with refinements.

As Brig. Gen. David Sarnoff, RCA board chairman, commented: “While this electronic video tape equipment is still in the developmental stage, the basic principles and principal elements of our system have been tested and confirmed. We are confident that it is only a matter of time, perhaps two years, before the finishing touches will bring the system to commercial reality.”

Just a Matter of ‘Doing’

The two-year estimate, Gen. Sarnoff said, includes not only the time needed for refinement of laboratory equipment into a commercial product, but also the time still required for completion of the remaining research projects now in progress, which must, of course, precede the refining process. Major remaining laboratory problem, the reassembly of the color tape-recorded signal for rebroadcast, is not difficult, he stated, but “is just a matter of doing it.”

Major purpose of RCA’s experiments with pictures on tape was to give television “a practical, low-cost solution to program recording, immediate playback and rapid distribution,” which Gen. Sarnoff called “essential for the future of the television art.” Video tape, he said, will be “important” for black-and-white telecasting, “essential” for color.

But television is not the only field in which pictures on tape may prove useful, Gen. Sarnoff said. “We see great possibilities of tape replacing film for motion picture use,” he stated, pointing out that since “magnetic tape requires no chemical processing, the pictures can be viewed the instant they are taken, which adds a new flexibility in making motion pictures.” Further developments of the video tape technique, he noted, will make low-cost video tape equipment available as attachments for the portable tv camera already being used in industrial plants, stores, schools and colleges.

“The all-electronic chain of portable television camera, video tape recorder and standard television receiver would make a convenient and versatile system for making amateur as well as professional motion pictures,” he said. “It will speed the preparation of newscasts and will be a useful tool for news reporters. The tape would not have to be sent away for processing with its attendant delays and extra costs. In the home, the tape equipment could be used for home movies or connected to the tv set to make a personal recording of a favorite tv program.”

Demonstration, conducted by Dr. E. W. Engstrom, vice president in charge of the RCA Labs Division, included playbacks of both black-and-white and color tv programs previously recorded on magnetic tape and, in one sequence, gave the audience a chance to compare a live colorcast being received on one set with an immediate playback of the same program recorded on tape. Margaret Hayes was the featured actress throughout the demonstration program sequence, which was produced under the direction of Herbert Swope Jr. of NBC.

To explain the need for tape recording techniques for television, Dr. Engstrom outlined the process of recording a tv show by kinescope recording methods. To make this easier for him to explain, “pass from the television camera through most of the television system to be reproduced on a small kinescope or picture tube. A special motion picture camera then photographs the program on motion picture film. The film must be chemically processed and, usually, a print made before the pictures can be reproduced. The reproduction requires another installation in which a television camera tube picks up the scene from a motion picture projector for broadcast.”

‘Roundabout and Costly’

This is a “roundabout and costly approach,” Dr. Engstrom declared. He noted that it both takes a lot of time, several hours in most cases, to process the film and may limit the quality of the pictures which “must encounter all the hazards of both the television system and the photographic process.” There is “no fundamental need,” he stated, for the four inter-
mediate pictures this method requires to be formed, two photographically and two by tv, in the journey from the electrical signals of the camera to the signals for rebroadcast by a tv transmitter.

"Magnetic tape recording, in contrast, stores the electrical signals directly as they come from the television camera," he said. "No processing, electronic or photographic, is necessary before the tape is played back. A simple compact piece of equipment, which handles both recording and reproduction, will do the job of two complex installations needed with photographic methods."

This means much lower operating costs for magnetic tape recording, Dr. Engstrom said, when payroll, cost of tape or film and amortization of equipment are taken into account. The fact that tape needs no processing compensates for its higher cost per minute of program time than 35 mm film, he said, and the tape, unlike film, can have its program electronically erased, so that it may be used over and over.

Making a kinescope film recording of a black-and-white tv program would cost at least five times as much as doing the same thing on a ¼-inch tape, he estimated, assuming that the tape is reused many times. This means, he said, that in making copies for distribution to tv stations, a half-hour program could be taped for less than $1 per copy, again assuming repeated use of the tape.

More Savings in Color

In color programs, the savings are even greater, with the original tape recording of a color tv program costing as little as 5% of the cost of recording it on color film. Copies of the show on tape that is to be reused many times could be made for about $20 each for a half-hour program, he estimated.

Principles of tape recording pictures are similar to those of recording sound, Dr. Engstrom explained, with electrical signals impressed through a recording head—a small horseshoe electromagnet—on the magnetically treated surface of a plastic tape. The head, as the tape is drawn across it, continuously changes the magnetic polarity of the magnetic oxide particles in accordance with the pattern of the original signal. In playback the process is reversed, the magnetic pattern on the tape creating a current in the windings around the reproducing head which closely duplicates the original signal.

But, whereas audio signals are in the range of 20 to 20,000 cycles per second, video signals range up to four million cycles per second or 20 times as great. RCA now has achieved a band width of three million cycles per second, Dr. Engstrom said. Video tapes need also to carry sound as well as pictorial signals.

The secret in the RCA system is in the development of special recording and reproducing heads which respond to frequencies many times higher than the cutoff point for the heads used in sound recording. Accordingly, the speed of the tape across the heads has to be compensated for to within manageable limits, it was explained, with the equipment used in the demonstration having a tape speed of 30 feet per second. Equipment now under development will reduce this to 20 feet per second, Dr. Engstrom reported.

Two Tracks for B&W

Black-and-white programs he said, are recorded on two tracks—one for the picture and synchronizing signal, the other for sound—on a quarter-inch tape. For color programs half-inch tape is used, to carry five tracks, one for each primary color, red, blue and green, one for the synchronizing signal and one for the sound signal.

In the demonstration, the five recorded channels were obtained from the output of a color set. To reproduce the program from the tapes, the three primary color signals were sent from the tape to the three-electron gun of an RCA Eidophor apparatus, and the synchronizing and sound signals. To rebroadcast a tape-recorded color program the three primary color signals and the synchronizing signal must be combined to send a single composite signal to the transmitter. The apparatus needed to perform this operation now is under development, Dr. Engstrom said.

The tape reels used in Tuesday's demonstration were 17 inches in diameter, capable of holding a four-minute tv program recording. RCA now is working on a 19-inch reel which, with thinner tape, will carry a 15-minute program, Dr. Engstrom said, noting that with two such reels, for alternate head, a station could program indefinitely with continuous tape-recorded shows.

Special recording and reproducing amplifiers to handle the signal inputs and outputs have been designed so far to accommodate the characteristics of both the heads and the tape materials, it was said, to get good response characteristics for tv's wide band of frequencies. Special precision apparatus also was necessary for accurate control of the speed of the tape at recording reproducing points. Even small variations in the tape's speed and in the pressure it exerts on the head can affect the picture noticeably. The laboratory equipment used in the demonstration controls speed and pressure many times more accurately than is necessary for sound tape recorders, it was said, with research now in process promising even greater precision in regulating speed and pressure.

Seven-Man Team

The experimental equipment used in the demonstration was developed by a seven-man team of RCA research engineers: Dr. Harry F. Olson and William D. Houghten, who head the program of tape development, and Maurice Aszt, J. T. Fischer, A. R. Morgan, J. G. Woodward, and Joseph Zelen.

Summing up the present status of tape recording of tv pictures, Dr. Engstrom said: "While some technical problems still must be surmounted before video tape equipment can be made available commercially, RCA considers that the toughest of them have been con-
In Attendance
FOUR HUNDRED guests attended RCA's four demonstrations. Among them:
FCC Chairman Rosel Hyde; Frank Stanton, CBS president; William B. Loeb, CBS engineering vice president; Allen B. DuMont, president, Allen B. DuMont Labs.; Gen. Edward F. Curtis, vice president, Eastman Kodak Co.; Frank Healey, executive director of electronics, Bing Crosby Enterprises; John T. Carter, chief engineer; Jack Webb, producer and star of Dragnet; E. Finley Carter, engineering vice president, Spalding products; Nicholas M. Schenck, president, Loew's Inc; David O. Selznick, president, David O. Selznick Productions.

A spokesman for Eastman Kodak Co. said that two top executives of this company, which supplies much of the raw film stock now used for photographs, movies and kinestopes, witnessed the RCA demonstration and were "very much impressed." He declined to comment as to the future of tape or its possible effect on film, but said Eastman had been in the film manufacturing business a long time and could make whatever kind of film is needed. "If it all goes to magnetic tape, which seems highly improbable, we can make that too," he stated.

Edward Pack Curtis, Eastman vice president, stated he considered RCA's demonstration "a laboratory demonstration that was extremely interesting." He also said Eastman has been manufacturing magnetic tape in its Paris plant, but not in the U.S.

Two principal effects on the motion picture business may follow as a result of RCA's development, Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp., estimated. First, Dr. Kalmus said, "it may reduce the amount of photographic film that will be used in the television business," and second, "it may introduce supplemental recording of theatrical motion pictures on magnetic tape which can be immediately viewed by the director through a television circuit which will save time and money on motion picture photography intended for the theaters."

Dr. Kalmus said that solutions to the long-range problems of producing final recordings for exhibition on large size theatrical screens and the electronic problems of theatre tv are probably 10 to 15 years away. These demonstrations will have no immediate effect on Technicolor business, he said.

RCA's demonstration was called a "revolutionary process" by Dr. W. W. Wetzel, technical director, magnetic tape division, Minnesota Mining & Manufacturing Co.

Dr. Wetzel said he was very much impressed with the presentation and although he admitted there were minor imperfections, he saw the public showing as an "astonishing triumph of progress" in the tape recording field.

Potential immediate use for television and for motion picture producers primarily engaged in film for tv was seen by a motion picture executive. But purely supplementary use in the production of films for theatre exhibition—mainly permitting directors to scan negatives immediately rather than awaiting the processing of film shots was what he foresaw for Hollywood feature film production.

Key, according to this official, is that theatre exhibitors have investments in great existing film apparatus, which will require continuance of the pictures-on-film method for a long time to come.

One great possibility is subscription-tv. When and if pay-tv is approved, it is possible that major Hollywood production may turn to magnetic tape recordings instead of film. But, this is again television, he pointed out.

"Better than I expected," was the reaction of A. Prose Walker, director of engineering, NARTB. Mr. Walker saw the RCA development's great potentiality in replacing "everyday dummy television" they have in radio broadcasting. He foresaw the use of tape recordings in television growing to the stature they have in radio broadcasting.

From the economics alone, Mr. Walker thought the motion picture industry should "go" for tape recording in a big way. "This is electronic photography," he said, "and the savings should be substantial."

Demand might be so great, Mr. Walker surmised, that the equipment might very well become commercially available sooner than the two years predicted by RCA.

Among the refinements in the color recordings which Mr. Walker estimated will probably be accomplished in the near future were the elimination of slight smearing, streaking and halo effects, as well as a high frequency noise level. He further said, he said, that RCA could lick those objections easily.

Harold H. Butner, vice president in charge of research, T&FT, said: "It was a remarkably fine demonstration of a process which I hadn't thought would be achieved for a couple of years. The simultaneous viewing of a live program over microwave with the immediate playback of the same recording as recorded on magnetic tape was particularly impressive. From where I sat it was impossible to notice any difference. The present speed may be a little high, but they announced that it is to be reduced."

Describing the demonstration as "very interesting," Dr. Allen B. DuMont, president, Allen B. DuMont Labs., said he feels that video tape will probably be perfected within the next two or three years. Major problems, he said, seem to be in reducing the amount of tape needed, as the size of the present roll is excessive. To slow the tape speed to accomplish that will be "quite a problem," he said, although he expressed no doubt about its eventual accomplishment.

Frequencies also must be raised, he said. Better controls are needed to eliminate the jitters in the pictures caused by non-uniform speed control, Dr. DuMont said, adding that the RCA engineers had shown themselves well aware of the problem which they will have to solve and "there is no question about video magnetic tape's eventual development."

William Goetz of Universal Pictures called the demonstration "miraculous." "It is a terrible step," he said, "but one that will make broadcasting but eventually for moving pictures as well."

RCA's new magnetic tape recording process for motion pictures "will undoubtedly revolutionize the industry to a greater extent than the advent of sound," but indicates certain limitations in the application of the technique to commercial tv productions, Howard L. Carr, president of Cascade Pictures of California, a film company, stated Friday.

"Animation, superimposition of images and other technical effects . . . will still have to be created on the drawing boards of artists and in the film laboratories," he said. Mr. Carr pointed out test sequence in RCA's first demonstration at Princeton, N.J., was shot with one camera, claiming "this type of production cannot be expected to hold the viewers' interest for any length of time."

He added, however, that economy of time and expense of recording could result in improved production quality and said it seemed likely that effects and animation would continue by current methods and be reproduced on tape for rapid low-cost production.

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REACTION: MOST SAY IT'S FINE

GE's Work on Tape

GENERAL ELECTRIC Co. has been working on a video recording system in its Syracuse laboratories for more than a year, but has not yet publicly demonstrated its system.

Quoted by GE's Tom Morlock, general manager of the GE Electronics Division's commercial equipment department, said: "Until we have a machine which will handle the tape at a practical rate of speed, we are working on a development program in the laboratories." Mr. Morlock said that present indications are GE will be ready to demonstrate "a practical tape-speed before the end of 1954. What GE considers a "practical rate of speed" was not defined.

Corps, New York; Brush Development Co., Cleveland; General Precision Lab., Pleasantville, N. Y., and the military services.
GANGER, ORTWEIN TO TOP D'ARCY POSTS

As D'Arcy Adv. expands New York offices, Robert M. Ganger, former P. Lorillard president and Geyer, Newell & Ganger partner, is named board chairman and Percy J. Orthwein is named chairman of the executive committee. J. F. Oberwinder remains as president.

ROBERT M. GANGER, former president of P. Lorillard Co. and before that a partner in Geyer, Newell & Ganger Agency, now Geyer Inc., has been named chairman of the board of D'Arcy Adv. Percy J. Orthwein, former board chairman and now chairman of the executive committee, announced last week. Mr. Ganger will be in the agency's New York offices. J. F. Oberwinder continues as president.

Coincident with Mr. Ganger's appointment it was announced that the firm's New York facilities will be enlarged further to accommodate a number of D'Arcy personnel now located in the St. Louis offices. In this group are Frank Weber, Wilbur Smart, James K. Payne, Frederic Schneller, Robert N. Chace, James McPhail, James J. O'Neal, Arnold H. Rohlffing, and Ernest G. Sunkel.

Mr. Orthwein said the latter move has been contemplated for some time but was delayed by restricted office accommodations.


Paper-Mate Sues 'Imitators'

FOUR suits charging unfair competition by imitation were filed last week by Frawley Corp., manufacturer of Paper-Mate pens, and its eastern and western distributors, against four firms and an advertising agency in Los Angeles Superior Court. The suit asks an injunction accounting of profits and damages. The defendants: Paper Master Pen Co., Universal Pen Co., B-B Pen Co., Folger Coffee Co. and Folger's agency, Raymond R. Morgan Co., Hollywood.

Eight similar suits have been filed against: Clark Drug Co., Portsmouth, Ohio; Manhattan Pen Co., Chicago; Stewart Drug Co., Springfield, Ohio; Manhattan Pen Co., Tropp's N. Y.; distributor; Sylvia Pen Inc., N. Y.; W. T. Grant, Chicago store chain, and PennMaster Pen Co., Chicago. Additional suits have not yet been recorded.

These actions were filed by General Counsel Louis Licht in association with the Chicago law firm of Lederer, Livingstone, Kahn & Adsit.

Ham's Brewing, L & M Sponsor WGN-TV Baseball

In radio coverage, four advertisers will share the bill for White Sox games on WCFL.

Ham's reported has options on stations in about 19 states for Cardinal coverage.

Ham's Brewing Co., St. Paul, and Ligget & Myers (Chesterfields) will co-sponsor telecasts of all daytime home games of the Chicago White Sox and Cubs on WGN-TV that city. The schedule covers 77 Cubs contests and 55 Sox games, plus the annual pre-season city series.

Ham's and Chesterfield were co-sponsors last year.

It was learned, however, that Ligget & Myers will not renew sponsorship of the Chicago Cubs home and road games on WIND Chicago. At least two other advertisers will pick up the tab, it was understood, although the station has not revealed their names. It is believed one of them will be Coca-Cola.

Complete radio coverage of the White Sox has been set on WCFL Chicago, with four co-sponsors sharing the bill on alternate days. They are Sinclair Refining Co. (Morey, Humm & Johnstone Inc.), General Cigar Co. for White Owls (Young & Rubicam), General Finance (Gordon Best Co.) and Coca-Cola (D'Arcy Adv. Co.).

D'Arcy also handles Anheuser-Busch (Budweiser) beer, which has contracted to sponsor home and road games of the St. Louis Cards on KXOK that city and a regional network, the extent of which hinges largely on last winter's minor league meeting in Atlanta.

Budweiser, it was learned, has taken options on stations in some 19 states for Cardinal coverage. About 100 stations will comprise the regional network even if the minors take an unfavorable attitude toward regional coverage, it was understood, while a "green light" on unlimited network broadcasts could up the figure closer to 200. Anheuser-Busch's baseball radio tab was said to be "pretty high." D'Arcy currently is screening a long list of applicants for assistant sportscaster and color man to aid Harry Carey on the Cards' games.

Budweiser's regional network plans were said to hinge on the possibility the minor leagues would reinstate the old 1 (d) 50-mile rule in view of the Supreme Court's decision that baseball is a sport and not a business.

Monarch May Double Wine's Budget in '54; Appoints Mogul

MONARCH Wine Co., Brooklyn, (Manischewitz wine) last week named Emil Mogul Co. New York, to handle its advertising, effective Jan. 1. The account had been serviced by Donahue & Coe, New York. Monarch's advertising budget is estimated at $1.5 million.

Mayer Robinson, treasurer and managing editor of Monarch, also said that the 1953 ad budget will probably be doubled in 1954 in a campaign to make the wine the largest selling single brand in America.

Immediate plans call for a heavy spot campaign in radio and television in 70 markets. Special plans also being made for promotion to Negro, Spanish and Polish markets and to other groups with high per capita wine consumption.

WEMBLEY Inc., New Orleans (ties), has joined the fold of sponsors on NBC-TV's Today with a contract for 52 participations signed by D. W. Ziegelsch (seated), its advertising director. Also present are (1 to 1): Edward R. Ritz, tv sales manager, NBC Central Division; G. W. Hauster, Wembley assistant advertising director, and Robert G. McKee, NBC Chicago account executive.
Cone, Bristol, Young Begin NBC-TV Ad Pitch

FAIRFAX CONE, president, Foote, Cone & Belding; Lee Bristol, president, Bristol-Myers Co.; and James Webb Young, director of and consultant to J. Walter Thompson Co., were seen and heard yesterday (Sunday) on NBC-TV in two-minute pitches for the American system of advertising. This was the beginning of a 13-week project in which NBC-TV is making time available to top advertising executives to explain the importance of advertising to the public.

Branchchild of Jacob A. Evans, director of advertising and promotion of NBC-TV, the plan calls for the insertion of two-minute film spots in three NBC-TV Sunday sustaining shows, American Inventory (2-2:30 p.m.); American Forum of the Air (2:30-3 p.m.) and, on alternate weeks, Meet the Press (6-6:30 p.m.).

Already lined up for appearances, in addition to Messrs. Foote, Bristol and Young, are Robert M. Gray, director of advertising and sales promotion, Esso Standard Oil Co.; Henry G. Little, president, Campbell-Ewald Co.; Ben Donaldson, director of advertising and sales promotion, Ford Motor Co.; and Ben Duffy, president, BBDO. Others of similar stature are expected to take part, NBC said.

Segments, filmed in NBC-TV's New York studios, are produced by Craig Allen. Ben Grauer introduced each speaker.

Gillette Takes Orange Bowl

GILLETTE Safety Razor Co., Boston, will sponsor the Orange Bowl football game from Miami on New Year's Day over CBS-TV, starting at 1:45 p.m. EST, with Red Barber handling play-by-play. Agency: Maxon Adv., Detroit.

Miller Buys Grid Rights

MILLER Brewing Co., Milwaukee, has signed a three-year contract for radio-tv rights to the Chicago Tribune's annual All-Star football game, with an option to broadcast the Golden Gloves boxing competition.

For Only $2.98, You Can Slit Your Own Throat

RALLY round, friends of P. I.!

It's here at last.

The newest in commercial suicide.

How to know yourself out of business at $1 a punch.

From Fillips & Associates, of 2862 W. 25th St., Cleveland, Ohio (Tel: Superior 1-7065) comes a P. I. deal that promises radio and tv stations a quick way to end all their problems.

The thing is tagged "Sound-Off," which is an item that will cut off voice on television sets, that annoy the television viewers and listeners," according to the proud sales pitch of Nick Fillips, president of Fillips & Associates.

I'll work, too, on radios, as any engineer can quickly explain.

Sound-Off, according to the plugs supplied by the Fillips people, "is the amazing new device that you put on your television sets to cut out wrangling, annoying commercials. Sound-Off comes with 20 feet of cord so that from any seat in your television room, by the push of a button off goes the commercial. A repeat push and on comes the voice... The new electrical 'device' is your answer to an enjoyable television evening with no get up, sit down exercises every other minute.

The plug continues, "Sound-Off is sold only through this station at the cost of only $2.98. A set with full instructions and a free bonus hook to hang your cord on the tv set, and you'll be saving time and foot-steps to get up to cut the voice of tv."

The station, incidentally, gets $1 out of the gadget, which is also priced at $3 as well as $2.98 in the same commercial messages.


SPOT


Ban of Majors' Broadcasts Asked in Minor Loop Cities

BAN on major league baseball radio-tv commercials in broadcasts in the minors while a local club is playing at home or away was asked Thursday by the minors, meeting in Atlanta. The ruling is designed to follow the recent federal court decision in pro football.

The plan was offered by Sen. Edwin C. Johnson (D-Colo.), president of Western League and chairman of the minors' radio-tv committee. It is designed to restore restrictions removed in 1951 at the suggestion of the Dept. of Justice. It will be submitted next week to the major league sessions in New York.

Sen. Johnson's proposal brings to the fore once again his recommendation on baseball broadcasts that was defeated in a bill (S 1396) which failed passage in the Senate last year. The bill stirred strong protests from many broadcasters and was fought by NARB. At the Atlanta meeting, the Senator said he may quit baseball or politics (see page 60).

Sen. Johnson's plan allows broadcasts at any time without consent if on a sustaining basis nor would there be restrictions on any broadcasts by the majors by stations in major league cities. It was suggested the minors would demand pay from the majors before giving permission for any commercial coverage on stations within 50 miles of a minor league park. The minors, it was believed, felt they could share in "game-of-the-week" telecasts that might involve as much as $2 million.

The baseball pension fund is based mainly on radio-tv income, exceeding a million dollars a year.
'RACKET SQUAD' SELLS IN 51 MARKETS

SALES of the Racket Squad film show in 51 markets was reported last week by George T. Shubert, vice president in charge of ABC Film Syndication Division, in announcing the program has been purchased for regional sponsorship in 22 markets by the Heileman Brewing Co., La Crosse, Wis., and the Pure Oil Co., Chicago.

On behalf of its Old Style Lager Beer, Heileman has bought Racket Squad in Madison, Minneapolis, Des Moines, Sioux City, Cedar Rapids, Milwaukee, Green Bay, Peoria, Rock Island, Rockford, Omaha, and Rochester, Minn., and in La Crosse, effective when the station in that city starts operations.

Through Bill Buracchi Adv. Chicago, Pure Oil has signed for Racket Squad for showings in Detroit, Ft. Wayne, Indianapolis, Toledo, Kalamazoo, Saginaw, Jacksonville, Miami, and Richmond.

Other recent sales of Racket Squad have been to the Hugh A. Deadwyler Agency, Charlotte, for sponsorship by an undisclosed client in Charlotte, Columbia, and Greenville, S.C., Raleigh, Wilmington and Winston-Salem, N.C., and Savannah; Brillo Co., through J. Walter Thompson Co., in New York, Chicago and Baltimore; The Kroger Co., Cincinnati, in Hutchinson-Wichita and Memphis, and Canadian Admiral, In London, Ont., and Victoria, B.C.

UPA Tells Expansion Plans As Screen Gems Pact Ends

PLANs to expand United Productions of America's commercial sales activities in the New York and eastern seaboard TV spot and industrial film fields were announced last week by UPA President Stephen Bosustow following the termination of a two-year agreement under which Screen Gems Inc. served as sales representative for UPA's one- and two-minute spots.

With UPA planning now to sell these films independently as well as produce them, Mr. Bosustow designated William Bernal of UPA's creating and filming staff to serve as sales representative in New York, where the company has its commercial studios at 670 Fifth Ave. Mr. Bernal will work under the direction of Don McCormick, manager of the New York studio.

UPA spot TV clients were listed as General Motors, Johnston's Wax, Jello, Jergen's Lotion, Lucky Strike, Chesterfield, Crisco, Motorola, Tenderleaf tea, Duz, Camels, Anacin, DuMond TV, Elgin Watch, Syndicated beer, Carling's ale, Ivory soap, Imperial Oil of Canada, Motts apple juice, and Sunsweet prune juice, among others. Work sold for UPA by Screen Gems now in the New York studio will be completed according to the announcement.

New Studio Firm in N.Y.

OPENING of new studio facilities for Visual Transcriptions Inc. at 49 West 49th St., New York, was announced last week by Richard Serly Brummer, company president. The studio will be a production center for live action films and animation.

Mr. Brummer, who said he would continue as secretary-treasurer of Bedford Park Film Studios and as vice president of Brummer de Forest Studios, also announced appointment of George Capis as secretary-treasurer and co-producer-director of Visual Transcriptions. Mr. Capis formerly was production manager of Francis Lee Studios and is a lecturer at Columbia U.

MPTV Names Three To Film Division

APPOINTMENTS of three account executives to the sales staff of the Film Syndication Division of Motion Pictures for Television were announced Friday by Edward D. Madden, the division's vice president and general manager.

Joining MPTV's Western Sales Division in Hollywood under Manager Maurice Gresham is Charles C. Alspa. He has served with Arrow Productions.

Other executives added to the Eastern Sales Division under Herb Jaffe are Gordon M. Wiggins and Earl C. Donegan Jr. Mr. Wiggins moves to film syndication from MPTV's Feature Film Division, with which he served during the past year as account executive in the New England and New York State areas. He will serve the same area exclusively for the film division. Mr. Donegan, who resigned as advertising salesman for Everywoman's magazine, will be in the New York home office.

New TV Film Series Drawn From Newsreels

NEW FILM series, The Greatest Drama, was previewed Thursday in New York by its co-producers, General Telecasting (TV subsidiary of General Teleradio) and Movietone News (subsidiary of 20th Century-Fox Film Corp.). Three films were shown for half-hour series, each a biography of an American celebrity whose life story is depicted in newsreel clips from the Movietone News files.

Preview was introduced by Dwight W. Martin, vice president of General Teleradio, who said that it represents a new concept in TV shows and production methods. Program's conception, he said, stemmed from a request of General Tire & Rubber Co., parent of General Teleradio, for a TV series that would both engender goodwill for General Tire and Sales for its dealers, who cooperatively are sponsoring its showing in 37 cities on a 20-30 basis.

Series is available for sponsorship in all other U.S. cities, Mr. Martin said, stating that with a number of major markets open, it is hoped to make a sale to another national advertiser, with the remaining markets to be handled by syndication. Price varies, he said, but on the average amounts to about 60% of the quarter-hour Class A rate of the station telecasting the series.

Anti-Trust Defendants Get New Delay in Film Suit

BECAUSE compilation of voluminous statistical data has slowed up progress, Republic Pictures Corp., Republic Productions Inc., Columbia Pictures Corp. and subsidiary, Screen Gems Inc., last Tuesday were given another 30 days to complete their interrogatories in the Dept. of Justice anti-trust suit to force release of 16 mm feature motion pictures to TV and other outlets.

Original deadline was set as last Jan. 19. With various defendants unable to complete answers by that date extensions have been granted. With the information considered "trade secrets," Federal Judge Ben Harrison has ordered sealed all answers filed by defendants in the government anti-trust suit filed July 22, 1952, in Federal District Court at Los Angeles, the suit names 12 motion picture companies as defendants. Although not a defendant in the suit, Theatre Owners of America (TOA) was named as a co-conspirator.

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Buy **WHO**

and Get Iowa's **Metropolitan Areas**...

**Plus the Remainder of Iowa!**

TAKE APPAREL SALES, FOR INSTANCE!

<table>
<thead>
<tr>
<th>Percentage</th>
<th>City</th>
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<tbody>
<tr>
<td>6.8%</td>
<td>Cedar Rapids</td>
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<tr>
<td>9.6%</td>
<td>Tri-Cities</td>
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<tr>
<td>14.6%</td>
<td>Des Moines</td>
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<tr>
<td>2.7%</td>
<td>Dubuque</td>
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<tr>
<td>5.9%</td>
<td>Sioux City</td>
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<tr>
<td>5.3%</td>
<td>Waterloo</td>
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<td><strong>55.6%</strong></td>
<td>Remainder of State</td>
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Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:

(Which You MISS Unless You Cover the Entire State)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Food Stores</td>
<td>65.4%</td>
</tr>
<tr>
<td>Eating and Drinking Places</td>
<td>61.6%</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
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<td>Apparel Stores</td>
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<td>Home Furnishings Stores</td>
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<td>Building Material Groups</td>
<td>79.6%</td>
</tr>
<tr>
<td>Drugstores</td>
<td>60.4%</td>
</tr>
</tbody>
</table>

Source: 1952-'53 Consumer Markets

FREE & PETERS, INC., National Representatives

**BUY ALL of IOWA—**

**Plus "Iowa Plus"—with**

**WHO**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FILM SALES

SALE of Inner Sanctum tv film series in nine cities last week has raised number of markets carrying series to 31, it was announced by John Cron, national sales manager of the NBC Film Sales Division. Other products from the same series will be offered this autumn, the company said.

John Cron said, has raised total markets on Victory at Sea to 76; Douglas Fairbanks Presents, 111; Dangerous Assignment, 144, and Captured, 73.

GUARD Films Co. reported last week that Life With Elizabeth tv film series currently is carried over 52 tv stations, with later shows going to KIVI-TV, Seattle; KGW-TV, Portland, Ore.; WOR-TV, New York; and WABC-TV, New York. The book was filmed in New York at the beginning of the season. The series will be syndicated to other markets.

PRODUCTION

John J. Franklin of Franklin Productions has started production plans for second series of tv subjects of This is Hawaii and Hawaiian Paradise. Mr. Franklin also is starting production plans for feature picture "Casey Stav Williams" to be filmed on location in Hawaii in color.

United Artists Television, N. Y., has completed three of new series of 13 cowboy G-Men tv films, and Henry Donovan, producer, started shooting the second trio Nov. 1. All 13 of the new series are scheduled for completion by the first of the year.

Peter Algar Productions Inc., N. Y., last week produced its first color commercial spot announcement for Paragon Pall Mall. The one-minute announcement was filmed in both color and black and white, with about 5,000 feet shot in color and 3,000 feet in black and white, spokesmen said. Sullivan, Stauffer, Colwell & Bayles is the agency for Pall Mall.

Sound Masters Inc., N. Y., has completed production of 39 new introduction, program breaks and closing segments for NBC Film Division's Paragon Playhouse series (formerly Douglas Fairbanks Presents.)

G. U. Y. Productions, New York, announced last week the availability of a new 12-minute tv film series, Time for Crime, which was said to be designed for the low-budget advertiser. It is a mystery-drama series, with three minutes and 15 seconds of story content and provision for an opening, closing and middle commercial.

RENEWALS

CONTRACT renewals of the Liberace show, which currently is being presented on 135 television stations, are running "virtually 100%," it was announced by Barney Goldman, general sales manager of Guild Films Co., producer and distributor of the filmed show. He noted that with less than one-third of the schedules at an end, the company has negotiated renewals in 34 markets.

RANDOM SHOTS

INS-Telesnews announced last week it will reissue to television station clients two-year-end reviews of the 1953 highlights of major news and sports events. The reviews will be maintained in the Weekly News Review and This Week in Sports, 15-minute filmed programs that will be delivered to stations during the week of Dec. 21.
RCA's TV Genlock TG-45 ends picture slipping when you "lap dissolve" and "superimpose."

Now you can lock two entirely different programs together—remote or local—and hold pictures steady right through switching! No manual adjustments of phasing to fiddle with. No extra equipment needed at remote pick-up points. Here's how the GENLOCK works.

Located in your main studio, this simple unit compares the signal of your remote sync generator with the signal of your local sync generator. The difference in the phasing of the pulses produces an "error" signal which locks your local generator as a "slave" to your remote generator as a master. This enables you to treat remote signals as local signals—and switch back and forth without picture "roll-over," no matter where your program originates!

The RCA GENLOCK is simple in design, completely automatic in operation—"locks-in" much faster than you can switch. It fits any standard 19-inch TV rack.

Give your programming a lift. Switch as you please between programs for variety and for special effects. It's easy with a GENLOCK. For more information call your RCA TV equipment representative. Or write Dept. 22X, RCA Engineering Products, Camden, N. J.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal
make any change in the original position of ASCAP that a renewal on the same terms (roughly the radio rate plus 10%) was its best offer and the broadcasters' counter-offer to sign a new agreement at 50% of the radio rate.

The network representatives presented a new proposal to Mr. Adams who gave no definite answer, but it was felt for the first time there appears to be some chance of working out a new agreement. Failing this, it appears likely the networks will join the more than 80 tv stations which have asked the Federal Court to set fair and reasonable fees for tv music licenses.

Although the use of ASCAP music is provided for while the case is in the courts, there is no provision for license fees and, except for the networks and the some 50 stations with, blanket licenses from ASCAP, no payments have been made by tv stations since March 1951, when negotiations for a per program license were terminated and ASCAP issued its own form, which was not accepted. Simon H. Rifkind, special counsel named by the tv stations to handle its litigation, has requested the court to impose fees [BT, Nov. 30]. Argument on that motion is expected to be heard this week.

PAY-TV TO GET NEW PARAMOUNT MOVIES

PARAMOUNT PICTURES will make its unreleased as well as its better motion pictures of the past available to subscription video.

This was revealed during a press conference Nov. 1 in Palm Springs, Calif. at the start of International Telemeter Corp.'s daily pay-as-you-see tv service.

Participating were Barney Balaban, president of Paramount Pictures Corp., which owns 51% interest in Telemeter; Paul Raibourn, vice president of the film company and board chairman of ITC; Carl Leserman and Louis Ridenour, executive vice president and vice president in charge of engineering, respectively, for ITC.

Industry's Solution

Mr. Balaban declared coin-box tv can become the film industry's salvation, adding revenue and increasing profit, thus enabling studios to spend more on production.

He said the ready supply of motion pictures formed by the postion of a feature in the current offering, but "we are going to find or develop specialties. There are many events we can offer that require no audience or spectator participation like card games or boxing matches.

Heartily endorsing the system, Samuel Goldwyn, independent producer attending the premiere but not a stockholder in ITC, declared he has "believed for years that paid tv must come." He termed the Palm Springs experiment "a historic event.

Telemeter inaugurated its pay-as-you-see television service with a premiere of Paramount's 1953 film, "Sons of Stromboli," at the desert community's Plaza Theatre [BT, Nov. 30, 16].

The film, shown that evening at the theatre for patrons paying the regular admission of $1.15 each, simultaneously was released by closed circuit on ch. 6. Subscribers saw the film for $1.35 per tv set.

During the afternoon, the USC-Notre Dame football game from Los Angeles Coliseum also was microwaved to the Palm Springs Community Television Corp. antenna installed 3,800 feet high in the mountains overlooking the desert town and then fed by cable to the 71 subscribing homes which paid a "subscription" of $1 per box-equipped set. Actual gross for the feature motion picture by coin-box was $95.85. The football game brought ITC $71 through pay-as-you-see television.

Reception was excellent for the football game. Tom Harmon called the game while camera crews of Paramount's owned KTLA (TV) Hollywood, under direction of Klaus Landberg, station general manager, caught the action. Cost to microwave the football game was "under $5,000," according to Telemeter executives.

Although ITC hasn't yet set a definite policy, motion picture exhibitors will be given "first refusal" rights in the firm's pay-as-you-see subscription tv service on a franchise basis in territories where available.

It was pointed out, however, that the theatre exhibitor who might become part of the local Telemeter operations would not share in such special showings as sports events, live shows and others such as this participation would be only on the feature film Telemeter showings that hook up with their own playdates.

Total investment in Telemeter to date is nearly $3 million, with Paramount's share "in excess of $1 million" it was revealed at the press conference. Mr. Leserman's stock interest is "around 20%." With Dec. 10 as a deadline, he has an option to buy the 17% stock interest owned by David Loew, his former partner and co-developer of the coin-box system. Other shareholders include Lehman Bros., New York banking firm, and Paul McNamara, ITC's publicity and exploitation director.

It is estimated Telemeter's investment in its subsidiary, Paramount Community Television Corp., including the setting up of the mountain top antenna, with coaxial cable and wiring to 450 homes which receive the wired service is approximately $750,000.

Feeds Paid

Palm Springs residents taking the wired tv service pay installation charges of $150 to $450, depending upon location of their homes. In addition the monthly cost of $60 per year. They also pay $21.75 for installation of the ITC coin-box and must guarantee $3 monthly in program acceptances.

Mr. Ridenour said there is little likelihood of unrolling the price drops by reducing the required amount of money needed in the coinbox. The equipment contains a secret code which Telemeter will be changing con-

Keystone Adds WRMN, KLCO

TWO new affiliates have been added by Keystone Broadcasting System, Blanche Stein, station relations director, announced last week. They are WRMN Elgin, Ill., and KLCO Pot- teau, Okla., and bring KBS' affiliation total to 681.

Thesaurus Christmas Bonus

SUBSCRIBERS to RCA's Thesaurus will receive special holiday programming called "The Big 12 Christmas Bonus Package," consisting of 12 items, including a full-hour, transcribed version of Dickens' "A Christmas Carol"; "The Story of the Nativity," a half-hour show featuring Walter Hampden as narrator, and a half-hour "A Christmas Visit with Ted Ma-

lone Show." Thesaurus also plans to issue special New Year's programming, including a two-hour "New Year's Eve Dance Parade," and "New Year's Day—1954," a half-hour review of 1953 musical hits.

ARAMOUNT PICTURES

Continuously to prevent the possibility of "gate-
crashing" to see the telecast without charge.

There is a great deal of foreign interest in Telecaster," Mr. Raibourn said. Stating that wire tv is a possibility in England before too long, he revealed a tv commission, headed by Lord Derby, has been investigating Telecaster's method of operation. So have officials from Italy and other countries, he added.

Revealing that engineers have already com-

pleted surveys for installation of the pay-as-

you-see tv system, Mr. Balaban announced that Telecaster would next plans to invade the so-called "dead" areas of Burbank and Glendale, suburbs adjoining Los Angeles.

Telecaster has invested in the pay tv system in an attempt to recapture the "home audience" he pointed out, adding: "I have always have the theatre as a backbone, but any device that reaches into the home for an audience will take the pressure off film companies. I expect the motion picture to form the backbone of Telemeter and it is available to any company and open to all producers."

He said most of the motion picture companies are "cooperating" in the venture and indicated that the ITC system was the economic answer to the question of using late films or specialty-made pictures on the home screen.

Emphasizing that his company was no longer "experimenting," Mr. McNamara, ITC vice president, declared at the news conference: "We're actually in business since the operation here does not require approval of the FCC because Palm Springs is a 'closed circuit' tv area."

He pointed out that there are some 225 such closed circuit areas in the U.S. which cannot receive regular tv programming because of mountains or other problems. As a result private firms have piped in tv on their own cables and then can install the Telecaster service.

Gotham Recording Expands

GOTHAM RECORDING Corp., New York, an-

nounced last week that in line with its expansion program, it has acquired new Ampex tape machines valued at more than $100,000, additional office space and two, new sound-proof, air-conditioned studios.

The firm, which is headed by Herbert Moss, president, specializes in the production of radio and tv commercials but also serves industrial firms for sales messages. Gotham also produces for the Treasury Dept. the weekly Guest Star program, said to be broadcast over 3,000 sta-
tions throughout the world.

In line with expansion plans, Mr. Moss an-

nounced last week that the company has re-

tained both Stack Assoc., New York, public relations firm, to launch a merchandising and promotion campaign on behalf of Gotham's activities.

Red Cross Recordings

THE AMERICAN Red Cross in planning its 1954 campaign for members and funds, has prepared four transcribed radio endorsements supporting the drive. The transcriptions were made by the leaders of the Disabled American Veterans, Veterans of Foreign Wars of the U.S., American Legion and the American Legion Auxiliary. Each thousand dollars of the service rendered by the Red Cross to service-

men overseas and the civilian population at home, and urges public support.
GOSH! and we thought we were alone!

Alone in the 51,000-watt class, that is. In fact, we claimed that we were the only 51,000-watt operation in America. All the time, Station WBT, Charlotte, N.C., was also operating on 51,000 watts. Is our face red! And are we apologetic!

But we're still feeling distinctive about our 51,000-watt operation. Because—and no one better challenge this—if we're not the onliest, we certainly are the oldest 51,000-watt operation in the U.S.A. We've been operating on that wattage since 1933. This is a matter of record!

And, as we told you before, that extra wattage gives you a lot of extra coverage in the rich consumer markets up New England way!


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

National Representatives: Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales
She’s doing more than
Because it's a very special window. It's where she looks—more than anywhere else—for the things she goes out to buy.

Today, before the stores close, she and 26 million other U.S. housewives will spend 26 million hours with their favorite television programs. And then, 204 million dollars at the stores.

To reach her in this buying frame of mind, the most effective way is through the 10 major-market stations represented by CBS Television Spot Sales.

These stations, during the past two years, have halved their costs per thousand. What's more, discount plans halve these costs again—getting them down to as little as 34 cents. On the average, they are the lowest in all television.

There's no time like the daytime. And no place like these 10 stations for getting her attention... for getting your product into her shopping cart.

CBS Television Spot Sales

Representing WINS-TV, New York; WCAU-TV, Philadelphia; WINS-TV, Washington; WBT, Charlotte; WSMV-TV, Nashville; WABX-TV, Birmingham; WBBM-TV, Chicago; KSL-TV, Salt Lake City; KNXT, Los Angeles and CPBN, CBS Television Pacific Network.
WHAN SAYS KANSANS

Dr. Whan's latest study on Kansas adults indicates men spend 2 hours 26 minutes daily with radio, 25 minutes with tv, 41 minutes with a newspaper and 21 minutes with a magazine. For women the predominance of radio is even greater.

KANSAS adults spend a great deal more time listening to radio than to the combined time spent viewing television, plus reading newspapers and magazines, according to the 17th annual survey of the Kansas audience conducted for WIBW Topeka by Dr. Forrest L. Whan, of Kansas State College.

The Whan survey shows that men devote their daily time to media as follows: listening to radio, 2 hours 26 minutes; watching television, 25 minutes; reading a newspaper, 41 minutes; reading magazines, 21 minutes.

For women the averages are: listening to radio, 3 hours 9 minutes; watching television, 33 minutes; reading a newspaper, 38 minutes; reading magazines, 25 minutes.

Pursuing the subject further, Dr. Whan's survey breaks down these figures for television and non-television homes.

In TV Homes

In television homes the use of the four media on an average day follows: men—listening to radio, 1 hour 29 minutes; watching television, 3 hours 1 minute; reading a newspaper, 41 minutes; reading magazines, 13 minutes. Women—listening to radio, 1 hour 40 minutes; watching television, 3 hours 28 minutes; reading a newspaper, 36 minutes; reading magazines, 19 minutes.

In non-television homes the use of the media follows: men—listening to radio, 2 hours 34 minutes; watching television, 1 minute; reading a newspaper, 41 minutes; reading magazines, 22 minutes; women—listening to radio, 3 hours 20 minutes; watching television, 2 minutes; reading a newspaper, 38 minutes; reading magazines, 26 minutes.

Of all families questioned in the survey, including non-radio homes, 96.3% of families usually hear radio in the daytime and 90.4% at night.

The Whan study shows 66.5% of women listened to radio in tv-equipped homes, completing the statement "Yesterday I spent time ..." At the same time 80.6% watched television in tv homes, 82.1% read newspapers and 32.1% read magazines.

In non-television homes 86.3% of women listened to radio, 1.2% watched tv, 80.3% read newspapers and 38.1% read magazines.

As to men, the same question showed 69.3% in tv homes listened to radio, 79.6% watched tv, 84.7% read newspapers and 26.9% read magazines. In non-television homes 87.2% of men listened to radio, 1.3% saw tv, 80.3% read newspapers and 34.6% read magazines.

The Whan survey shows the extent of car radio use in Kansas. Completing statement "I used the car radio yesterday," the percentages were: women 46.6%, men 52.3%.

The car radio was used 71% of all miles driven by women and 74.4% of all miles driven by men.

Canada TV Set Sales Rise

SALE of Canadian television receivers is continuing upward with the opening of the first independent tv stations and early opening of new CBC stations. For the first 10 months of 1953 the Radio-Television Mfrs. Assn. of Can. reported sale of 158,445 tv receivers ($9,060 in October) valued at $106,225.628. Sales were 159,064 in Ontario, 84,672 in Quebec, 13,259 in British Columbia, 1,027 in the three prairie provinces, and 423 in the three Atlantic coast provinces.

FILMED programs for television are preferred to live shows according to the sixth annual poll conducted by Gordon Levy, Hollywood tv consultant and released last week. The survey covers more than 1000 industry executives.

Anthological dramatic programs continue to be the most favored, but sports have shown a tremendous upswing to second position in the poll. Next in order were situation comedy and variety followed by news.

Panel, talent and audience participation shows were not too popular, but concert music had surprising strength. Old movies, westerns and dr. mcs. shows brought up last place, according to the poll.

The half-hour length was most desired and the largest number of respondents voted for separate stories each week with different casts. It overwhelmingly was believed that Hollywood's role in tv will expand rapidly but consensus was that the best creative sources are the networks, closely followed by the independent packages.

Color and the expanding number of markets occasioned by lifting of the FCC's freeze were found to be the most significant developments of 1953. As to tv's needs for 1954, most of those queried put emphasis on better programming.

Originally created in 1948 to find the answer to "What do you want?", results of the annual poll has aroused such widespread interest that Mr. Levy has maintained it annually on a non-profit basis for benefit of the industry.

ABR, NIELSEN, VIDEODEX MAKE IT UNIMARIUS FOR 'LUCY'

CBS-TV's I Love Lucy, dethroned last month in American Research Bureau ratings for the month of October [BWT, Nov. 9] regained the top spot in Arb figures for November released last week.

Dragnet, which had usurped Lucy's reign, narrowly missed repeating and wound up in second place in Arb's latest ratings.

The ratings:

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy</td>
<td>CBS</td>
<td>62.0</td>
</tr>
<tr>
<td>Dragnet (NBC)</td>
<td>59.0</td>
<td></td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>NBC</td>
<td>56.8</td>
</tr>
<tr>
<td>Talent Scouts</td>
<td>CBS</td>
<td>50.7</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>NBC</td>
<td>46.7</td>
</tr>
<tr>
<td>Million Dollar Bill</td>
<td>CBS</td>
<td>44.6</td>
</tr>
<tr>
<td>Jackie Gleason</td>
<td>CBS</td>
<td>43.0</td>
</tr>
<tr>
<td>Our Miss Brooks</td>
<td>NBC</td>
<td>41.1</td>
</tr>
<tr>
<td>Television Playhouse</td>
<td>NBC</td>
<td>37.6</td>
</tr>
</tbody>
</table>

TOTAL VIEWERS

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Viewers (Add 900)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy</td>
<td>CBS</td>
<td>42,040</td>
</tr>
<tr>
<td>Dragnet (NBC)</td>
<td>39,010</td>
<td></td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>NBC</td>
<td>36,290</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>NBC</td>
<td>23,720</td>
</tr>
<tr>
<td>Comedy Hour</td>
<td>NBC</td>
<td>31,060</td>
</tr>
<tr>
<td>Godfrey &amp; Friends</td>
<td>CBS</td>
<td>29,790</td>
</tr>
<tr>
<td>Million Dollar Bill</td>
<td>CBS</td>
<td>27,200</td>
</tr>
<tr>
<td>Jackie Gleason</td>
<td>CBS</td>
<td>25,130</td>
</tr>
<tr>
<td>Television Playhouse</td>
<td>NBC</td>
<td>25,330</td>
</tr>
</tbody>
</table>

NBC-TV's Dragnet, summertime tv topper in the network program listings, is maintaining its popularity in the regular season by again placing second to the usual first-place I Love Lucy, CBS-TV program. The high rating for Dragnet was reported in the A. C. Nielsen Co.'s ratings for the top 10 tv network tv programs for the two weeks ending Nov. 7. The list:

<table>
<thead>
<tr>
<th>Number of TV Homes Reached</th>
<th>Per cent of TV homes reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tagalong Comedy Hour (NBC)</td>
<td>70.0</td>
</tr>
<tr>
<td>Philco Playhouse (NBC)</td>
<td>65.8</td>
</tr>
<tr>
<td>Colgate Comedy Hour (NBC)</td>
<td>60.8</td>
</tr>
<tr>
<td>Arthur Godfrey's Show (CBS)</td>
<td>58.6</td>
</tr>
<tr>
<td>Arthur Godfrey's Show (CBS)</td>
<td>53.7</td>
</tr>
<tr>
<td>Arthur Godfrey's Show (CBS)</td>
<td>51.6</td>
</tr>
<tr>
<td>Arthur Godfrey's Show (CBS)</td>
<td>49.7</td>
</tr>
<tr>
<td>Arthur Godfrey's Show (CBS)</td>
<td>48.7</td>
</tr>
<tr>
<td>Arthur Godfrey's Show (CBS)</td>
<td>48.7</td>
</tr>
<tr>
<td>Arthur Godfrey's Show (CBS)</td>
<td>45.8</td>
</tr>
<tr>
<td>Arthur Godfrey's Show (CBS)</td>
<td>42.4</td>
</tr>
</tbody>
</table>

NAME OF PROGRAM       # of Cities % of TV Homes

| I Love Lucy (CBS)   | 86        | 52.6 |
| Godfrey & Friends (CBS)| 78       | 43.1 |
| Talent Scouts (CBS) | 52        | 24.0 |
| Dragnet (NBC)       | 77        | 37.8 |
| Groucho Marx (CBS)  | 86        | 39.9 |
| Red Buttons (CBS)   | 77        | 37.8 |
| Jackie Gleason (CBS)| 60        | 28.6 |
| Comedy Hour (NBC)   | 82        | 35.8 |
| Toast of the Town (CBS)| 70    | 32.2 |
| Your Show of Shows (NBC)| 54   | 30.0 |

NAME OF PROGRAM       # of Cities % of TV Homes

| I Love Lucy (CBS)   | 85        | 52.4 |
| Dragnet (NBC)       | 77        | 42.4 |
| Groucho Marx (CBS)  | 78        | 43.1 |
| Arthur Godfrey's Show (CBS)| 78  | 42.4 |
| Arthur Godfrey's Show (CBS)| 78  | 42.4 |
| Arthur Godfrey's Show (CBS)| 78  | 42.4 |
| Arthur Godfrey's Show (CBS)| 78  | 42.4 |
| Arthur Godfrey's Show (CBS)| 78  | 42.4 |
| Arthur Godfrey's Show (CBS)| 78  | 42.4 |
| Arthur Godfrey's Show (CBS)| 78  | 42.4 |
| Arthur Godfrey's Show (CBS)| 78  | 42.4 |

Film Is Preferred In Gordon Levy Poll

Hollywood consultant releases his sixth annual study. Poll also indicates that sports fare has increased in popularity, surpassed only by anthological dramatic shows.

VIDEODEX Inc. reported last week that CBS-TV's I Love Lucy was the top network television program for the Nov. 1-7 period, based on both percentage and number of tv homes reached. Listing of top 10 programs follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Viewers (Add 900)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy</td>
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<tr>
<td>Million Dollar Bill</td>
<td>CBS</td>
<td>27,200</td>
</tr>
<tr>
<td>Jackie Gleason</td>
<td>CBS</td>
<td>25,130</td>
</tr>
<tr>
<td>Television Playhouse</td>
<td>NBC</td>
<td>25,330</td>
</tr>
<tr>
<td>Copyright 1953 by A. C. Nielsen Company</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Broadcasting • Telecasting
Big Mike is the physical trademark of KFAB —
Nebraska's most-listened-to-station
(Hooper Area Survey, Jan.-Feb., 1953)
COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.


*SOURCE — Sales Management Survey of Buying Power
May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation:
WNOK-TV Channel 67
CBS-TV-Du Mont
WNOK 1230 kc.
MUTUAL

P A L M E T T O
R A D I O C O R P O R A T I O N
Studies: 1811 Main Street • COLUMBIA S.C.
Early 18th Century Blunderbuss

Radio Shipments Up For First 9 Months

SHIPMENTS of radio sets from factories to dealers increased for the first nine months of 1953 compared to the 1952 period, according to Radio-Electronics-TV Mfrs. Assn. The nine-month total was 4,807,332 compared to 4,599,083 in the same 1952 period.

Third-quarter radio shipments totaled 1,593,308 sets compared to 1,614,697 in the second quarter and 1,719,377 in the third quarter of 1952. Following are radio set shipments to dealers by states for the first nine months of 1953:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>62,218</td>
<td>Nev.</td>
<td>3,990</td>
</tr>
<tr>
<td>Ariz.</td>
<td>22,816</td>
<td>N. J.</td>
<td>7,570</td>
</tr>
<tr>
<td>Ark.</td>
<td>34,766</td>
<td>N. C.</td>
<td>12,814</td>
</tr>
<tr>
<td>Calif.</td>
<td>320,277</td>
<td>N. Y.</td>
<td>857,992</td>
</tr>
<tr>
<td>Colo.</td>
<td>32,641</td>
<td>N. D.</td>
<td>103,562</td>
</tr>
<tr>
<td>Conn.</td>
<td>64,650</td>
<td>Ohio</td>
<td>14,324</td>
</tr>
<tr>
<td>Del.</td>
<td>12,900</td>
<td>Okla.</td>
<td>2,884</td>
</tr>
<tr>
<td>D. C.</td>
<td>54,331</td>
<td>Ohio</td>
<td>2,874</td>
</tr>
<tr>
<td>Fla.</td>
<td>162,229</td>
<td>Ore.</td>
<td>2,884</td>
</tr>
<tr>
<td>Ga.</td>
<td>30,294</td>
<td>Pa.</td>
<td>2,884</td>
</tr>
<tr>
<td>Idaho</td>
<td>10,839</td>
<td>R.</td>
<td>2,884</td>
</tr>
<tr>
<td>Ill.</td>
<td>380,300</td>
<td>R. I.</td>
<td>2,884</td>
</tr>
<tr>
<td>Ind.</td>
<td>11,791</td>
<td>S. C.</td>
<td>2,884</td>
</tr>
<tr>
<td>Iowa</td>
<td>38,928</td>
<td>S. D.</td>
<td>2,884</td>
</tr>
<tr>
<td>Kans.</td>
<td>31,618</td>
<td>S. D.</td>
<td>2,884</td>
</tr>
<tr>
<td>Ky.</td>
<td>68,285</td>
<td>Tenn.</td>
<td>2,884</td>
</tr>
<tr>
<td>La.</td>
<td>10,970</td>
<td>Tex.</td>
<td>2,884</td>
</tr>
<tr>
<td>Md.</td>
<td>23,590</td>
<td>Utah</td>
<td>2,884</td>
</tr>
<tr>
<td>Mass.</td>
<td>162,320</td>
<td>Va.</td>
<td>2,884</td>
</tr>
<tr>
<td>Mich.</td>
<td>542,247</td>
<td>Wash.</td>
<td>2,884</td>
</tr>
<tr>
<td>Minn.</td>
<td>71,491</td>
<td>W. Va.</td>
<td>2,884</td>
</tr>
<tr>
<td>Miss.</td>
<td>37,000</td>
<td>Wis.</td>
<td>2,884</td>
</tr>
<tr>
<td>Mo.</td>
<td>139,874</td>
<td>Wyo.</td>
<td>2,884</td>
</tr>
<tr>
<td>Mont.</td>
<td>11,165</td>
<td>Grand Total</td>
<td>4,807,332</td>
</tr>
</tbody>
</table>

Lux Theatre and Benny Top Nielsen Radio List

IN RADIO, the A. C. Nielsen Co. reports Lux Radio Theatre still the favorite fare judging from ratings of the medium's top 10 evening network shows. A close second goes to the Jack Benny Show. Both are on CBS Radio. Complete listing of evening once-a-week, evening multi-weekly, weekday, Sunday and Saturday shows for the week, Oct. 18-24, is as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS) 4,476</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny Show (CBS) 4,213</td>
</tr>
<tr>
<td>3</td>
<td>Pabst Blue Ribbon Bouts (CBS) 3,491</td>
</tr>
<tr>
<td>4</td>
<td>People Are Funny (CBS) 2,577</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (NBC) 2,367</td>
</tr>
<tr>
<td>6</td>
<td>Mr. and Mrs. North (CBS) 2,178</td>
</tr>
<tr>
<td>7</td>
<td>Railroad Hour (NBC) 2,380</td>
</tr>
<tr>
<td>8</td>
<td>Great Gildersleeve (NBC) 2,088</td>
</tr>
<tr>
<td>9</td>
<td>Our Misty Brooks (CBS) 2,088</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey's Scat's (CBS) 2,088</td>
</tr>
</tbody>
</table>

EVENING, MONDAY - WICKLE
(Average for all Programs) (1,791)
1. Arthur Godfrey (NBC) (T & T) (CBS) 2,667
2. Romance of Helen Trent (CBS) 2,304
3. Arthur Godfrey (Lippert & Myers) (CBS) 2,043
4. Arthur Godfrey (Nabisco) (NBC) 2,099
5. Arthur Godfrey (Follies) (CBS) 2,099
6. Wendy Warriner and the News (CBS) 2,099
7. Aunt Jennie (CBS) 2,099
8. Our Girl, Sunday (CBS) 2,099
9. Arthur Godfrey (Tom) (CBS) 2,099
10. Rosemary (CBS) 2,099

EVENING, TUESDAY - SUNDAY
(Average for all Programs) (1,169)
1. Greatest Story Ever Told (ABC) 1,164
2. Lanny Ross Show (WB) 1,074
3. N. Y. Philharmonic Symphony (CBS) 1,074

EVENING, WEDNESDAY - SATURDAY
(Average for all Programs) (1,074)
1. Star's Over Hollywood (CBS) 1,074
2. Theatre of Today (CBS) 1,074
3. Bill Shadel and the Spook (CBS) 1,074

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Radio Shipments Up For First 9 Months

SHIPMENTS of radio sets from factories to dealers increased for the first nine months of 1953 compared to the 1952 period, according to Radio-Electronics-Tv Mfrs. Assn. The nine-month total was 4,807,332 compared to 4,599,083 in the same 1952 period.

Third-quarter radio shipments totaled 1,593,308 sets compared to 1,614,697 in the second quarter and 1,719,377 in the third quarter of 1952. Following are radio set shipments to dealers by states for the first nine months of 1953:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>62,218</td>
<td>Nev.</td>
<td>3,990</td>
</tr>
<tr>
<td>Ariz.</td>
<td>22,816</td>
<td>N. J.</td>
<td>7,570</td>
</tr>
<tr>
<td>Ark.</td>
<td>34,766</td>
<td>N. C.</td>
<td>12,814</td>
</tr>
<tr>
<td>Calif.</td>
<td>320,277</td>
<td>N. Y.</td>
<td>857,992</td>
</tr>
<tr>
<td>Colo.</td>
<td>32,641</td>
<td>N. D.</td>
<td>103,562</td>
</tr>
<tr>
<td>Conn.</td>
<td>64,650</td>
<td>Ohio</td>
<td>14,324</td>
</tr>
<tr>
<td>Del.</td>
<td>12,900</td>
<td>Okla.</td>
<td>2,884</td>
</tr>
<tr>
<td>D. C.</td>
<td>54,331</td>
<td>Ohio</td>
<td>2,884</td>
</tr>
<tr>
<td>Fla.</td>
<td>162,229</td>
<td>Ore.</td>
<td>2,884</td>
</tr>
<tr>
<td>Ga.</td>
<td>30,294</td>
<td>Pa.</td>
<td>2,884</td>
</tr>
<tr>
<td>Idaho</td>
<td>10,839</td>
<td>R.</td>
<td>2,884</td>
</tr>
<tr>
<td>Ill.</td>
<td>380,300</td>
<td>R. I.</td>
<td>2,884</td>
</tr>
<tr>
<td>Ind.</td>
<td>11,791</td>
<td>S. C.</td>
<td>2,884</td>
</tr>
<tr>
<td>Iowa</td>
<td>38,928</td>
<td>S. D.</td>
<td>2,884</td>
</tr>
<tr>
<td>Kans.</td>
<td>31,618</td>
<td>S. D.</td>
<td>2,884</td>
</tr>
<tr>
<td>Ky.</td>
<td>68,285</td>
<td>Tenn.</td>
<td>2,884</td>
</tr>
<tr>
<td>La.</td>
<td>10,970</td>
<td>Tex.</td>
<td>2,884</td>
</tr>
<tr>
<td>Md.</td>
<td>23,590</td>
<td>Utah</td>
<td>2,884</td>
</tr>
<tr>
<td>Mass.</td>
<td>162,320</td>
<td>Va.</td>
<td>2,884</td>
</tr>
<tr>
<td>Mich.</td>
<td>542,247</td>
<td>Wash.</td>
<td>2,884</td>
</tr>
<tr>
<td>Minn.</td>
<td>71,491</td>
<td>W. Va.</td>
<td>2,884</td>
</tr>
<tr>
<td>Miss.</td>
<td>37,000</td>
<td>Wis.</td>
<td>2,884</td>
</tr>
<tr>
<td>Mo.</td>
<td>139,874</td>
<td>Wyo.</td>
<td>2,884</td>
</tr>
<tr>
<td>Mont.</td>
<td>11,165</td>
<td>Grand Total</td>
<td>4,807,332</td>
</tr>
</tbody>
</table>
the most successful television stations are those that faithfully mirror the interests of the communities they serve.

Many stations, throughout the country, do exactly this. But—is the significance of their vital role in the local community, and its reflection in viewer loyalty, amply interpreted...outside the market...to national advertisers and agencies?

Your local stature is of essential importance to national advertisers and agencies. How well we are competent to reflect it on your behalf is best proven by the list of outstanding television stations we represent.

Harrington, Righter and Parsons, Inc.

Television station representation—our only interest.
Big Shot!

In the old Northwest the mightiest marksman of all was Paul Bunyan. On one hunt alone he shot 330 partridges, a 500-pound deer and more rabbits and squirrels than his men could eat. Got 'em economically, too—all with one bullet.

Even more remarkable (and absolutely real) is the mighty prowess of the Northwest's modern giant, 50,000-watt WCCO RADIO. With this one station you can acquire customers in four states, an area of some 86,700 square miles. For WCCO reaches listeners in 109 primary counties, netting larger weekly audiences in 82 of these counties than any of the more than 200 other stations heard throughout the entire area.

And WCCO RADIO delivers this audience economically, too, at an astonishingly low cost per thousand circulation...

*only 6¢ per thousand families daytime, 11¢ nighttime!*

If you're out after bigger sales in this vast four-state Northwest market, take a shot at them now by calling...

WCCO RADIO
50,000 watts • Minneapolis-St. Paul
Represented by CBS Radio Spot Sales
PROMOTION, PROGRAMMING 'TOOLS' DRAW FARM DIRECTORS' ATTENTION

At their 10th anniversary session in Chicago, the farm directors change their name to include television and elect Jack Jackson, KCMO-AM-TV Kansas City, as new president.

PROMOTION and programming as twin tools for building greater radio-tv farm audiences and sponsor acceptance highlighted the 10th anniversary convention of the National Assn. of Radio Farm Directors in Chicago's Conrad Hilton Hotel Nov. 27-29.

Utilizing the theme that farm directors reach 100 million listeners daily and that radio-tv are the keys to a $20 billion rural market for consumer and agricultural products, the association officially recognized television as a new medium for RDFs to tackle at the sponsor level.

Like many other trade groups, the RDFs incorporated tv into their title and henceforth will be known as the National Assn. of Television and Radio Farm Directors. They devoted a considerable part of their sessions to television.

Jack Jackson, KCMO-AM-TV Kansas City, Mo., was elected new president of NATRFD, succeeding Mal Hansen, WOW-AM-TV Omaha, Neb. Other officers are Frank Atwood, WTIC Hartford, vice president, and Merrill Langfitt, KMA Shenandoah, Iowa, secretary-treasurer. Messrs. Jackson and Atwood formerly served as vice president and secretary-treasurer, respectively.

Stronger Position

Outgoing President Hansen, in his final report Nov. 27, summed up progress of the association, noting more stations are using professionally trained radio-tv farm directors and that RDFs commercially are "in a stronger position than they have ever been." He said while "too many radio-tv executives have failed to realize the selling potential of farm directors [AT DEADLINE, Nov. 30], management, to a greater extent, has recognized the value of the RDF to the station, and more people in the advertising and related fields realize that we exist as an organized and active group." More sponsors are using farm radio-tv, he noted.

Mr. Hansen said he felt that as a professional group, NATRFD "has done more to foster international goodwill than any other segment of the radio-tv industry. He also sounded a keynote for RDFs in television.

RDFs are in a strong position here, he said, and have contacts for high quality shows. He added:

"We will, of course, have to go all out for sponsorship, just as we have had to come to grips with the same problem in radio. Tv is expensive and needs sponsors for service shows. . . . But the road will be easier for farm commercials in tv. I'm positive that there is a bright future for the RDFs willing to tackle tv."

Promotion and programming dominated Sunday sessions (Nov. 29), with RDFs talking largely in terms of television. Participants on one panel ("Successful Promotion for Farm Radio and Tc Shows") included farm directors John A. McDonald, WSM-AM-TV Nashville; Murray Cox, WFAA-AM-Tv Dallas; Sandy Saunders, WKY-AM-Tv Oklahoma City; Wes Seyler, WIBW-AM-TV Topeka, Kan., and Allen Young, promotion director of WIBW. A session on "Successful Tc and Farm Programming" featured Mr. Young, Don Sullivan, sales manager, WNAX Yankton, S. D., and Harry Martin, farm director, WFBM-TV Indianapolis.

Mr. Cox stressed five points of mutual promotion among RDFs, the advertiser and the station, urging close liaison with station's promotion department. Each group can promote the others, he said, asserting a way of promoting a sponsor is to promote his dealers.

Mr. Saunders emphasized that "programming is the first principle of good farm promotion," and claimed "people remember 23% of what they hear and over 70% of what they see."

Policy, plans, programming, promotion and publicity were stressed by Mr. Young, with the admonition that farm directors should set an objective and lay plans to follow it.

Mr. Seyler said he has found that a station sometimes is better off cooperating with various groups on projects than starting its own.

Mr. Sullivan recounted two objectives of the RDF—to build and hold audience and sponsorship. He emphasized contacts with key farm groups, county agents, women's organizations and others. He also urged close liaison with the station's program department and sales department. Mr. Sullivan noted high rating of a program on KVTV (TV), the WNAX video counterpart in Sioux City, Iowa, from its stockyards, utilizing still pictures.

The RDF is his own best promotion man, Mr. Young told delegates, and stressed promotion angles. But he also cited cooperation with the station's promotion director. Dix Harper, WLS Chicago farm news director, presided over programming panel.

Committee reports highlighted Nov. 27 sessions prior to a buffet dinner at which John Merrifield, WWJ-AM-TV Detroit, recounted "Ten Years With NARFD." Stanley Andrews, executive director, National Agricultural Communications Project, also spoke.

Now located at Michigan State College, Mr. Andrews, former Point IV administrator, stressed the importance of putting U. S. resources, facilities and know-how to work for better transmission of news to the farm level, particularly the median 50% group. He referred to the "mechanics of communications as the greatest in the history of man right up with the atomic age."

Mr. Andrews explained his project, sponsored by the U. S. Dept. of Agriculture and Land-Grant College Assn., to which the Kellogg Foundation donated $350,000 (B*T, Nov. 16). Radio is a "very positive part" and tv will play an increasingly more important role in the communications, he said B*T earlier. Series of tv workshops will be held at Michigan State next summer for farm editors, broadcasters and others, he added.

'Improving Service'

Outgoing NARFD President Hansen earlier had called on RDFs to cooperate with the project, on whose board Sam Schneider, KVOO Tulsa, is an association representative.

Closed session on Nov. 28 (Saturday) featured a panel on "Improving Service to RDFs" with Phil Alampi, WABC New York; Roy Battles, National Grange; Hollis Sceavy, Clear Channel Broadcasting Service, and other. William Ryan, BAB president, addressed a luncheon session on BAB farm services (AT DEADLINE, Nov. 30).

General session was held that afternoon on "Special Services Farmers Will Need During 1954," Mr. Hansen also reported on his recent...
European trip and relief to Dutch farmers through NARFD aid.

Other panelists during the convention were Ed Slusarczyk, WIBX Utica; Bill Zipf, WBNZ Columbus; Homer Quinn, WSVA Harrisonburg, Va.; Phil Evans, KMBC-KFRM Kansas City; Cliff Gray, WSPA Spartanburg, S. C.; Dud Carson, KMMO Marshall, Mo., and Maurice White, WHA Madison, Wis.

American Farm Bureau Federation gave an award to Herb Plambeck, WIO Des Moines, who continues in office as association historian. He was cited as the RFD "who best interprets agriculture to the American public." NATRFD also indicated its blessing for regional sales clinics designed to spur further advertising expenditures in farm broadcasting.

Certain constitutional changes were made, among them one which makes the historian an elective rather than appointive officer. Other modifications touch on requirements for full and associate memberships. Twenty-seven RFDs were certified for 10-year awards. Chairman of awards committee is Cal Karnstedt, KSTP Minneapolis.

Annual National Safety Council awards were given at a luncheon Sunday [B.T., Nov. 30]. The annual banquet was held that evening through courtesy of the Great Atlantic & Pacific Tea Co. Over 250 delegates, including representatives of agencies handling rural accounts (Gardner Adv. Co., Gittins Adv., others) and station representative firms, attended the convention, which was timed to coincide with the annual International Livestock Exhibition and 4-H Congress.

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**Tv Circulation Plan Set by NARTB Group**

PROPOSED blueprint for the establishment of a television circulation measurement comparable roughly to newspapers' Audit Bureau of Circulations was discussed by the NARTB Tv Circulation Committee with research experts from the four tv networks at a meeting in New York last Tuesday.

NARTB President Harold E. Fellows, who presided in the absence of Committee Chairman Robert D. Swezey of WDSU-AM-TV New Orleans, reported that although much work remained to be done it might be said that basic plans are nearing finality.

Details of the closely guarded plan, developed under the direction of Dr. Franklin Cawl, market research consultant, are subject to approval by the NARTB board. There was speculation that a presentation on steps needed to put the plans into effect may be made to the board at its January meeting.

Indicating the extent of work remaining to be done, it was reported that steps yet to be taken include (1) decision on financing of the pre-testing of the plan; (2) conducting the pre-test and making whatever adjustments may be indicated as a result; (3) deciding on how the measurement should be set up and administered from an organizational standpoint, and finally (4) selling subscriptions.

Committeemen attending the Tuesday session included Campbell Arnox, WTAR-TV Norfolk, Va.; Richard A. Borel, WBN-FV Columbus, Ohio; Kenneth L. Carter, WAAM-TV Baltimore, and Donald Thornburgh, WCAI-TV Philadelphia.

Sitting in from the networks were Hugh M. Beville Jr., NBC-TV; Oscar Katz, CBS-TV; Don Coyle, ABC-TV, and Edward F. Eadeh, DuMont TV. Also present were Dr. Cawl and, from the NARTB staff, Thad Brown, vice president, and counsel to the Tv Board, and Richard M. Allerton, manager of the research department.

Committeemen unable to attend the meeting were Chairman Swezey, Clair R. McCollough, WGAL-TV Lancaster, Pa.; J. Leonard Reinsch, WSB-TV Atlanta, and Lee B. Walle, Storer Broadcasting Co.

**Aware Inc. Formed to Fight Communism in Entertainment**

FORMATION of a new group called Aware Inc., designed to combat what it described as the "communist conspiracy in the entertainment world," embracing radio, television, the stage, variety, films, music and related cultural media, was announced at a news conference in New York last Thursday by Gottfrey P. Schmidt, president.

Mr. Schmidt is a New York lawyer and lecturer on constitutional and labor law at Fordham U. Other officers are Ned Wever, actor, first vice president; Paul R. Milton, radio and television writer, second vice president; Richard Keith, actor, treasurer, and Jeanne Sommerville, secretary. The board of directors includes all the officers, plus Howard Hetchner, William Nei, William Keene, Bob Novak, Jim Shean, Leigh Whirper, Wynn Wright, Vinton Hayworth, V. L. Chalif and Vincent W. Hartnett. Mr. Hartnett was editor of Red Channels, a listing of alleged communists or fellow-travelers in the entertainment industry published by Counterattack. It was pointed out at the meeting that Aware has no connection with either Red Channels or Counterattack.

In reply to a question, Mr. Schmidt said that membership in Aware is about 500.
...you're in good company on WNEB

One of America's Top Independents for the Seventh Consecutive Year . . . .

. . . . Still Your Best Buy in WORCESTER, MASS.
New England's Third Largest Market!

Best proof of performance: the following national and regional accounts—many with WNEB for years—all with 1953-1954 WNEB contracts.

FOODS & FOOD PRODUCTS
A & P
Armour Turkeys
Armour Coffee
Birdseye
Bread
Campbell's Beams
Cheese & Sunbarn Coffee
Dundee's Chocolates
Eclipse Coffee Syrup
First National Stores
Frostees
Good Luck Margarine
Hollywood Bread
Inn'side Maxwell House Coffee
Instant Sanka Coffee
International Salt
Junket
Lipton's Soups
Lipton's Tea
Mrs. Filbert's Margarine
Pan-American Coffee Bureau
Peaches
Presto Cake Flour
Salada Tea
State Line Potato Chips
Sunlight Oranges
Wheelers
Whiting's Milk

DRUGS
Anacin
Bayer Aspirin
Bromo-Seltzer
Chloradent
Doan's Pills
Fenamint
Four-Way Cold Tablets
Mustard
Pepto-Bismol
Peru
Super-Aschist
Vick's Vapourub
Vick's Vaseline

TRANSPORTATION
Boston & Maine Railroad
Chevrolet Cars & Trucks
Debate
Ford
Hudson
Lincoln-Mercury
M. Y. Central Railroad
Packard
Pentair

WINE & BEER
Dawson
Narragansett
Ruppert
Premo Wine
Supreme Wine

WORCESTER MASSACHUSETTS
Represented by THE BOLLING COMPANY
Advertisers, Media Must Go Hand in Hand—Fellows

ADVERTISER and media groups must get together to improve the quality of advertising, increasing its effectiveness, Harold E. Fellows, NARTB president, told the Washington Host Lions Club Wednesday.

Conceding there are too many excessive claims and too much blantly, he said, "and yet there is not enough advertising today. More advertising—properly presented with an intelligent selection of media—will mean more business."

Mr. Fellows warned that media must be alert "not only to the threat of attack but to our own obvious and basic responsibilities if we are to warrant the trust that is placed in us."

CRMC Plans to Reorganize

PLANS to reorganize the dormant Chicago Radio Management Club will be explored at a meeting Jan. 6.

Howard (Howdee) Meyers, O. L. Taylor Co., station representative firm, said last week a proposal to merge the club, of which he is president, with the Chicago Television Council, has fallen through.

Societies Elect Kobak

EDGAR KOBAK, WTWA Thomson, Ga., consultant and president of Advertising Research Foundation, was elected president of National Society for Crippled Children & Adults and also was named a trustee of the New York State Society for three years.

Radio's GROWING

Because your advertising on radio reaches more people than in any other medium.

And WGN reaches more people than any other Chicago station*... your basic buy in the middlewest.

* Nielsen Coverage Service

A Clear Channel Station
Serving the Middle West

MBS

Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 255 E. 42nd Street, New York 17, N.Y., for New York City, Philadelphia and Boston

World Radio Management

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

ALLEN CITES TV AID TO DRIVES

SUPPORT by the television industry to the campaigns in behalf of the Community Chests and United Fund in September and October was praised last week by Joseph Allen, chairman of the radio-television committee at a meeting of the National Advisory Committee on Public Relations of Community Chests of America and United Defense Fund.

Mr. Allen reported the contributions by tv included a presentation of What's My Line? on all four networks and special half-hour shows on each of the tv networks. They also assisted the campaigns by producing filmed spot announcements, with CBS-TV single out for special credit for producing most of the announcements.

Mr. Allen also pointed out that the Advertising Council doubled its tv allocations for this year's campaigns, making available a total of 174 spot announcements during two weeks in October. He said that an incomplete report indicated that 241,172,000 home impressions resulted from these announcements.

Spokesman for the campaigns credited tv in part for the increase in contributions, and said that with reports still to come in from some cities, the results already are 100.3% of goal, or 105.3% of last year's figures. Total sum that will be raised is estimated at about $280 million, he added.

Sweeney Urges Advertisers To Reveal Successful Ads

Effectiveness of ads could be doubled in 1954 if successful advertisers would discuss their sales results, BAB's Kevin Sweeney advises.

ONE of the great needs of 1954 marketing is "a sort of Kinsey Report" in which advertisers will discuss freely the sales results obtained from new advertising campaigns, Kevin Sweeney, BAB vice president, said last week.

In a talk Wednesday at the Kansas City chapter of the American Marketing Assn., Mr. Sweeney contended, "It important advertisers would anonymously tell some neutral source about their ads that sold and those that failed, we could at least double the effectiveness of advertising in 1954."

In support of his belief, Mr. Sweeney cited steps taken by the radio industry to ascertain the effectiveness of campaigns, and added:

"Because a few retailers and manufacturers have allowed us access to their figures, we know, for instance, that we can sell fashion merchandise to the mass market as well as newspapers can, and that in the grocery product field, on a dollar for dollar basis, radio can out-produce any other medium, including television. Two years ago, even those of us in the radio industry were somewhat doubtful about what we could do in these fields against this competition."

He singled out the department store field as one in which advertising, on the whole is not very effective, and declared:

"We are busy right now finding out for some 20 major stores what a sizable increase in radio will do to help solve this situation. However, if most of the major stores in the country pool their experiences with all their current advertising in an 'uninhibited' report, we will have the answers to what produces best for stores within a few days rather than painfully extracting the results over the next few years."

Page 52 • December 7, 1953
I would like to point out our belief that this figure may well be doubled within the next three months. The public acceptance of KTVQ as a pioneer UHF station in Oklahoma City has been tremendous.

From all indications, it would not surprise us to see at least 75% of the total sets now in use in this market converted before January 1st.

OKLAHOMA CITY
CHANNEL 25
JOHN ESAU, President

KTVQ

INTERCONNECTED

ABC-TV • CBS-TV

REPRESENTED NATIONALLY BY H-R TELEVISION

NEW YORK 17, N. Y.
Chrysler Bldg.
Murray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr.
RAndolph 6-6431

SAN FRANCISCO, CAL.
110 Sutter St.
Exbrook 2-3407

HOLLYWOOD, CAL.
Equitable Bldg.
Granite 1480
Tv in Public Service Reviewed by NARTB Unit

PROGRESS made by the NARTB TV Information Committee in presenting an accurate account of television's public service achievements was reviewed at a Wednesday-Thursday meeting in Washington, D. C.

The committee was confronted with anti-tv claims relating to the medium's impact on juvenile delinquency and other problems. It was given, too, a list of steps taken by the association to meet what it feels are unfair and untrue attacks. These include widely distributed publications presenting evidence of television's contributions to the nation's welfare.

At the meeting were NARTB President Harold E. Fellows, committee chairman; Richard A. Borel, WBNS-TV Columbus, Ohio; Howard Chernoff, WTVAP (TV) Parkersburg, W. Va.; Jack Harris, KPRC-TV Houston; David J. Jacobson, CBS-TV; Charles Vanda, WCAU-TV Philadelphia.

Maryland, D. C. Broadcasters Set Washington Meet Dec. 11

MEETING of the Maryland-District of Columbia Broadcasters Assn. will be held Friday at the Sheraton Park Hotel in Washington, according to Charles J. Truitt, WBIC Salisbury, association president. FCC Comm. John C. Doerfer will address the luncheon. Washington stations will be hosts.

WOL Picketing Ends, Employes Back to Work

PICKETING of WOL Washington by AFTRA and IBEW ended last week when the station and union reached an agreement on re-hiring employees who were let go when the station changed hands Nov. 13 [BT, Nov. 30, 23].

Charles Dillon, WOL general manager, said the accord was reached on a friendly basis. AFTRA and IBEW employes who were not re-hired at the time the station changed hands were offered their old jobs. New employes at that time were absorbed into the organization.

The station's popular music and news format will be continued, Mr. Dillon said. The former employes returned to duty Wednesday morning following a Tuesday afternoon agreement.

Advertisers and agencies that had been contacted by the unions in an information campaign in which some contracts were cancelled were being urged by the locals to resume their WOL campaigns. WOL is operating under the AFTRA and IBEW contracts that prevailed when the station was owned by Peoples Broadcasting Corp., according to Mr. Dillon.

The two-week dispute was resolved at a meeting between Mr. Dillon and two union negotiators—Evelyn Freyman, head of the AFTRA local, and Norton Richardson, president of the IBEW local. The union employes were hired without loss of seniority.

AFM Begins Talks Dec. 15 With Recorders-Transcribers

TALKS begin Dec. 15 with representatives of the recording and transcription industry on the negotiation of a new contract with the American Federation of Musicians, it was announced last week by James C. Petriillo, AFM president.

It was pointed out that no date has been set for talks on a new contract with the radio and television industry because the existing contract does not expire until Jan. 31, 1954, while the pacts with record and transcription firms end Dec. 31. Discussion of the network contracts during last week's AFM strategy session was slight, spokesmen reported.

Members of the AFM International Executive Board met in New York for 10 days in preparation for bargaining talks. They will return to New York Dec. 15 to begin negotiations with the music and transcription industry.

SAG Sparks Discussions On Telethons, Charity Shows

SCREEN ACTORS GUILD (SAG) board of directors has appointed a special committee to confer with other groups in the entertainment industry on "the problem of ever-increasing number of telethons" and charity benefits.

The move is to protect the public as well as actors and the entertainment industry in general, board members asserted. They said steps must be taken on an industry-wide basis to enforce fair and sensible regulation of so-called telethons and charity benefits which demand the free appearances of talent.

Besides radio and television networks, the SAG committee will talk with representatives of the Assn. of Motion Picture Producers, Screen Directors Guild, Artists' Managers Guild, Theatre Authority and Hollywood Coordinating Committee to set a united stand on the problem.
EVERY TIME BUYER AND EVERY AD MANAGER IN AMERICA SHOULD READ THIS SIGNIFICANT MESSAGE

EVERY TIME BUYER AND EVERY AD MANAGER IN AMERICA SHOULD READ THIS SIGNIFICANT MESSAGE

....for the money!
(In other words, MORE SALES RESULTS FOR WONE ADVERTISERS)

IN 1949 when WONE began operation, we decided to advertise only when we became the DOMINANT SELLING VOICE in the market.

TODAY WONE is the ONLY Hooper-rated station in Dayton!
(Until recently, all other Dayton stations had ardently supported and subscribed to Hooper ratings.)

WHY?
1. Ask Mr. Hooper—or any Headley-Reed representative.
2. Ask any greater Dayton retailer.
3. Ask any Miami Valley jobber or distributor.
4. Ask any national advertiser now using WONE.
5. Better still—ask the people of the Miami Valley.

NOW.... WIFE-TV, sister station of WONE, recently began operation in Dayton on Channel 22. With the same diligent effort in behalf of the audience and advertiser that has raised WONE to its present position of leadership, we are confident that WIFE-TV will become a dominant medium in the great Miami Valley market.

WONE 980 KILOCYCLES
One of America’s Great Independents

WIFE-TV CHANNEL 22
ABC and DU MONT Networks

SKYLAND BROADCASTING CORP.

Represented By Headley-Reed

380 WEST FIRST ST. — DAYTON, OHIO — "The City Beautiful"
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REVENUE BUREAU RULES
NEW AM-TV TAX RELIEF

Some relief in tax burdens on radio-tv and tv station operators seen in a new Bureau of Internal Revenue ruling. Study needed, but first report indicates improvement over terms proposed last year.

PARTIAL relief, at least, from unfair tax burdens on radio-tv and tv station operations caused by special problems involved in growth of the video medium was granted Thursday by the Bureau of Internal Revenue.

The ruling followed several years of activity by a special industry committee which has held many meetings and participated in Revenue Bureau conferences.

While effect of the ruling on the industry awaits detailed study of the long, technical document, first scanning of the language led to belief that it is a considerable improvement over the proposed terms issued Dec. 13, 1952.

Concedes Hardship

The bureau has recognized that application of the 1946-49 base period to tv operations created hardship by letting the government get 82 cents out of every dollar earned, in some cases.

Issuance of the ruling brings a type of relief sought by an industry committee first headed by Capt. John A. Kennedy, former West Virginia and California broadcaster, and later by George B. Storer, head of Storer Broadcasting.

FCC SLATES MORE COLOR TV SESSIONS

ANOTHER round of FCC color tv discussion is understood to be set up for this week following last week's one-day meeting. The meeting last week took up details of some of the problems involved in writing an official decision approving the compatible color signal specifications sponsored by the National Television System Committee and virtually the entire radio-tv manufacturing industry. Problems revolved around questions of picture quality, cost and complexity of apparatus.

The Commission is going through the proposed staff report to insure careful scrutiny on a decision all believe will set the pattern for color tv for a long time. The feeling is evident that the decision will be tightly drawn in order that in the future no finger can be pointed at loopholes or omissions.

Meanwhile, color tv took a step forward last week with the demonstration of video tape recording of black-and-white and color signals (see separate story on page 31). Also, General Electric Co. announced it would have limited production of 15-in. round, all-glass color kinescopes in the first quarter of 1954, to be made available to all manufacturers.

Pilot production will begin in January, J. Milton Lang, GE tube department general manager, said. Tubes, which will show a 12-in. picture, will be made in Syracuse, Mr. Lang added. They are of the three-gun, planar shadow mask variety, he said.

Three "packages" of station color tv gear were announced last week by Telechrome Inc., Amityville, L.I., N.Y. In a brochure entitled, "Color Tv—How to Inaugurate It With Minimum Investment," Telechrome offered a basic package, a supplementary unit and full facilities. No prices were given.

Co., and Dwight W. Martin, of General Tele radio. John Poole, Storer counsel, was active in the work. Lovell Parker, Washington attorney, was special tax counsel to the committee.

Rules governing computation of net income and excess profits taxes worked a hardship on tv operations under the 1946-49 base period rule because in many cases these tv stations were started by radio licensees who did not form separate video corporations. Radio earnings were wiped out by early television losses and the base period experience formed a pattern for earnings in later years that was conceded unfair to this new industry.

Application of the ruling will differ in each case, it was explained by tax attorneys.

Appeals Court Hears Chicago Ch. 2 Case

U.S. COURT OF APPEALS in Washington heard oral argument last week on Zenith Radio Corp.'s appeal against the FCC decision which dismissed its tv application for Chicago's ch. 2.

Zenith counsel Edward K. Wheeler stressed two points in his argument: (1) That Zenith had not waived any rights even though it had not participated in the allocation proceeding on the WBKB (TV) renewal hearing, and (2) that the court, if it upsets the FCC decision, instruct the Commission to grant Zenith a comparative hearing against Balaban & Katz, the original owners of WBKB (TV) on Chicago's ch. 4. The implication was that the FCC's approval of the $6 million sale of WBKB to CBS might have to be revoked pending the outcome of such a hearing.

Zenith appealed an FCC decision which dismissed its 1948 application for Chicago's ch. 2 on the ground Zenith waived its rights to a hearing by not participating in the tv allocation proceeding or the WBKB renewal (B&T, April 27).

Zenith insisted it had not waived its rights to a comparative hearing. It claimed it applied for ch. 2, and WBKB then was on ch. 4. WBKB was instructed to move to ch. 2 when the Commission deleted ch. 4 from Chicago in its final allocation report (B&T, April 14, 1952).

When the FCC renewed the WBKB license, it also approved the merger of ABC with United Paramount Theatres. Since this gave American Broadcasting-Paramount Theatres two television stations in Chicago, conflicting with the dual ownership rule, the Commission also approved the sale of WBKB to CBS. Station now is WBBM-TV, and is operating under temporary authority on ch. 2 pending the outcome of the Zenith appeal.

Question of whether Zenith waived its right to a hearing was explored in great detail by the three-judge court. Sitting were Circuit Judges E. Barrett Prettyman, David L. Bazelon and Charles Fahy.

Army man against Zenith's position, particularly its insistence that it be given a hearing against Balaban & Katz rather than CBS, was CBS counsel Judge Samuel Rosenman of Rosenman, Colin, Goldmark & Kaye, New York.
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H-R TELEVISION also represents KHJ-TV in Los Angeles
WITHDRAWAL OF COMPETITIVE BIDS ALLOWS TV GRANTS IN FIVE CASES

FCC also issues noncommercial educational television to Cincinnati and Oklahoma City. Among other actions was the designation of hearings on cases concerned with St. Louis ch. 11, Milwaukee ch. 12, New Orleans ch. 4 and Mansfield ch. 36.

DROPOUTS of competing applications continued last week to pave the way for new TV grants by FCC, including uhf ch. 27 at Miami, Fla., uhf ch. 32 at Clearwater, Fla., uhf ch. 29 at Richmond, Va., uhf ch. 9 at Jackson, Tenn., and vhf ch. 11 at Provo, Utah.

In addition, the Commission announced grant of, vhf ch. 5 to Lake Placid, N.Y., and final decisions granting uhf ch. 19 to WHK Cleveland and uhf ch. 27 to WLAP Lexington, Ky.

Noncommercial educational grants for uhf ch. 48 at Cincinnati and vhf ch. 13 at Oklahoma City were announced, bringing post-fall educational stations authorized to total of 28. Ch. 48 goes to Greater Cincinnati Television Educational Foundation and ch. 13 to Oklahoma Educational Television Authority, each a community-wide group in its area.

WMIE-TV Inc., owned 50% by WMIE Miami, Fla., was the ch. 27 grantee following withdrawal of a competitive application by Robert W. Rousnville, licensee of WMBM Miami Beach. The ch. 27 grant is the second commercial station for Miami. WTVJ there is operating on vhf ch. 4. Several weeks ago the Commission granted vhf ch. 2 for a non-commercial educational station to Dade County's Lindsay Hopkins Vocational School. Kurt A. Meer, WMIE manager, reported it is hoped to have the new ch. 27 station on the air in four to six months.

Clearwater's ch. 32 was awarded to attorney W. Frank Hobbs trading as Pioneer Gulf Television Broadcasters following withdrawal of a competing bid by WBOY Tarpon Springs.

Ch. 9 at Jackson went to WDXI there after withdrawal by Sun Pub. Co.'s WTJS. KOVO Provo was recipient of ch. 11 after KCSS up gave its mutually exclusive application.

At Richmond, ch. 29 was granted to Winston-Salem Broadcasting Co., operator of WVOB-AM-TV Winston-Salem, N. C. The award was made possible by the dismissal of the competitive bid of Dixie Television Corp. The Lake Placid ch. 5 permit was issued to Great Northern Television Inc. which proposes to construct the station near Bloomingdale, N.Y., on Morgan Mt. President Joel H. Schiefer is president, general manager and one-third owner of WIRY Plattsburg, N. Y. Other WIRY principals are associated in the Great Northern applications.

Details of the new grants follow:

Cincinnati, Ohio—Greater Cincinnati Television Educational Foundation granted noncommercial educational television station on uhf ch. 48; effective radiated power 19.1 kw visual and 9.55 kw aural; antenna height above average terrain 490 ft. Address: 1228 Central Parkway.

Oklahoma City, Okla.—Oklahoma Educational Television Authority granted noncommercial educational vhf ch. 13; ERP 315 kw visual and 191 kw aural; antenna height above average terrain 1,140. Address: State Capitol.

Clearwater, Fla.—Pioneer Gulf Television Broadcasters granted uhf ch. 32; ERP 93.3 kw visual and 53.7 kw aural; antenna height above average terrain 2400 ft. Address: P. O. Box 1146.

Miami, Fla.—WMIE-TV Inc. (WMIE 59% owner) granted uhf ch. 27; ERP 35 kw visual and 17 kw aural; antenna height above average terrain 340 ft. Address: Hotel Everglades, Biscayne Blvd. and 3d St.

Bloomington, Ill. (Lake Placid)—Greater Northern Television Inc. granted vhf ch. 5; ERP 3.55 kw visual and 2.19 kw aural; antenna height above average terrain 2,760 ft. Address: 301 Cornelia St., Plattsburg.

Jackson, Tenn.—Dixie Broadcasting Co. (WDXI) granted vhf ch. 9; ERP 56.2 kw visual and 28.2 kw aural; antenna height above average terrain 340 ft. Address: c/o A. B. Robinson, Williams Bldng.

Provo, Utah—KOVO Broadcasting Co. (KOVO) granted uhf ch. 11; ERP 64.6 kw visual and 32.4 kw aural; antenna height above average terrain 1,000 ft. Address: c/o A. C. Tolboe, P. O. Box 99.

Richmond, Va.—Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem) granted uhf ch. 29; ERP 17 kw visual and 9.33 kw aural; antenna height above average terrain 540 ft. Address: c/o James W. Coan, 8264 W. North St., Winston-Salem, N. C.

Lexington, Ky.—American Broadcasting Corp. (WLAP) granted uhf ch. 27; ERP 247 kw visual and 125 kw aural; antenna height above average terrain 623 ft.

Cleveland, Ohio—United Broadcasting Co. (WHK) granted uhf ch. 19; ERP 228.3 kw visual and 119 kw aural; antenna height above average terrain 645 ft.

Four additional comparative television hearings were designated by FCC last week to commence Dec. 31 in Washington. Those include St. Louis vhf ch. 11 (see story page 69); Mansfield, Ohio, uhf ch. 36; Milwaukee vhf ch. 12; and New Orleans vhf ch. 4.

Mansfield's ch. 36 applicants are Mansfield Journal Co. and Fergum Theatres Inc.

Seeking ch. 12 at Milwaukee are Wisconsin Broadcasting System (WFOS), Milwaukee Broadcasting Co. (WEMP), Milwaukee Area Telecasting Corp. and Koler Telecasting Corp.

Koler petitioned FCC last week for conditional grant of its application pending final ruling in the comparative hearing on grounds the applications of its competitors are financially defective. Koler president and 25% owner is Eugene V. Roemer, in real estate, banking, insurance and auto sales. A 25% interest also is held by Catholic Knights of Wisconsin, fraternal group.

Competing for ch. 4 at New Orleans are Loyola U. (WWL), Times-Picayune Pub. Co. (WTPS) and James A. Nee & Co. (WNOR). By memorandum opinion and order FCC set aside its ruling of April 22 in the Beaumont-Port Arthur, Tex., vhf ch. 4 case which dismissed the application of Jefferson Amusement Co., successor to Lufkin Amusement Co. The new order designated Jefferson for hearing Dec. 16 on the issue of whether it "should be dismissed pursuant to the provisions of Sec. 1.363(a) of the Commission's rules, in the light of the filing and dismissal of the application of Lufkin Amusement Co."

Port Arthur College (KPAK Port Arthur) and Smith Radio Co., contestants for ch. 4, were made parties to the Dec. 16 hearing. The ch. 4 proceeding which began last May, is under "indefinite" continuance.

Sec. 1.363(a) provides that an applicant once dismissed "with prejudice" may not refile, by itself or through a substitute, for the same facilities within a year. The examiner declined to dismiss Lufkin "without prejudice" and subsequently refused to accept Jefferson.

Chairman Rosel H. Hyde and Comm. Robert E. Lee dissented in last week's ruling to rescind the April 22 order and give Jefferson hearing on the dismissal issue.

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The Western Market is completely clothed in KOA-Radio's unsurpassable signal.

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The Western Market is a big earner—$5-billion last year. (Average farm income exceeds the national average by 74.3%.)

A big spender, too. Last year, $4-billion for consumer goods as well as for the equipment and materials that are the Western Market rancher-farmer's stock-in-trade.

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Ameria's Most Food-Conditioned Audience
We're proud to have KCMO and KCMO-TV, Kansas City, join the Meredith Group.

The 17 years of Kansas City radio experience which has made KCMO the first Kansas City choice of smart timebuyers is also seen in KCMO-TV, which went on the air in September.

For you (as well as for us) it's good to know that KCMO is now a Meredith Station. KCMO and KCMO-TV are affiliated with ABC.

REPRESENTED BY THE KATZ AGENCY
Affiliated with
Better Homes and Gardens and Successful Farming Magazines
JOHNSON TO QUIT SPORTS OR POLITICS

SEN. EDWIN C. JOHNSON (D-Colo.), top-ranking Democrat on the Senate Interstate & Foreign Commerce Committee, may announce in April 1954 whether or not he intends to remain another term in the Senate. Sen. Johnson last Wednesday said he will retire from either politics or baseball next year. The Senator, who is president of the minor leagues' Western Baseball League, was in Atlanta attending a meeting of the minors.

The veteran lawmaker, who will be 70 on New Year's Day, has been in the Senate the past 16 years. He is up for re-election next fall. This is a politicalrado that is favored by the state's Gov. Dan Thornton, a Republican, may oppose Sen. Johnson in the 1954 election.

The Senator reportedly of late has been telling close friends that he will have a statement on his plans sometime next April. He will be in Washington early this month.

Sen. Johnson, who served as chairman of the Senate commerce group committee in the 81st and 82nd Congresses (January 1949-January 1953), has been one of the most active legislators in the Senate on radio-tv affairs.

One of his latest bills ($1396) is related to both baseball and broadcasting. It would permit the minor leagues to restore rule 1 (d) which prohibited hall-of-famers of major or minor league games within a radius of 50 miles of a home park. The bill failed to pass the Senate after it had cleared the commerce committee.

As president of the Western Baseball League, Sen. Johnson serves without pay. He has been in the post since the league reorganized after its demise in the past 20 years, he has asked to be relieved of the office but was drafted for re-election.

This is not the first time that Sen. Johnson's possible retirement from the political arena has been speculated. The Senator said in 1948 he did not want to run for re-election but was "drafted." It is said the same result may come about next fall should Sen. Johnson declare his Candidacy.

Two More Drop Uhf Cps to Seek Vhf

TWO uhf permittees last week surrendered grants to build new tv stations in order to become eligible for uhf assignments in their respective areas. They are KIT-TV Yakima, Wash., uhf ch. 23, and WIBM-TV Jackson, Mich., ch. 4.

At Yakima, KIT-TV dropped its permit to build the ch. 23 station in a letter and petition sent to the FCC Thursday. The construction permit was granted Feb. 3 to KIT Inc., of which Carl H. Haywood (KMOX-TV Tacoma, Wash.) is principal owner.

According to the applicant, the station management believes that a uhf frequency would best serve the wide rural area with its mountainous terrain.

Either ch. 2 or ch. 3 could be assigned to Yakima with minor inconvenience, the applicant contends in asking amendment of Sec. 606 of the FCC rules to give the city a uhf channel.

At Jackson, WIBM-TV surrendered its permit for ch. 4, pointing out "economic difficulties attending a uhf operation" not making it feasible to construct at this time.

WIBM Inc., permittee of the ch. 48 facility, announced it was surrendering its permit in order to place itself in position to apply for the proposed vhf ch. 10 facility in nearby Parma, Mich. A proposal to assign ch. 10 to Parma is presently pending before the Commission.

The Commission last week announced the deletion of uhf ch. 28 WCTV (TV) at Flint, Mich. Trans-American TV Corp., permittee, considered the venture economically unsound and cited lack of network affiliation.

KSTM-TV BIDS ANEW FOR E. ST. LOUIS

PROMPTLY after FCC's refusal to consider its application for ch. 11 at East St. Louis, III., KSTM-TV St. Louis, new permittee operating on uhf ch. 36, petitioned the Commission last Monday to reconsider the action and contended the proposal is entitled to hearing [B&T, Nov. 30].

FCC advised KSTM-TV that the ch. 11 application "was not acceptable for filing" since the station already was on the air and the tv rules do not allow existing stations to seek new channels in the same market.

Meanwhile, KSTM-TV announced that a 10% interest in the station has been purchased by the E. St. Louis 4 Nuclear Corporation for about $75,000.

The station told the Commission this indicates the sincerity of its ch. 11 bid which seeks to provide a first local station for the Illinois city adjoining St. Louis.

FCC last week designated for hearing the ch. 11 applicants at St. Louis, to commence in Washington Dec. 31. Applicants are St. Louis Telecast Inc., St. Louis Amusement Co., CHLO and Ct. 820 Liquidating Co. KSTM-TV's counsel, Franklin C. Salisbury, reported the ch. 11 hearing order allows for the inclusion of KSTM-TV's application should the commission rule favorably on the reconsideration request.

KSTM-TV's petition argued that if subsection 2(c) of footnote 10 of Sec. 1371 of FCC's rules prevents filing of the ch. 11 bid, the rule is improper since it was adopted without advance notice and without opportunity for comment by those who might be affected. The station contended the Communications Act requires that its application be afforded a hearing on its merits.

PROPOSE CH. 13 GRANT TO WD AE

INITIAL decision proposing to grant WD AE Tampa, Fla., ch. 13 there was issued last week by FCC Hearing Examiner Basil P. Cooper.

Proposing to deny the competitive applications of Orange Television Broadcasting Co. and Tampa Television Co., the initial decision concluded that preference must be given to WD AE on the basis of superiority in experience, local ownership, better staff, adequate studios and offices, and integration of ownership and management.

Principals in WD AE include David E. Smiley Sr. (88.35%), editor and publisher of the Tampa Tribune; E. C. Smiley Jr. (15%), Treasurer Joseph F. Smiley (3.24%), and Treasurer David E. Smiley Jr. (3.24%)

Principals in Tampa Television Co. include George H. Franklin (51%), General Manager W. Walter Tison (10%), owner of WALT and TAMS And Secretary-Treasurer William E. Ford, Tampa attorney.

Principals in Orange Television Broadcasting Co. include President David A. Falk (45%), Vice President James A. Wynn (15%), Treasurer Jack D. Peters (5%), Secretary Cody Fowler (8%) and Frank E. Mandel (3%)
In NBC daytime television your advertising dollar becomes more elastic and more efficient. Compared to the average of all nighttime television shows, the average NBC daytime TV program reaches more homes per dollar... gives you up to three times more commercial time for your money... and gives you up to three times the commercial frequency. These are only a few of the reasons why daytime dollars buy more when they are wisely placed in NBC daytime television.

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INDUSTRY SILENT ON NEW RULES COVERING MULTIPLE OWNERSHIP

Storer is considering reinstatement petition in wake of dismissal of its ch. 10 bid in Miami. CBS is undecided on future course.

ALTHOUGH there were reports that FCC may be asked to reconsider in whole or part its new multiple ownership rules, the Commission by last Thursday had received no comments, pro and con, concerning its order which limits multiple tv station holdings under common ownership to five and am and fm to seven each (B&T, Nov. 30).

FCC spokesmen noted parties have 30 days to file, hence they do not expect reaction this soon.

Storer Broadcasting Co., already operator of five tv stations, indicated through counsel it is considering whether to petition the Commission to reinstate its application for vhf ch. 10 at Miami, where it owns WGBS.

FCC by separate order, issued concurrently with the new multiple ownership rules, dismissed the Storer Miami bid even though the firm offered to dispose of one of its other existing tv stations should it receive a grant at Miami.

CBS officials also had not come to a decision on what course to follow. FCC issued an order to CBS to show cause why its am station interests should not be reduced from nine to seven. CBS owns six am stations outright and has minor holdings in three others.

Similarly, FCC ordered J. Elroy McCaw to show cause why he should not reduce his am interests from eight to seven. Additionally, he and associates have bought WINS New York from Crosley Broadcasting Corp., subject to FCC consent.

Considered for Years

FCC's multiple ownership proposal had been under consideration for more than five years. The final version in some respects is more strict than earlier proposals since the new rule, to become final 30 days from Dec. 3, date published in the Federal Register, states a minority non-controlling interest shall be counted equal to full controlling interest for the sake of the multiple station count. Because the degree of influence of the minority stockholder cannot be accurately determined, FCC chose the strict interpretation.

The new rules' limitations apply not only to stockholders, but also to directors and officers. FCC left the door open on tv limitation, however, with respect to uhf.

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 hearing on its bids for additional stations if it asks waiver. But should a grant be made for a sixth station, one of the existing holdings must be dropped. This waiver clause, however, does not apply to an interest such as Storer which already has five full tv ownerships, hence dismissal of the Storer ch. 10 bid at Miami.

CBS owns WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles and, as in am, holds minority interests in WTOP-TV Washington and WCOC-TV Minneapolis. Pending tv applications under the grandfather waiver clause include CBS-owned KMOX St. Louis for vhf ch. 11; CBS' WEFL Boston for vhf ch. 5, and KQV Pittsburgh (owned 45% by CBS), which seeks Irwin vhf ch. 4 at White Oak Borough, Pa.

ABC and NBC both already hold their full complements of five tv stations each.

DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh but cannot acquire two more because FCC ruled it is "controlled" by Paramount. DuMont is the 45% holder of KTLA (TV) Los Angeles. However, either DuMont or Paramount Pictures could acquire one additional station, it is believed.

Another entity which already has its limit of five tv stations is Empire Corp. The firm owns vhf ch. 9 WXEL (TV) Cleveland and uhf outlets KPTV (TV) Portland, Ore., KCTV (TV) Kansas City; KDEN (TV) Denver and WNES (TV) Indianapolis. WXEL was incorrectly identified as a uhf outlet in B&T's Nov. 30 issue.

FCC's order dismissing Storer's Miami ch. 10 application, text of which was released last week, pointed out that earlier the Commission had advised Storer it could not own four tv stations and prosecute applications for two additional stations. This was before Storer bought WBRC-TV Birmingham and had pending bids for ch. 10 at Miami and also for vhf ch. 9 at Wheeling-Steubenville.

Storer subsequently dismissed both its Miami and Wheeling bids, and ch. 9 being granted to WSTV Steubenville. After acquiring WBRC-TV, Storer refiled for ch. 10 at Miami. It was the latter bid that FCC now has dismissed.

FCC's dismissal order explained that "Storer's proposal to accept a grant of its application on condition that it dispose of one of its five tv stations merely repeats one of the proposals it urged when it held four stations and had two applications pending before us. That proposal was rejected before and we are of the view that it is untenable now."

"For acceptance of this proposal would permit the owner of five television stations to file an unlimited number of applications on the grounds that each time we granted an application we could attach the proposal condition. This could go on ad infinitum, disrupt entirely our processing procedures, be manifestly unfair to competing applicants, delay a first or additional television service in a number of communities, and encourage trafficking in licenses. It is clear to us that to permit such a situation to exist would not be in the public interest."

(Gannett Sells WGUI Bangor To Carpenter For $45,000

SALE of WGUI Bangor, Me., by Guy Gannett Broadcasting Services (WGAN Portland) to Murray Carpenter for $45,000 was approved by FCC late last week.

Sale of WGUI was in consideration of an agreement whereby Mr. Carpenter dismissed his competitive bid for vhf ch. 13 at Portland, thus clearing the way for the grant of that facility to WGAN. Mr. Carpenter subsequently filed for vhf ch. 2 in Bangor, his home town. This bid is opposed by a new application tendered a fortnight ago by WLBB Bangor (B&T, Nov. 23).

Mr. Carpenter is former officer and stockholder, WPOR Portland and WABI-AM TV Bangor.

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WE'VE HIT THE TOP!

With a TV Antenna 1000' Above Average Terrain.

Actual height 925'. That's as high as any in Michigan.

Far higher than any commercial station in any Michigan market except Detroit.

We're Installing a 50,000 Watt RCA Transmitter.

The 10,000 watt component is already installed and operating—delivering 100,000 watts, e.r.p., video and 50,000 watts, e.r.p., audio. That's more power output than any other station in the area delivers or plans to deliver in the near future.

But, full power of 316,000 watts, e.r.p., video and 158,000 watts, e.r.p., audio is scheduled for February 1, 1954.


Schedule your advertising on WOOD-TV, Grand Rapids' only television station. The Western Michigan station with top technical equipment, top local and network programming and the top market to go with them.*

*Primary service, too, to Western Michigan's most populated area including Muskegon, Lansing, Battle Creek and Kalamazoo.

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Reaches more people who have more and buy more

NBC, Basic; ABC, CBS, DuMONT, Supplementary.
Associated with WFBM-AM and TV, Indianapolis, Ind., WDF, Flint, Mich., WSOA, Evansville, Ind.
WGAR, KXLY-AM-TV SOLD; SALES TOTAL $3.7 MILLION

Cleveland's WGAR goes to Peoples Broadcasting for $1,750,000; Harris, Eisenstein and Jones buy Spokane radio and tv outlets for $2 million. KPIX (TV): Westinghouse negotiations continue.

SALE of two station properties—WGAR Cleveland and KXLY-AM-TV Spokane, Wash.—last week involved transfer of funds in excess of $3.7 million.

The WGAR transfer, involving $1,750,000, is still in the final stages and subject to approval by the boards of WGAR Broadcasting Co. and the purchaser, Peoples Broadcasting Co. It represents one of the highest sale prices in recent years for a radio property. Filing of the application is expected within 10 days. The sale is subject to FCC approval.

The KXLY-AM-TV transfer by the Ed Craney-Bing Crosby organization involves a total of $2,023,000, of which $1,723,000 is capital stock, $150,000 unpaid obligations and $150,000 material ordered.

Purchasers of KXLY-AM-TV are Northern Pacific Radio Corp. and Northern Pacific Television Corp., both Washington corporations wholly owned by Messrs. Joseph Harris, Norman Eisenstein and Richard E. Jones, former Detroiter and resident of Spokane since early June as ex-Storer Broadcasting Co. vice president and recently director of DuMont radio stations in New York, Washington and Pittsburgh. Mr. Harris and Mr. Eisenstein are New York businessmen.

Mr. Craney is chief stockholder and president of Symons Broadcasting Co., operating KXLY, and in turn the Symons corporation owns 50% of KXLY-TV with Mr. Crosby owning roughly 47%.

Both the WGAR and KXLY-AM-TV transfers were handled by Blackburn-Hamilton Co., station brokers.

While these two transfers were being negotiated, a third transaction was believed near completion—sale of KPIX (TV) San Francisco by Wesley Dummm to Westinghouse Radio Stations Inc. for a figure that would put a value of more than $5 million on the property. [Closed Circuit, Nov. 16.]

Mr. Dummm was in New York and Washington completing details of the proposed sale. The Dummm-owned KSFO San Francisco is not involved.

In the $1,750,000 gross WGAR transfer roughly $750,000 in quick assets will be taken over by the purchaser, making the net purchase cost about $1 million in cash. Herbert E. Evans, president of Peoples Broadcasting Co. and vice president of the parent Farm Bureau Insurance Co., represented the purchaser. James Lawrence Fly was Peoples counsel.

John F. Patt, president of the Goodwill Stations (WJR Detroit and WGAR), acted on behalf of WGAR Broadcasting Co. with R. Russell Eagen, of Kirkland, Fleming, Green, Martin & Ellis, as counsel.

Ownership of WGAR is held as follows: 52 1/6% in the estate of G. A. Richards, of which his widow, Mrs. Francis S. Parker, is executrix; 35% by Mr. Patt and his family; 12 1/2% by station executives with Carl George, general manager, having over 5% and Elmer M. Krause, secretary-treasurer, about 3%. Of the 52 1/6% in the Richards estate, 42% is in a trust and 10% is held by Mrs. Parker.

The entire executive staff will be retained, Mr. Evans told B&T. Mr. Patt has agreed to remain as consultant in view of his 23 years association with the property. He continues to serve as president and executive head of WJR, which he said "is not on the market."

WJR is widely held by the public, with 1,200 stockholders holding a majority and the Richards estate 49% of stock.

Mr. Evans will be chief administrative officer of WGAR in addition to other Peoples stations. Mr. George remains as operating head and Mr.

Mr. Jones

Eisenstein and Richard E. Jones, former Detroiter and resident of Spokane since early June as ex-Storer Broadcasting Co. vice president and recently director of DuMont radio stations in New York, Washington and Pittsburgh. Mr. Harris and Mr. Eisenstein are New York businessmen.

Mr. Craney

Mr. Crosby

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The entire executive staff will be retained, Mr. Evans told B&T. Mr. Patt has agreed to remain as consultant in view of his 23 years association with the property. He continues to serve as president and executive head of WJR, which he said "is not on the market."

WJR is widely held by the public, with 1,200 stockholders holding a majority and the Richards estate 49% of stock.

Mr. Evans will be chief administrative officer of WGAR in addition to other Peoples stations. Mr. George remains as operating head and Mr.

Mr. Jones

Eisenstein and Richard E. Jones, former Detroiter and resident of Spokane since early June as ex-Storer Broadcasting Co. vice president and recently director of DuMont radio stations in New York, Washington and Pittsburgh. Mr. Harris and Mr. Eisenstein are New York businessmen.

Mr. Craney

Mr. Crosby

actions were handled by Blackburn-Hamilton Co., station brokers.

While these two transfers were being negotiated, a third transaction was believed near completion—sale of KPIX (TV) San Francisco by Wesley Dummm to Westinghouse Radio Stations Inc. for a figure that would put a value of more than $5 million on the property. [Closed Circuit, Nov. 16.]

Mr. Dummm was in New York and Washington completing details of the proposed sale. The Dummm-owned KSFO San Francisco is not involved.

In the $1,750,000 gross WGAR transfer roughly $750,000 in quick assets will be taken over by the purchaser, making the net purchase cost about $1 million in cash. Herbert E. Evans, president of Peoples Broadcasting Co. and vice president of the parent Farm Bureau Insurance Co., represented the purchaser. James Lawrence Fly was Peoples counsel.

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When you buy Gates remote control, you certainly do not buy half a loaf. — The Gatesway is indeed the whole loaf in reliable equipment for unattended operation.

Gates remote control includes rack cabinets for both studio and transmitter, completely wired and ready to use. Meters for remote tuning are supplied with adjustable brackets to fit nearly every application. The antenna and lead-in are standard equipment — or, to the point, we don't believe you will need the help of your local hardware or electrical store to complete the installation.

And no equipment of this kind is complete without a national sales and service organization such as Gates can offer. There are five Gates major branches, plus a field engineer near you, no matter where you are.

Available for the asking is a new 8-page brochure on Gates complete remote control systems. — By having this informative brochure you will quickly discover why the Gatesway is the COMPLETE WAY and yet costs, in many instances, actually less.
the Murray D. Lincoln Farm Bureau insurance organization. Other Peoples radio properties include WTTM Trenton, N. J.; WRFD Worthington (Columbus), Ohio, and WMMN Fairmont, W. Va.

Mr. Evans said Peoples is headed for still further expansion in the broadcast field. The parent firm is the second largest mutual organization writing automobile insurance in the country and the fifth largest writer of such insurance.

Mr. Lincoln, a nationally known political and civic leader and president of CARE, has other charitable, philanthropic and international interests, and is highly regarded as a public speaker.

The KXLY-AM-TV deal was closed last Monday. The station will remain in the Craney-operated XL station group but Mr. Craney will return to his home in Butte, Mont., where he operates KXLF-AM-TV. The sale originally was premised on Bing Crosby's need for capital to pay inheritance taxes on the estate of Mrs. Crosby though this situation had been resolved. KXLY-TV went on the air last Feb. 22 with its transmitter located atop Mt. Spokane. It went into the black in May, operated at a loss through the summer and returned to the black again in November.

Mr. Harris, like Mr. Eisenstein, a 45% owner of the purchasing group, was formerly head of Motion Pictures for Television Inc. and still has a financial interest. He operates Harris Assoc., large insurance brokerage firm. Mr. Eisenstein is a real estate investor and has interests in a chemical plant and dress manufacturing house.

Mr. Jones said his move to Spokane was based on the rapid growth of the Pacific Northwest. He indicated there would be no change in policy other than to extend TV operating hours into the morning periods. With opening of live telecasting, he said, many more CBS programs will be available to the station. KXLY was started in 1922 by Mr. Craney and the late Tom Symons. All of the XL stations will continue to be available individually or as a group under a single contract. Mr. Jones will be in charge of sales for the entire XL group.

KXLY operates on 920 kc with 5 kw power. KXLY-TV has 47.9 kw on ch. 4. Stations are CBS affiliates. KXLY-TV also has DuMont.

Four Die as Plane Hits WBCK-TV Tower
FOUR persons, including former Michigan Gov. Kim Sigler, were killed last week when their private Beechcraft plane crashed after striking a guy wire of the 540-ft. tower of WBCK-TV Battle Creek, Mich., which was to go on the air after Jan. 1 on uhf ch. 58.

The plane, owned by Mr. Sigler, struck the wire at the 440-ft. elevation, sheared a wing, struck the tower and slammed to the ground, according to FAA officials, Gene Cahill, station program manager, told WRTV. He said flying conditions were "extremely hazardous," with low ceiling and a drizzling rain.

The Blaw-Knox tower, its pylon antenna installed Nov. 20, was a total loss of $40,000, with $4,000 damage to the transmitter building, Mr. Cahill said.

Eye witnesses said all lights on the tower were functioning properly before the crash, according to Mr. Cahill. The transmitter is near Augusta, nine miles from Battle Creek. Mr. Cahill estimated operation of WBCK-TV will be delayed until next summer.

Kearl, Wright Promoted In KGMB Radio-TV Split
SPLIT in radio and television operations of KGMB-AM-TV Honolulu and appointment of separate managers for each operation was announced last Monday before dedication ceremonies on that date for the Hawaiian Broadcasting System's new radio-television center and increase of KGMB-TV's video power to 104 kw.

C. Richard Evans, vice president and general manager of KGMB-AM-TV, said Wayne Kearl, formerly assistant general manager of HBS, has been named manager of KGMB-TV, and Melvin B. Wright, former merchandising director, will be manager of KGMB. At the same time, he said, K. C. Wong, HBS assistant treasurer, also has become office manager.
Here's a new 2500-foot reel with a number of improved design features that will appeal to many tape recordists.

Audiotape can now be supplied on this light-weight Fiberglas reel at no increase in price. For a trial order, get in touch with your nearest Audio distributor. If he doesn't have the new reels in stock, have him contact our New York, Chicago or Hollywood office and we'll see that your requirements are promptly filled.

This is another example of how Audiotape gives you extra value at no extra cost. Its performance speaks for itself. Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result—with no compromise on quality anywhere along the line.
**SECOND TV OUTLET BEGINS IN NASHVILLE**

FIVE new tv stations were to begin regular programming last week as WSIX-TV Nashville, Tenn., second outlet for that city, and WWOR-TV Worcester, Mass., first home station there, started operation Nov. 30 and Dec. 4, respectively. Slated to go on the air yesterday (Sunday) were:

**WSIX-TV (ch. 7)**
- Panama City, Fla., uhf ch. 7 (CBS, ABC), represented by George P. Hollenberg Co.
- Midland, Texas, uhf ch. 2 (NBC), represented by O. L. Taylor Co.
- Norfolk, Va., uhf ch. 27 (ABC, DuMont), represented by Forjoe TV.
- St. Louis, Mo., uhf ch. 13 (ABC, DuMont), represented by Forjoe TV.
- Oklahoma City, ch. 9 (ABC), represented by General Manager C. P. Priest.

WSIX-TV (ch. 7), operated by George P. Hollenberg Co., will reach into mid-Tennessee and southwestern Kentucky, says the CBS-TV affiliate, which ran a special dedication section Nov. 29 in the Nashville Tennessean, publicizing its tv operation. WWOR-TV (ch. 14) will be affiliated with ABC and DuMont, and represented by Paul H. Raymer Co.

KMID, using RCA equipment, has announced Augusta, Ga. (ch. 6), announced its local and national advertising rate is $200 per hour.

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

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

**CALIFORNIA**
- KMID (TV) Fresno, uhf ch. 33, represented by Meeker TV Inc., Dec. 15.
- KTVL (TV) Rockford, uhf ch. 26, represented by George P. Hollenberg Co., Dec. 15.

**COLORADO**
- KOA-TV Denver, uhf ch. 4 (NBC), represented by David E. Reeder, Dec. 10.

**CONNECTICUT**

**FLORIDA**
- WINK (TV) Fort Myers, uhf ch. 11, represented by Weed Tev, December 23.

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

**MAINE**
- WCSH-TV Portland, uhf ch. 6 (NBC), represented by Weed Tev Inc., Dec. 20.

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

**MASSACHUSETTS**

**MICHIGAN**
- WIBM-TV Jackson, uhf ch. 48, represented by Forjoe TV, Dec. 8.

**MISSISIPPI**
- WJBT (TV) Jackson, uhf ch. 3 (NBC), represented by George P. Hollenberg Co., Dec. 15 (granted STA Oct. 19).

**MISSOURI**
- KOMU-TV Columbia, uhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tev Inc., Dec. 15.

**NEBRASKA**
- KOL-TV Kearney, uhf ch. 13 (CBS), represented by Meeker TV Inc., Dec. 10 (granted STA Oct. 29).

**NEW JERSEY**
- WRTV (TV) Asbury Park, uhf ch. 58, January 54 (tests due Dec. 7).

**NORTH CAROLINA**
- WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Dec. 13.
- WNCP (TV) Greensboro, uhf ch. 9 (CBS, ABC, DuMont), represented by John E. Pearson Tev Inc., December 23.

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

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

**OREGON**
- KPIC (TV) Salem, uhf ch. 54, Dec. 15 (granted STA Aug. 4).

**PENNSYLVANIA**
- WCBM-TV Harrisburg, uhf ch. 27, represented by Davis-Miller Inc., Dec. 12.
- WARM-TV Scranton, uhf ch. 16, represented by George P. Hollenberg Co., December '53.

**TENNESSEE**
- KMBI (TV) Midland, uhf ch. 2 (NBC), represented by Forjoe TV, Dec. 15.
- KBSG-TV West Lafayette, uhf ch. 5 (NBC), represented by Paul H. Raymer, Dec. 15.

**TEXAS**
- WJTV (TV) Austin, uhf ch. 27 (ABC, DuMont), represented by Forjoe TV Inc., Dec. 6 (granted STA Oct. 18).

**WASHINGTON**
- KOMO-TV Seattle, uhf ch. 4 (NBC), represented by George P. Hollenberg Co., Dec. 11 (granted STA Nov. 13).

**WISCONSIN**
- WEAU-TV Eau Claire, uhf ch. 13 (NBC, ABC).

**Broadcasting • Telecasting**
First

WTAC-TV
FLINT, MICHIGAN

With Top "Agri-industrial" Coverage!

Now, there is something new in the sales sun! A new and potent network television station, serving a virgin and untapped television market... the rich and dynamic "Agri-industrial" market of Flint, third largest city in Michigan and America's pioneer Auto City! At last, picture-perfect television is available to the more than half-a-million persons populating this unique Agricultural and Industrial area... 533,100 customers for your products with an annual buying income in excess of $863,000,000!

Nowhere else in America will you find a market to match WTAC-TV's "Agri-industrial" coverage area composition! Nowhere else will you find a more direct & less costly method of meeting this market than via the sales-making "Picture-Window" programming of WTAC-TV... Flint's FIRST and only television station... on the air—and in the market—NOW!

Affiliated with the American Broadcasting Company, and featuring selected programs from the other major networks, WTAC-TV's "Picture Window" programming combines the best of the national shows with tops in live local studio productions. WTAC-TV, with top "Agri-industrial" Coverage, is building and holding a large, loyal and lucrative buying audience for your product sales story. Your sales guarantee for profit satisfaction!

Trendle-Campbell Broadcasting Corporation
Represented by Paul H. Raymer Company
Doty Heads WSBA-AM-TV

APPOINTMENT of Clarence L. Doty, formerly with Edward Petry & Co., New York, station representatives, as vice president and general manager of WSBA-AM-TV York, Pa., was announced last week by Louis J. Appell Jr., president of Susquehanna Broadcasting Co., licensee. Mr. Doty assumed his new post last Tuesday.

WAVE-AM-TV Sign Pact With NBC Spot Sales

NBC SPOT SALES' expansion of its station representation list moved ahead another notch last week with signing of WAVE-AM-TV Louisville, effective Jan. 1.

The appointment was announced jointly by George W. Norton Jr., president, and Nathan Lord, vice president and general manager of WAVE Inc., and Thomas B. McFadden, director of NBC Spot Sales.

The sales representation arm of NBC also was reported in negotiations with some other stations, but their identities were not disclosed. Nor was any formal comment forthcoming from independent station representatives, who through their Station Representatives Assn. traditionally have opposed network activities in the sale of spot radio-tv time for non-network-owned stations.

WAVE, an NBC affiliate for 20 years, operates on 970 kc with 5 kw. WAVE-TV (ch. 3), which celebrated its fifth anniversary Nov. 24, is a primary affiliate of NBC-TV and also carries ABC-TV and DuMont programs.

Addition of WAVE-AM-TV counter-balances NBC Spot sales' forthcoming loss of Westinghouse Radio Stations' WPTZ (TV) Philadelphia and WBZ-TV Boston, which have signed with Free & Peters—the organization currently representing the WAVE stations—effective Feb. 1.

KMID (TV) Names Grayson

SID GRAYSON, commercial manager of KWFT-TV Wichita Falls since the station went on the air last March, has been appointed general manager of KMID (TV) Midland, Tex., and already assumed his duties. The station was slated to go on the air Dec. 6. Mr. Grayson was commercial manager at both KFDX and KTRN, both in Wichita Falls, before joining KWFT-TV.

Des Moines Stations Name New Personnel

TWO Des Moines radio stations have new managers as a result of changes brought about by the purchase of one station and the deaths of two principals in the other.

Vice president and general manager of KIOA Des Moines, which was purchased from Independent Broadcasting Co. for $150,000 by Town & Farm Co. Inc. (B&T, Oct. 5), is Rex Lathen [At Deadline, Nov. 30]. His appointment was announced by Deo Searle, President of Town & Farm, which also operates KMMJ Grand Island, Neb., and KXXX Colby, Kan. The purchase was completed Nov. 23.

New station manager, vice president and board member of KSO Des Moines is Bill Baldwin, former program director. Mr. Baldwin was appointed by Kingsley H. Murphy Jr., who took over the presidency upon the death of his father, Kingsley H. Murphy Sr.

WDIA Plans 50 Kw Power

PLANS are for a new, more powerful WDIA Memphis by next spring. WDIA has set March 1 as its target date to begin operating with 50 kw on 1070 kc. It now is on 730 kc with 250 w. Station plans to program 21 hours daily from 4 a.m. to 1 a.m. New transmitter will be 40' x 60' of concrete block. WDIA has on order a Continental Electronics Type 317 50 kw transmitter with delivery expected Dec. 1. Six 230-ft. Blaw-Knox towers will be used, offering a four tower directional during daytime and six towers at night (5 kw at night).
That's right, **Danny Thomas** ...

Sylvania is presenting you with the 1953 Award for the "Outstanding Comedy Show of the Year"!

Thanks, Sylvania, for honoring Danny Thomas this way ... we wouldn't be human if we weren't pleased and proud. And grateful to Danny, Jean Hagen, Ben Lessy, Sherry Jackson, Rusty Hamer, and Corky (the dog) for giving us such a hilarious show. Orchids, too, for the many wonderful guys whose job it is to stay off the TV screen ... our producer, our director, and the stage crew ... for making this show a prize-winning series.

*Thanks, too, for your second award...for timely coverage of the Coronation last June. But we feel a little guilty about this one. The glory actually belongs to those two friendly networks, the BBC and Canadian Broadcasting Company. Their brilliant films and superb cooperation made this award possible. If we can take credit for anything, it's simply the fact that we brought this important event to the country quickly and effectively. But that's nothing special at ABC.*

*Thanks especially to The American Tobacco Company and Speidel, who sponsor the Danny Thomas Show. They are the real winners of awards like these.*

**ABC TELEVISION NETWORK**
**AMERICAN BROADCASTING COMPANY**
BIG NEWS for television broadcasters...

G-E's 12 KW AMPLIFIER COMBINES WITH ANY UHF-TV TRANSMITTER... REGARDLESS OF MAKE!

You can get

YOUR PRESENT 1 KW-UHF-TV TRANSMITTER

Regardless of make!

General Electric's UHF leadership puts you on the sure road to higher TV power!

- G-E UHF TRANSMITTERS. 1 KW and 12 KW units for initial high power telecasting equipment plus a 12 KW amplifier for expanding existing facilities.
- 15 KW KLYSTRON TUBES. Product of General Electric progress. Provides exactly the power you need for strong field intensity—excellent home receiver signals.
- G-E HELICAL ANTENNAS boost radiated power up to 20-25 times and contour for ideal market coverage.
- PROVED-IN-OPERATION BY MORE THAN A DOZEN MAJOR TV OUTLETS. Go down the list of important high power television broadcasters throughout the country using General Electric equipment. Measure its value to you by their success!
Today...if your present transmitter provides only minimum output, then you may not get a strong station signal into your complete market area. That automatically cuts coverage plus important advertising revenue. Few, if any, broadcasters who need high power for UHF telecasting can afford to wait much longer. Promises of future equipment development doesn't solve their immediate problem. Only G.E. offers the right solution.

General Electric's "look into the future" in 1949 today gives you a single answer to all UHF equipment requirements! Five years of UHF product planning and development now provide broadcasters with a 12 KW amplifier that can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers. General Electric alone offers this service to UHF stations already on-the-air! G.E. alone can deliver 12 KW transmitting equipment for new TV outlets today!


15 KW 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.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
RADIO-TV FILLS N.Y. NEWS BREACH

RADIO and television moved quickly into the breach last week to provide all-out "newspaper" service to audiences and advertisers caught in a shutdown of all major metropolitan New York dailies.

Untabulated thousands of dollars of "new" money were channelled into the broadcast media by local advertisers determined to keep Christmas merchandise moving even though deprived of what normally is their principal advertising outlet. Some stations reported they were turning away business or juggling schedules to accommodate more.

First results indicated that the forced switch to radio and television was paying off in terms of store sales and traffic. Although store officials were reluctant to discuss the subject for publication, an informal survey by BET on Thursday—fifth day of the strike—indicated that in most cases sales were holding up. It was emphasized however that it was "still much too early to tell" what the full effect of the absence of newspaper advertising and the accompanying surge in radio-television use might be.

Department stores led the parade of advertisers turning to the broadcast media in the wake of the shutdown, which began Saturday afternoon (Nov. 28) with a photo-engravers strike supported by other unions. Motion picture and legitimate theatre houses and other sales-minded organizations were quick to join the stores on the broadcast bandwagon.

They bought time in all sizes, from newscasts and other programs to spots and participations, though spots and participations dominated. The size of the bonanza for the stations would depend upon the duration of the strike, which as of Thursday was still on.

The magnitude of this role was emphasized by WOR New York Thursday in releasing results of a sample survey for it by Pulse Inc. on Tuesday. The survey showed that 93.9% of the 700 families interviewed said they had listened to or watched newscasts on radio or TV the preceding day. Of the 700 families, 16.1% said they had heard news on radio only, 11.1% on TV only, and 66.7% on both radio and television.

In addition to increased frequency of newscasts, for a sample, several stations began giving stock market reports. At least one station, independent WMGM, found in the brokerage firm of Newberger-Loeb Co. a sponsor for its daily stock quotations, a six-minute summary running Monday through Friday, and another, WOR, signed Bache & Co. for three five-minute reports a day. The comic strips were made available by WCBS-TV, which presented Charles Collingwood reading the "funnies" from Wash-

For the man on the street...

Long newspapers as part of a special one-hour telecast each morning at 7 o'clock, and by WABD, which presented Bill Steinke with the comics around noontime daily. Several stations put on reports of food prices in major chain stores, and WABD (TV), in addition to this service, inaugurated a "help wanted" segment over three reliable hospitals, stores, utilities and the like to announce their needs for help.

WABD WCBS WNEW WRL (Woodside, L.) WNBC WABC (TV) WABC-AM-TV were among the stations reporting increased newscasts.

NBC'S WNBC was reported to have recorded more than $12,000 and WNBT (TV) $18,000 in strike business during the first four days of the shut down, while WOR was said to have added more than $12,000 through Thursday. CBS-owned WCBS radio declined to reveal dollar figures other than to say that "several thousand dollars" had been added as of Monday morning, but spokesman reported 17 new accounts signed through Wednesday and said all normal availabilities had been sold out and that some network and other shows were rescheduled to make way for 40 additional minutes of participation programming Wednesday evening and again Thursday.

Among the advertisers engaged in the swing to radio and television were Wanamaker's department store, Macy's, Gimbel's, Peck & Peck, Abraham & Strauss, Bloomngdale's, Hearn's, Saks Fifth Avenue, major motion picture companies, Rogers & Hammerstein, Radio City Music Hall, and Admiration Cigars. Esso, tradi-

...It was NBC's news sheet.

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ONLY TRAINS CAN MOVE THIS MOUNTAIN

Christmas Mail

for the ASSOCIATION OF AMERICAN RAILROADS
Check First

CLEVELAND'S CHIEF STATION
5,000 WATTS—850 K.C.
BASIC ABC NETWORK REPRESENTED BY
H. R. REPRESENTATIVES

No. 1 Radio Buy in New Haven
Merchandising more guaranteed in-store food display than any other New Haven station.
Programs live wire local plus NBC affiliation = proven audience.
Saturation run of station • day and night • 20 spots a week • 1-13-26 week package • $15—$48—$60 per week.
three steps cover — New Haven's ultra-rich market on

Page 76 • December 7, 1953

DUMONT'S BERGMANN CITES COLOR COST, LIMITED AUDIENCE FOR 'SEVERAL YEARS'

Dayton Ad Club is also told that 'mastery of uhf' is assuring a competitive television system.

CONVINCION that color television "will not amount to much" for "several years" was voiced by Ted Bergmann, general manager of the DuMont TV Network and director-designate of the Broadcasting Division of Allen B. DuMont Labs, in a speech before the Dayton (Ohio) Advertising Club last July.

He also admonished advertisers to "be vigilant toward the protection of integrity, believability, absence of annoying repetition, and unprovable claims" in advertising, and to "help us protect your own interests" in "the medium that moves your merchandise so effectively."

Mastery of Uhf

Mr. Bergmann, who moves into the post of director of broadcasting for DuMont on Jan. 1, told the group that "mastery of the uhf" is assuring the development of a truly competitive television system but said that, despite "rapid advancement" in the number of stations, the problem of station clearance is still a major one for all four tv networks.

Sketching the growth of tv, he said that "advertisers are ringing television's cash register in 1953 to the tune of one million dollars a day against the total of zero dollars in 28 cents in 1946," while "viewers have invested seven billion dollars in receivers and manufacturers are turning sets out at the rate of nine million a year."

DuMont's views on the non-immediacy of color tv as a general service, he said, are based on "the higher cost to all concerned as compared to black and white" and "lack of circulation." Though agencies and advertisers are interested to the extent that they want to know how their products and trademarks will look in color, and how much redesigning and overhauling of merchandising techniques will be necessary, Mr. Bergmann said, "we have not yet to detect any of these agencies or any of these sponsors either ready or willing to sign to underwrite their own color program on the basis of their own money.

Color Audience Lack

"The reason for this reluctance is simply the lack of a color audience in the foreseeable future," he continued. "The best information I can get persuades me that there will be only about 500 color sets by the end of 1953 in all the United States, and the figure probably won't be over 100,000 at the end of 1954."

Mr. Bergmann noted that "25 or 30" stations are said to be ready to order equipment to carry network color broadcasts. This, he pointed out, can be done for about $35,000. But, he added:

"Even to tie a local identification into a network program or to run a color film locally would call for an additional outlay of $75,000 to $100,000, or a sum total of $110,000 to $135,000 to do just a modest color job."

"If a station were a little more ambitious and wanted to originate a live program in color it could easily sink $350,000 to $600,000 in equipping just one studio for such a purpose. In this connection, just let me make it clear that the equipping of one studio for live color would cost more than to put an entire station on the air with black and white."

He thought that technical and manufactur-
MILWAUKEE ... is the fastest growing UHF Market in America

WCAN-TV spirals to new heights ... OVER 175,000 UHF SETS* and only 10 weeks on the air. Wherever you go ... ROOFTOPS shout it ... SALES prove it ... and SURVEYS show it.

October 14  Dr. Ella Clark of Marquette University  26.7%
October 22  American Research Bureau  29.6%
November 6  American Research Bureau  32.2%
November 16 Dr. Ella Clark of Marquette University  35.4%
November 30  Projected Figure  39.8%

... with more to come. Look for 250,000 UHF sets on New Year's Day. Get your share of the business on WCAN-TV—the CBS station that brings increased sales to its advertisers.

*WCAN-TV rates are still based on 100,000 sets
Write now for rate cards and success stories.
with its preponderance of uhf outlets assures advertising men generally a chance to work in the new medium—an opportunity that they would not have enjoyed had television been confined to the 300 stations that could have been put on the vhf band.

"Already, class A time is virtually sold out on the vhf pre-freeze stations. Had this 'sold-out' condition continued to prevail, television would have been in a fair way to have become dominated by 10 or 12 major advertisers. But that danger no longer exists. With 80 new channels now available and the 2,000 stations that they make possible, you can write your own estimate as to the time that will be available."

He conceded that some agencies had "sniped" at uhf, but said "that situation, too, is passing and it's comforting to recall that it was not so long ago that these same agencies doubted vhf's ability to cover a market."

Some Abuses

In cautioning advertisers to take care to avoid offense, Mr. Bergmann said:

"Lately we in the industry have noted a restlessness in the area of public acceptance of television programming. This is primarily because of a few advertisers who are abusing the privilege accorded them to put their message into America's living room. . . .

Broadcasters-station owners and network operators alike—are aware of this situation, as indicated by their development and acceptance of the NARTB code. But they have found that in daily practice they are very much at the mercy of the advertising men who handle their sponsored programs and that many of these advertising men are not sensitive to the public reaction to the way they are using their time on the air—sometimes by reason of content and at other times by reason of length of commercial. . . .

The threat to tv has reached a point that calls for a full realization on the part of advertisers that they must be just as alert as broadcasters to the protection of television as we know it today. . . . You (advertisers) can do more than we in this respect because, effective and helpful as the NARTB code is as a guide, it still is less effective than a sharp appreciation in the offices that prepare television commercials. . . .

Television has proven itself as the greatest mover of merchandise man has yet created. There are those who would 'milk' the audience acceptance through the violation of the spirit of the code, in the mistaken belief that they are selling more. Television offers to all manufacturers and retailers a great opportunity to display and sell their merchandise provided they don't become trespassers in the nation's living rooms as a result of unpalatable commercial techniques. . . ."

NBC, Rapp Settle Suit

OUT-OF-COURT settlement has been made by NBC in the $1.25 million suit filed by Phil Rapp, creator-owner of "The Bickersons," radio-television characters [B&T, Aug. 17]. Sum was not disclosed. The suit, charging unfair competition and plagiarism, involved the Eddie Fey Jr. sketches used last summer on NBC-TV's Saturday Night Revue, which Mr. Rapp claimed buried and imitated his property. NBC, under terms of the settlement, has agreed not to use any material which might be interpreted as imitating Mr. Rapp's package, now being produced on tv film. Mr. Rapp Nov. 5 filed in New York Federal court a two million-dollar infringement suit against CBS and Jackie Gleason, involving the latter's use of "The Honeymooners."

ABC Western Div. Furthers Publicity-Promotion Split

Newly-announced shift in executive staffing is designed to further separate radio-television functions of ABC's West Coast operation. Split will be on national and local levels.

ABC Western Division, which already has separated the radio and tv functions of the publicity-promotion department [B&T, Feb. 9], has further split those two departments on network and local levels, effective this week, according to Earl J. Hudson, ABC vice president in charge of the division.

Jon Wells Barkhurst, director of publicity-promotion for ABC Radio Western Division and KECA Los Angeles, now becomes director of radio publicity-promotion for the network. Stanton Kramer, director of publicity-promotion for ABC-TV Western Division and KECA-TV Los Angeles, is in the same post for the tv network.

Barkhurst Assistants

Assistants to Mr. Barkhurst are Thomas Wright, publicity, ABC Radio Western Division and KECA, and Virginia West, program operations department, KECA. Mr. Kramer's assistants are Gene Deports, publicity, ABC-TV Western Division and KECA-TV, and Dan Baggott, Los Angeles newspaperman.

On the local level, John Asher, formerly director of advertising-promotion for Consolidated Television Sales, has joined KECA-TV as director of publicity-promotion, with Stafford Clark, publicity, ABC-TV Western Division and KECA-TV, his assistant.

Nell Cleary, publicity, ABC-AM Western Division and KECA, is now in charge of KECA publicity. Robert Harden, promotion, ABC-Radio Western Division and KECA, and Carroll McKenna, director of research, ABC-AM-TV Western Division and KECA-AM-TV, now handle KECA promotion. Annette Kirby, office coordinator, ABC-Radio Western Division and KECA, assumes new duties with KECA. These four report directly to Amos Baron, KECA manager.

Networks Dispatch Staffs To Cover Bermuda Parleys

RADIO and television networks were staffed to give full coverage of the Big Three meeting that started Friday in Bermuda [B&T, Nov. 30]. Most of the network newsmen went to the islands early last week, with the final contingent leaving Friday morning.

The radio-television list included the following newsmen and technicians:

ABC—Martin Agronsky.


MBS—Everett Holles and Henry Gladstone.


Voice of America—Barooy Zorthian.

German Radio—Peter von Zahn.

Italian Radio—Gianni Granzotto.
NOW.. 24-HOUR SCHEDULE*

LATE NITE coverage throughout the WEST, CANADA & ALASKA

166 LETTERS from ALASKA

339 LETTERS from Washington (26 counties out of total 34)

1010 LETTERS from PORTLAND (Multnomah County, Oregon)

414 LETTERS from other OREGON counties (29 out of 30)

291 LETTERS from CANADA (British Columbia, Saskatchewan and Alberta)

591 LETTERS from CALIF. (134 Different Cities (47 counties out of 58)

42 LETTERS from HAWAII, MIDWAY, KOREA, NEW ZEALAND, GUAM, AUSTRALIA, AND SHIPS AT SEA

For complete information on reaching this bonus late-listening audience, call Free & Peters or KEX Sales.

KEX PORTLAND

WESTINGHOUSE RADIO STATIONS Inc

KORK - KYW - WOWO - WBZ-WBZA
KEX - WBEZ-TV - WPIT

National Representatives: Free & Peters, except for TV Stations; for TV: NBC Spot Sales

Broadcasting • Telecasting
AT&T ADDS 19 IN NOVEMBER

Eighteen cities (19 stations) are given nationwide tv network facilities. AT&T also announces plans for Boston-Lewiston-Bangor link as well as additional channels between Albany and Buffalo.

ADDITION of 19 television stations in 18 cities to the Bell System's nationwide tv network for November was announced last week by Ralph L. Helmreich, director of operations for the Long Lines Department of AT&T. Network service was said to be available to a total of 230 stations in 143 cities.

Stations added during November are: KCEN-TV Temple, Tex., KROC-TV Rochester, Minn., WHEC-TV and WVET-TV Rochester, N. Y., KTVQ-TV Oklahoma City, KLZ-TV Denver, WJMR-TV New Orleans, WIST-TV Columbia, S.C., WNOW-TV York, WCIA-TV Champaign, Ill., KGTV-TV (Des Moines), WIBW-TV Topeka, WKJG-TV Ft. Wayne, KPDA-TV Amarillo, KSTV-TV Nashville, KORI-TV Cedar Rapids, WIRK-TV West Palm Beach, WJBF-TV Augusta and WITV (TV) Ft. Lauderdale, Fla.

Mr. Helmreich also announced that the company has applied to FCC for authority to construct a second section of a new microwave route from Boston to Lewiston and Bangor, Me., and to provide additional tv channels between Albany and Buffalo, N.Y.

Programs to Lewiston, Bangor

Construction of the Boston-Lewiston-Bangor system will bring network programs to stations in Lewiston and Bangor by means of one northbound television channel.

Mr. Helmreich said that between Albany and Buffalo, the company plans to add one eastbound and one westbound tv channel to the existing Albany-Buffalo radio-relay route. Currently, two westbound channels are in operation and a third eastbound channel is under construction. The additional westbound channel, according to Mr. Helmreich, is needed to extend a third tv channel between New York and Cleveland.

The network ultimately plans to have four channels on the system, Mr. Helmreich said, with two in each direction to become part of a microwave route serving tv stations from New York to Chicago and back to New York via St. Louis and Washington.

Mr. Helmreich noted that during November the Atlanta-Jacksonville radio-relay system also had been placed in service. This route spans a distance of 298 miles, with 11 radio-relay stations having been built along the route.

Intermountain Directors

NEW DIRECTORS elected at a semi-annual stockholders meeting of Intermountain Network Inc. Nov. 20 in Salt Lake City included George McMillan, Sanford M. Stoddard, E. W. Campbell, who also was named secretary-treasurer, and Wilda Jean Halsey, who was elected vice president.

Re-elected were George C. Hatch, board chairman; Lynn L. Meyer, president, and Jack Page, executive vice president.

Mr. Meyer, in his report to the board, said gross sales for the first 10 months of 1953 are up 18% over the same period last year and projections indicate sales by the end of the year will be up 22%.

ABC and Owned Tv Stations' Executives Meet in New York

TOP executives of ABC and the company's five owned television stations will meet in New York today (Monday) and tomorrow to plan operational patterns for 1954.

Sessions will be conducted by Robert E. Kintner, ABC president. Network officials expected to attend are: Robert H. O'Brien, executive vice president; Robert M. Weisman, vice president in charge of programming and talent; Ernest Lee Jahncke Jr., vice president and assistant to the president, and Frank Marx, vice president in charge of engineering and general services.

Also expected are George T. Shupert, vice president in charge of ABC film syndication; Alexander Stronach Jr., vice president in charge of the television network; Charles R. Aby, national director of television sales; Stoeurn Chapin, director of the television network, and William M. Materne, coordinator of owned radio and television stations.

In attendance from the ABC-owned tv stations will be the following: Frank King, manager; Elton Rule, sales manager, and Robert Forward, program manager, of KECA-TV Hollywood; James H. Connolly, vice president in charge of San Francisco office; Vince Franci, manager, and Wally, program manager, of KGO-TV San Francisco; Sterling C. Quinlan, general manager, Matthew Vieacker, treasurer, and James W. Beach, sales manager, of WBKB (TV) Chicago; James G. Riddell, president, and John Pival, manager of WXYZ-TV Detroit; John H. Mitchell, vice president and general manager, and Arden B. Rodner, program manager, of WABC-TV New York.

'BWTER' TIME BID MAY GO BEFORE FCC

THE FREE-TIME round-robin of the networks appeared last week to be headed for the FCC as a spokesman for the communist Daily Worker said the newspaper intends to "fight it out" in its bid for free time to answer statements made by Sen. Joseph R. McCarthy in the speech he made in free time answering a free-time speech by former President Truman [BWT, Nov. 30, 23].

The Daily Worker spokesman told BWT that the paper definitely intends to go to FCC with its contention that it is entitled to be granted network time in which to reply to the Wisconsin senator. He said at least one network had definitely rejected the Worker's request, and a check of all those to which it had been sent indicated that none had acquiesced.

ABC was reported to have told the Worker that it did not consider Sen. McCarthy's references to that newspaper to constitute an attack on it.

The Worker was understood to be basing its demand on a single reference in which Sen. McCarthy contended that Mr. Truman and the Worker agreed on the definition of "McCarthyism." Mr. Truman said: "Not a comma for McCarthyism." Sen. McCarthy's demand for time was founded largely on the former President's use of the term "McCarthyism."

Mr. Truman spoke Nov. 16, 11-11:30 p.m., on the radio and tv networks of ABC, CBS and NBC, and on the Mutual radio network, while Sen. McCarthy spoke one week later at the same hour on the same networks.

NBA Telecasts on DuMont, Podoloff Says To Boosts Gate

PRO basketball executives are "completely convinced" that televising their games increases their gate attendance, Maurice Podoloff, president of the National Basketball Assn., asserted last week.

In a statement released through the DuMont Tv Network, which will telecast NBA games on a network of some 50 stations each Saturday afternoon from Dec. 12 through March 13, Mr. Podoloff said the decision to go network followed "a careful study last year of television influence in cities where pro basketball games were shown on a spot basis, locally." He continued:

"We are televising in the cities where we are playing, too. We know that the home tv pictures of the game will not destroy our audiences. In fact, it's just the opposite. Wherever we have television locally in previous years we have had attendance go up at the same time."

"New York and Boston last year were the two places where we had the most frequent televising of pro basketball games. In these cities the game attendance went up about 55%. This gain can be traced directly to television. We don't think there were any other major factors. Television simply won over new fans."

It convinced skeptics that the pros played a fast, hard and tricky game, fascinating to watch. And so the new fans flocked in and stayed in.

We had a growing loyal audience.

"Here's another single illustration of tv's power. The Boston Celtics had been seen often on television, from Boston, by a wide public in the Providence area. We had built up a video following in Providence. So once last year on only 10 days' notice we took the New York Knicks and the Celtics into Providence, and we completely sold out the house. This remarkable showing in such a short advance publicity period was due almost completely to the build-up of television cage fans."

"Noting that the DuMont telecasts will carry the games into a number of cities which have never seen pro basketball, Mr. Podoloff said: "That's going to whet a lot of appetites. Next year we will book exhibition games in a number of these new cities, we anticipate, and we'll have a lot of tv-created fans eager to see our players at first hand. We are convinced television will give us a great future."
Helping to keep Butte Hill the "richest hill on earth"!

Geological research is an important part of Anaconda’s development of its resources. At Butte, Montana, Anaconda’s geologists, using the know-how of a half-century’s experience, plus the newest in geological equipment, help to implement the Company’s "ton-for-ton" development procedure, whereby for every ton of ore mined, another ton is proved to be available.

An example of the value of this geological research is the Greater Butte Project, Anaconda’s development of Butte’s low-grade copper resources. Using large-scale "block-caving" mining methods, and relying on information obtained from precise geological mapping over many years, Anaconda is tapping a proved reserve of 2,600,000,000 pounds of copper, providing the United States with the equivalent of a whole new copper district. This operation is in addition to the continued mining of the individual high-grade veins in other parts of the Butte District.

Careful, scientific application of geology is an integral part of Anaconda’s mining operations, not only at Butte, but at all of Anaconda’s mines in the U. S., Mexico and South America. The resulting exploration and development work is in keeping with Anaconda’s company-wide building and improvement program, now being brought toward completion at the Company’s mines, mills and factories. This program is dedicated to one goal . . . more metals and better metal products.

This transparent model of a section of Butte Hill, permits Anaconda’s geologists to visualize complete geological relationships in three dimensions, and thereby facilitates the plotting of underground workings and the planning of future operations.
BRITISH COMMERCIAL TV LOOKS BETTER

Second report from London by former Katz agencyman T. E. Kruglak indicates agencies have a rosier view of British commercial tv than at first. Some persuaders: half-hour shopping shows and commercials between drama acts.

Advertising agencies and advertisers are a little happier today with the form commercial tv will take if the Conservative Government keeps its representatives in line. England in the House of Commons long enough to force through the motion for an alternative service to BBC. Although the original reaction of the Incorporated Society of British Advertisers and the Institute of Incorporated Practitioners in Advertising was lukewarm, individual members now see the commercial aspects as a little closer to the American system.

The Government already has indicated some compromise arrangements of dura- tion will be permitted, all-commercial in na- ture; and that the commercial preceding and following programs may be modified where a drama is presented in several acts. In this event, it may be possible to carry a commercial between acts.

To an American observer, the difference between this and the middle commercial the critics have been railing against as an “American depravity” is purely a question of definition. As could be expected, the rush for stations has abated in favor of the more lucrative prospect of selling down time franchises for the production of programs and the sale of advertising agencies. British tv looms up as the package producer’s paradise, and the operation of the station is a mere technical phase to be done by a public corporation.

House of Lords Debate

The House of Lords debate on the anti-com- mercial tv resolution bore out this observer’s prediction that the Conservative Party would have difficulty keeping its members in line. Though the resolution was defeated, 20 Conserv- ative peers voted in favor and 50 abstained, despite the use of what the British call “two whips.”

The forthcoming debate in the House of Commons will find the Churchill forces pre- pared to jam through the commercial tv. Real- izing the dangers of a “free vote” in which Conservatives can vote against the Government, the party leaders will present the resolution on a purely party basis. Some Conservative members still are fighting for a free vote to avoid the possibility of bring- ing down the Government—a danger which may exist if the present anti-Churchill feeling within the Conservative Party continues to grow.

Another development is the confirmation of rumors that the big British newspapers want to get into the tv act. Lord Layton of the powerful News Chronicle said that his paper as well as other national newspapers had applied for licenses on the theory that with commercial tv in action, the newspapers would certainly not get more advertising—and they might get a lot less.

The advertisers seem happy about the separa- tion of commercial tv functions, and the non-responsibility of the advertiser in program production. The Incorporated Society of British Advertisers and the Institute of Incorporated Practitioners in Advertising in a joint statement pointed out: “It was the published view that whilst neither organization possessed any man- date to press for television advertising, they believed that if an alternative television were to find favour with the public and with advertisers, it should be based on a system by which the programs and the building-up of audiences should be the responsibility of the stations and not the advertisers.”

The Popular Television Assn., the pro-com- mercial tv organization headed by the Earl of Derby, is continuing efforts to get public opinion behind the Conservative Party motion.

Opponents of commercial tv may take some comfort from Lord Salisbury’s speech in the House of Lords. As spokesman for the Government, he pointed out that the Government “has pledged its word against sponsoring and nothing will change its mind on the subject.” But the difference between sponsorship and the com- mercial interjections proposed by the Post- Master General is the difference between what the British call a “disturbance” and what we call “revolution.”

Collins Radio in Ottawa

ORGANIZATION OF Collins Radio Co. of Canada Ltd., with offices at 74 Sparks St., Ottawa, was announced last week.

The new firm is a wholly owned Canadian subsidiary of Collins Radio Co., Cedar Rapids, which designs and manufactures com- munications and navigation equipment. The subsidiary will work with Canadian defense production officials and also will promote the sale of Collins commercial equipment in Canada by working with the parent company’s three Canadian distributors—Canadian Aviation Electronics Ltd., Montreal; Technical Enterprises Ltd., Toronto, and Air- tronic Agencies Ltd., Vancouver. W. S. Kendall, former sales manager, Marshall-Wells Co., Winnipeg, is new subsidiary’s resident manager.

Two Tv’s Early in ‘54

CKCO-TV Kitchener (ch. 13) and CFCM-TV Quebec (ch. 4) will be on the air in Canada early in 1954, according to E. E. Fitzgibbons of Famous Players Canadian Corp., Toronto, one of the principal shareholders.

New Canadian Stations

CKGO is the call of a new 250-w station on 1240 kc at Eastview, Ont., suburb of Ottawa. CKTR is a new 1-kw outlet on 1330 kc at Three Rivers, Que. Both stations and CFJB Brampton, Ont., will be represented nationally by Radio & Tele- vision Sales Inc., Toronto and Montreal. CFJB is expected to be on the air by Dec. 10.

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Proudly announces

WCPO-TV
CINCINNATI, OHIO

and

WNOX
Knoxville, Tenn.

National Safety Council's 1952-53 Public Interest Award

for exceptional service to Farm Safety

Television Award to WCPO-TV Radio Award to WNOX

Scripps-Howard Radio, Inc.
PHILCO DEVELOPS NEW TRANSISTOR

DEVELOPMENT of a new type transistor which, it is held, outperforms all transistors currently in use for both military and civilian equipment, was to be announced today by Philco Corporation.

The new “surface barrier” transistor, according to Leslie J. Woods, vice president and director of Philco research and engineering, “operates at high frequencies and with low power consumption-requirements which have limited the use of transistors up to this time to hearing aids and devices were stability is relatively unimportant. The surface barrier transistor is of great importance in electronics since discovery of the point contact transistor; it opens up an entirely new realm for transistors in both military and civilian applications.” The surface barrier transistor was announced to the Franklin Institute in Philadelphia at a meeting attended by members of the institute. Mr. Woods said the new type transistor is the result of scientific research and team work in the Philco laboratory lead by William E. Bradley, technical director, and William H. Foster, research coordinator.

This surface barrier transistor is of unique construction and unprecedented performance, Mr. Woods said. It has operating characteristics which make possible its use at frequencies 10 to 100 times as high as obtainable with the older alloy junction transistors. “The new unit operates with such economy of power consumption that for the first time the portable military communication receiver operating on very high frequencies, 200 Mc, can be powered solely by two flashlight cells.” The receiver can be made as small as a pack of cigarettes and has an operating life of many weeks.

At the Philadelphia Institute of Radio Engineers dinner meeting, speeches were given by William E. Bradley, technical director of research, Philco, on the basic principle and construction of the surface barrier transistor. William H. Foster, coordinator of transistor research, discussed the scientific explanation of the transistor. Dr. James Angell, project engineer in the transistor circuit section, spoke on electronic circuits.

RCA Dedicates New Plant

DAY-LONG ceremonies attended dedication of RCA Victor Division’s Moorestown engineering plant near Camden, N. J., Saturday. The plant will make radar-type equipment for the Armed Forces.

Company officials participating included L. W. Teegarden, RCA executive vice president; Charles M. Odorizzi, RCA Victor operating vice president; Walter Watts, RCA musical products vice president, and Theodore A. Smith, RCA engineering products vice president.

AT&T to Begin Laying Trans-Atlantic Cable

TRANS-ATLANTIC cable facilities supplementing present overseas broadcast program service will be supplied by the first telephone cable system across that ocean, AT&T announced Tuesday. The cable will be owned jointly by AT&T, British Post Office and Canadian Overseas Telecommunication Corp.

Development of the cable has been underway for 25 years. The project will cost $30 million and take three years to complete. It will triple present circuit capacity to Great Britain. The ocean part of the system will be 2,000 nautical miles long, running from Newfoundland to Scotland. Over 100 underwater repeaters, in development many years, will be installed. Voice currents will travel along coaxial conductors.

Bandwidth of the cable is 180 kc—far below the 4.5 mc required for full-width video signals and much below the 2.7 mc used on coaxial cables for intercity tv connections.

The Bell System opened a single radiotelephone connection crossing the ocean in 1927. Traffic grew from 2,500 calls the first year to 75,000 in 1952.

GE Tube Dept. Reports New Vhf Tetrode in Making

NEW VHF tetrode with a gain in excess of 10 kw and a power output of 25 kw is now in production at the Schenectady tube plant of the General Electric Tube Dept. In making the announcement, Grady L. Roark, manager of marketing for the Tube Dept., said that the new tube (GL-625) is the most powerful transmitting tube able to operate in all vhf channels. Maximum ratings apply up to 20 mc.

Since only 5 kw are needed to drive a pair of tubes, Mr. Roark pointed out that low and high power stations now on the air can increase signal strength to top levels at moderate cost by adding two of them in an amplifier stage. New transmitters may incorporate the tubes for a maximum antenna input power of 50 kw, he added.

RADIO-TELEVISION center will be built at American U., Washington, by Evening Star Broadcasting Co. (WMAL-AM-TV) for use in communications research, production and re- search, with primary emphasis on instruction of the university’s radio and television students.

Ground was broken Wednesday by Samuel H. Kaufmann, president of the Star and the broadcast stations. The $250,000 structure is to be completed within four months. American U. has more than 200 radio and tv students, with classes conducted in the WMAL-TV studios at 4461 Connecticut Ave.

Facilities will include film and recording equipment, one of the capital’s largest studios,

EDUCATION

WMAL Builds Studios At American U.

Second Educ. Tv Outlet, KTHE, Dedicated in L. A.

DEDICATION ceremonies last week for KTUE (TV) Los Angeles marked the operational start of the second educational tv station in the U. S. Built and furnished by the Hancock Foundation, the uhf station is open to all groups on a noncommercial basis, according to U. of Southern California officials. Offices and studios of KTUE are on the university campus.

At a dinner preceding dedication ceremonies, FCC Comr. Frieda Henney termed the new station, “The Schoolhouse of the Air.” Other speakers included Dr. Franklin Dunsam, chief of educational tv and radio, U. S. Office of Education; Dr. Edgar Fuller, chairman, Joint Committee for Educational Tv, and James Francis Cardinal McIntyre, archbishop of Los Angeles.

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'Propaganda' Label Pinned To Educ. TV Foundations

California subcommittee hears charges some groups would 'flood' homes and classes with detrimental material.

THE FORD and Rosenberg foundations were listed “among the worst” offenders in the “powerful foundation groups ready to flood American homes and classrooms” with propaganda detrimental to the nation’s welfare by one member of a State Assembly subcommittee on educational television meeting in Los Angeles Wednesday.

Further objection to educational tv as a “transmission belt for propaganda,” was made by Nancy D. Applewhite, Pasadena teacher for several decades.

Maurice G. Blair, associated superintendent of the Los Angeles city school district, in discussing the techniques and possibilities, hit back at critics who label educational tv as potentially subversive, by declaring it is sponsored by “worthy, intelligent, loyal and patriotic American citizens.”

Denunciation of “all Communists, fellow travelers, bleeding hearts, left wingers and sympathizers” who might control televised education was issued by Eugene F. Burge, past chairman of the American Legion’s Un-American Activities Committee for Southern California.

The afternoon session was closed following the testimony of Calvin J. Smith, general manager of KFAC Los Angeles, who endorsed the development of educational tv, but criticized educators for limiting its program scope to children.

Hennock Criticizes Video Horror Shows

THE TELEVISION industry was chided for too many murder and horror programs and advised to sit down and take stock of itself by FCC Comr. Frieda B. Hennock, in Los Angeles to address the National Council of Teachers of English [At Deadline, Nov. 30] and also participate in the dedication ceremonies for uhf educational station KTHE(TV) on Nov. 29 (see story opposite page).

"It's alarming to me as a public servant to contemplate what some of the programs on the air must be doing to the minds of our young people," she said at a press conference. "These producers know what they're doing. They know right from wrong."

Miss Hennock also took parents to task for permitting their children to see such shows.

To a question on the NARTV’s “moral code,” she commented “it seems to me too much attention was given to low neck lines and not enough to the effect a continual diet of crime and violence will have on our young people. They should take that code and see how many hours are devoted to material unfit for juvenile audiences."
SYLVANIA '53 TV AWARDS ANNOUNCED
BY JUDGING GROUP AT NEW YORK DINNER

Declining to make a Grand Award this year because tv standards are higher than in 1952, the committee of judges praises tv's maturity and network news coverage, but criticizes educational efforts, commercials, lack of new ideas, set designs, children's shows and films' recorded laughter.

PRESENTATION of the Sylvania Television Awards for 1953 to "honor those who are advancing creative television technique" was made by the committee of judges at an award announcement dinner at the Hotel Pierre in New York last Tuesday.

The committee decided not to single out any program for the Grand Award, explaining it felt the "general level of standards is now so much higher that the discriminating viewer no longer need search diligently to find good entertainment or worthwhile informative fare." The committee concluded it could not "in all conscience choose one program as better than all the others." Last year the Sylvania Grand Award went to NBC-TV's Victory at Sea.

In its summation, titled "What the Committee of Judges Thinks About Television," the group offered the following observations:

(1) Signs of tv's maturity can be seen in development within the medium itself of producers, writers, directors and actors, in contrast to the past when it tapped the talent of other media.

(2) Significant news coverage has continued to be presented by the networks, notably the inauguration, the coronation and atom bomb tests presentations.

(3) Although television has made a well-intentioned effort to raise the cultural and educational level of the public by its programming, the production techniques "in too many cases fall far short of good intent." In dealing with science, medicine, the arts and social problems of the day, a lack of imagination of presentation is apparent in television. The best television shows appear to come from the local tv stations, rather than the networks.

(4) Lack of quality and persuasiveness of tv commercials prompted the committee not to choose an outstanding tv commercial this year. Repetition and increased volume of sound make "most commercials downright obnoxious."

(5) There is "a definite void, a lack of fresh approach, the new outlook throughout most of the programming." Programs follow "tried and proven formulas in the majority of instances," with a new and successful idea "immediately copied and imitated with monotonous similarity."

(6) Scenic design in television is "too much of a good thing," with the tv screen "too small for the elaborate setting now employed by many programs." Television design instead of content is simplicity.

(7) Children's programs, with few notable exceptions, still leave much to be desired, with slapstick humor, absurdistions of speech, dress and situation predominating such programs.

The committee of judges was headed by Deems Taylor, chairman of the Awards Committee; Alexander Stroanch Jr., vice president in charge of abc-ty; Don G. Mitchell, Sylvania Electric Products Inc. board chairman, who presided at the awards announcement dinner, and John Madigan, ABC-TY manager of special events.

Sylvania Award Winners

Winners in the various classifications were as follows:

For Timely News Coverage:  The Coronation, with awards to ABC-TY, BBC and CBC.

For outstanding contribution to the advancement of creative television technique: The TV News-Sky, with awards to Edward R. Murrow, producer and moderator; American Oil, producer; William and Mary Horwich, to Goodson-Todurans, producers; and Tannah-Lard Inc., director, and Remington Rand Inc., computer.

For outstanding variety performer of the year: Donald O'Connor, of Co-Op-Crazy Hour, with awards to Dr. Frances Horwich, program conductor; General Mills Inc. WNBQ TV Chicago and NBC-TV; certificates of merit to John Aaron, producer; Helen Claire, writer; Robert Montgomery, producer; George Heinemann, creator; and Reinald Werrenrath Jr., director, and Tannah-Lard Inc., director.

For outstanding newstv program: Run for Your Life, to Danny Thomas, with awards to Edward R. Murrow, producer and moderator; American Oil, producer; and William and Mary Horwich, producers; and Sylvania's sponsorship.

For outstanding comedy series: the year: Judd for President, to Edward R. Morrow, producer and moderator; American Oil, producer; and William and Mary Horwich, producers; and Sylvania's sponsorship.

For outstanding achievement in the field of juvenile education: Sylvania's sponsorship: ABC-ty; certificates of merit to Sam Fuller, executive producer; Ernest Gruckman, producer-director; and Ted Bess & Co.

For outstanding contribution to the advancement of music: Deciding the Day, by Don G. Mitchell, chairman of the Awards Committee; Alexander Stroanch Jr., vice president in charge of abc-ty; Don G. Mitchell, Sylvania Electric Products Inc. board chairman, who presided at the awards announcement dinner, and John Madigan, ABC-TY manager of special events.

FOR THEIR news coverage of Queen Elizabeth's Coronation, ABC-TY, CBC and NBC receive 1953 Sylvania TV Awards. Figuring in presentations are (1 to r): Davidson Dunton, general manager, CBC; F. Basil Thomson, BBC North American representative; Deems Taylor, chairman of the Awards Committee; Alexander Stroanch Jr., vice president in charge of abc-ty; Don G. Mitchell, Sylvania Electric Products Inc. board chairman, who presided at the awards announcement dinner, and John Madigan, ABC-TY manager of special events.

Page 86 • December 7, 1953
Only a combination of stations can cover Georgia’s major markets.

The Georgia Trio

WAGA
5000 w
990 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio

ATLANTA
MACON
SAVANNAH

The TRIO offers advertisers at one low cost:
- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets:

NEW YORK  CHICAGO  DETROIT  ATLANTA  DALLAS  KANSAS CITY  LOS ANGELES  SAN FRANCISCO
"WEEKEND"

Nothing like it ever before and it's getting big audiences, great reviews. "Weekend," radio's only "Sunday Newspaper of the Air," has an all-family appeal—news, features, reviews and music. Two hours of wonderful listening, two hours of wonderful selling. And a one-minute participation costs you only $2,250.

THE "THREE" PLAN

You get saturation of your market for as low as $2,025 per participation. "Three" offers you three or more one-minute sales messages morning, noon and night on three Monday-Friday strips. Second Chance, 11:45-12 Noon, It Pays to Be Married, 5:45-6:00 PM, and Fibber McGee and Molly, 10:00-10:15 PM.

Reach more wigwams for much less wampum

Smart bucks are going on NBC Radio. Now you can buy full network one-minute participations at the lowest prices we have ever offered, in NBC Radio's new sales plans, "Weekend" and The "Three" Plan. Each is tailor-made to get your sales messages into more homes for less dollars. Naturally, the best availabilities will be the first to go.*

To learn how these plans can be adapted to your budget and marketing needs, get in touch with your NBC Radio salesman today.

*Goodrich Tires have just bought participation in "Weekend." Tune and Paper-Mate join The "Three" Plan.

Headquarters for new ideas NBC RADIO
The Press in Today's Society

On the Nov. 30 broadcast of his CBS Radio program (Mon.-Fri., 7:45-8 p.m.) Edward R. Murrow commented on the New York newspaper strike. B•T's editors think his script is worth saving.

THERE is still no settlement in the New York newspaper strike. . . . In New York subways and buses most people have nowhere to hide, unless they have bought a magazine. It is a case of unusual exposure for the faces of commuting New Yorkers.

This is an appropriate time to reflect upon the continuing phenomenon of the daily newspaper. There was a time, about 20 years ago, when certain enthusiastic persons — with more enthusiasm than judgment — thought radio news would kill them off. A city without newspapers serves to remind everyone that press, radio and television are basically complementary. But the newspaper is more tangible. Have regard for the disappointment of those who are denied pictures of the latest murder or investigation; for the disappointment of those who are not informed as to who was born and who died; what well known business man dined with what attractive blond at what well known bistro. Consider the bitterness in the heart of the hostess whose party didn't get into print. Pity the faithful reader who cannot read his favorite column, and is therefore denied support and sustenance for his favorite prejudice. Spare a thought for those long, turgid editorials chock-full of phrases that have long since lost their cutting edge.

And do not disregard the secondary uses of the newspaper. What else is so suitable for lining the garbage pail, or to light a fire in the grate or stove? And what of the unfortunates who wrap newspapers in a triple layer under their jackets, or spread the magazine sections between mattress and springs? There's warmth and protection there; and no radio or television station can make this claim. And did you ever try to pack china or glassware without newspapers?

But a newspaper is like your youth — never appreciated till it's gone. It is essential even for those who deal in radio and television news to be able to read, even though at times they may have difficulty reading their own copy aloud.

This reporter pretends to no considerable knowledge of newspapers, although his record as a customer and reader in several countries would add up to a tidy sum, both in money and time. I would suppose that the main thing wrong with newspapers in this country is that there aren't enough of them, and that the editors have in many cases assigned too much of their responsibility to the syndicated columns.

It is not as great a calamity for a community to be without newspapers as it was before the advent of radio and television. But a community must commune, and newspapers are a mainstay of communication. Without press or radio, a community would be stunned as by a stroke of paralysis. With the press silent, the paralysis is only partial. But in free countries newspapers are something more than mere communicators. They are an essential part of the community's freedom. They are an essential part of its spirit and health. So a community without newspapers or with censored newspapers is less than free. This is an old story to us, and there was probably a time when the press was more powerful than it now is. We still talk, and rightly, about the freedom of the press as one of the foundations of our national life. But it is well to remember that freedom through the press is the thing that comes first.

This reporter is uninformed as to who is right and who is wrong in this controversy between publishers and employees here in New York City. But the absence of newspapers brings forcibly to mind considerations other than the absence of the comics, the columns, the cartoons and the long and informative dispatches containing intelligence from various points at home and abroad.

I would suppose that there are good newspapers and bad ones. Some contain more news than others. Most of us have our favorites and are prepared to defend them. Some are altogether predictable in editorial policy and in presentation of the news. But most of us — disregarding the secondary uses of newspapers — probably feel that we couldn't be free without the newspapers, and that is the real reason we want the newspapers to be free. Even in a controlled society, where every effort is made to make people think the same thing at the same time, there must be newspapers. How much more important are they to us where diversity, dissent, disclosure and information may color the white space of newsprint.

- Fairfax Cone picks 10 tv commercials he wishes Foote, Cone & Belding had made. Page 90.
10 TV Commercials I Wish We Had Made

By Fairfax M. Cone

This article is an adaptation of a speech, accompanied by a film demonstration, that Mr. Cone, president of Foote, Cone & Belding, made before the Eastern Annual Conference of the American Assn. of Advertising Agencies, Nov. 24. B&T’s editors thought it was such a realistic appraisal of commercial quality that it deserved fuller space than was available in B&T’s news coverage last week.

IN presenting these ten television commercials that I would like very much to have made, I want to begin by restating a firm conviction: I believe that good television commercials represent the fulfillment of advertising’s greatest opportunity.

If we take it—as I do—that there would be no advertising if there were personal salesmen enough to go around and if the products in question could support them, then advertising at its best is only a substitute. The task before all of us, always, is to bring this substitution of salesmanship in print and over the air, as close as we can to salesmanship in person.

Through the years there have been developed some highly rewarding techniques and some truly remarkable means.

Here, in America, we have the national magazine that affords individual family coverage of as many as five million families for less than a third of the cost of sending each a two-cent postcard. The huge Sunday supplements delivered by newspapers reach even more families at even lower unit cost. And then there is the newspaper itself, the marvel of penetration. There is an enormous outdoor and transit advertising opportunity.

And for more than 30 years we have been developing the broadest and the cheapest of all family coverage in radio.

Each of these has brought out of our opportunity and out of our imagination, better and better ways to help make sales cheaply and profitably. Nevertheless, no one that I know has ever been wholly satisfied within the confines of any one of our techniques.

Advertising in magazines and newspapers always has presented the limitations of space. You can’t have a dramatic picture of a boy eating a piece of pie, and a huge mouth-watering photograph of the rest of the pie from which the boy’s piece was cut, and a recipe for making the pie, and a striking illustration of your product that makes the pie look and taste so good, and the several convincing reasons why—all the way you want them in any affordable space unit that I know.

You have always to choose which way to go, what to put in and what to leave out. And, either way, a good deal of printed advertising—perhaps the greatest proportion—seems to me to be something less than wholly satisfactory. Radio, for perfectly obvious reasons, is still more limiting. And here I shall make only one observation.

In print, given adequate space, you can, often, approximate a demonstration. You can picture the pie or the boy’s satisfaction in eating it. In radio you can only talk about either one. You can’t show anything.

Fortunately, none of these limitations has kept advertising either in magazines and newspapers—or over the radio—from being the key to an economy that brings all things to almost all people.

My point is only that there have been limitations and that television removes all but three: You can’t actually feel the products advertised; you can’t taste them; and you can’t smell them—even when this might be highly desirable.

But you can use 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.

The commercials that I shall talk about seem to me to have been made with a high level of imagination blended with sharp selling sense.

These certainly are not the only good commercials on television, nor are they my choice of the best.

For one thing, my own company makes some that I think are pretty good. More important, however, is the fact that I can’t possibly have seen more than a fraction of the year’s production. However, I have seen the big shows and presumably the more ambitious commercials; and I would be happy indeed to have these to my credit.

All ten sell as hard as their ten different subjects allow. Nine of the ten are based upon demonstration (the single exception deals with a subject that I think is demonstrable). Each is, to me at least, thoroughly entertaining—by which I mean the exact opposite of boring. Each was carefully done. And eight of the ten are even beautifully done.

Three were done live; seven were on film. Six are photographic and realistic. Two combine photography and animation. And two use straight animation.

The first commercial is for Kent cigarettes, the second for Ford motor cars; then, in order, Beautyrest mattresses, Johnson’s wax, GMC trucks, Hamm’s beer, Finesse shampoo, SOS cleaning pads, Kraft caramels and Gillette safety razor blades.

These are no tired radio commercials propped up with pictures, and gagged and gimmicked.

They are sound advertising pieces that make the most, each in its own way, of advertising’s most exciting means.
KENT CIGARETTE: Announcer demonstrates filter story by showing stains left by Kent smoke and smoke of another brand. "Believable and important," says Mr. Cone, "and it makes most cigarette commercials either dreary or dreadful by comparison." One criticism: Ring on salesman's finger "competed with the package for my attention."

FORD MOTOR CARS: Dr. Roy K. Marshal performs experiment showing resilience of rubber used in Ford parts. "The Ford demonstration," says Mr. Cone, "adds a little to one's knowledge about automobiles in general and Ford automobiles in particular. It repays you adequately for your time."

BEAUTYREST MATTRESSES: While announcer explains construction, glass of water is placed on coil in cutaway section, stays upright despite pressure on adjoining coils. In full minute version of commercial, glass similarly placed on coil of other kind of mattress spills when nearby coils are pushed down.

JOHNSON'S GLO-COAT WAX: Camera shoots through glass floor to demonstrate the number of foot scuffs made by housewife and children on kitchen floor and hence the severe test to which floor waxes are put. "Honest and convincing," says Mr. Cone, "an illustration of imagination firmly and properly in harness."

GMC TRUCKS: Fleets of trucks parade to tune of gay march. "Easily my favorite of all of these," says Mr. Cone, "because it presented the toughest assignment." Commercial is "gay in a deadly field and sharply penetrating." It fitted in with spot for which it was intended—between halves in football telecasts.

FOR OTHER FIVE TURN PAGE ➤
ten memorable commercials

(Continued from Page 91)

HAMM’S BEER: Animated cartoon features musical jingle extolling merits of Hamm’s. “Seems to me to be as skillful and useful a combination of photography and animation and music and song as I have yet seen and heard,” says Mr. Cone. “And it has the added virtue of being based on a memorable theme.”

FINESSE SHAMPOO: Girl demonstrates shampoo by washing her hair with it, later combing it when dry. Animation sequence shows tiny magnets attracting dirt to illustrate Finesse action. “Properly uses television to do something that no other medium allows with comparable effectiveness,” Mr. Cone says.

SOS CLEANING PADS: Magic bunny in animated cartoon astounds court magician by shining a suit of armor to blinding brightness in a trice. This and Gillette commercial below are characterized by Mr. Cone as “wonderful, understandable and acceptable exaggerations . . . amusing to watch and listen to.”

GILLETTE BLADES: Shipwrecked man finds a case of safety razor blades, to the obvious delight of himself and comely companions. “Compare this Gillette commercial with any of those which attempt to demonstrate the superior result of a Gillette shave. There simply are some things that won’t demonstrate.”

KRAFT CARAMELS: Commercial shows various recipes in which caramels can be used. Mr. Cone likes it “because it is a complete commercial, because it was done live, because the voice-over so perfectly fits the action, and because every foot of action advances the sale. It is a competent and confident commercial.”
To sell Apparel
to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Apparel or whatever the product — the way to sell in inland California is . . . on the BEELINE! It's the five-station radio combination that gives you

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

(SAMS Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(SAMS and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER, National Representative

December 7, 1953
CONCENTRATED radio advertising is one of the big factors in making S.S.S. tonic the top-selling liquid tonic in America. I say that without equivocation because it's true and we've proved it with sales.

During a period when the tonic market was declining nationally, S.S.S. sales hit new highs. Sales for 1953 are more than twice as great as in 1951.

Of course, this was not always the case with our company. Until recent years our advertising policy favored newspapers. We put the bulk of our budget at that time into ads in papers across the country. We even used some color advertising. And we were selling our product from Florida to California, but not in the quantities we wanted.

Then in 1951, after re-evaluating our entire advertising policy, we bought our first radio spots. The results were encouraging to us and to Tucker Wayne & Co., an Atlanta advertising agency which entered the picture about this time as our advertising representative. Marvin Day, vice-president at Tucker Wayne and supervisor for the S.S.S. account, and I agreed that more extensive use of spot radio would further stimulate our sales. For some 15 years, while in the theatre business, I had used radio to attract customers to movie houses. Why couldn't it sell tonic as well?

Finding Customers

To protect ourselves from aiming our advertising in the dark, we contracted with a major research company to determine our market potential. They told us where our best customers could be found.

Now, how to reach those people? Again the surveyors went to work, questioning tonic users everywhere. The answers that came back registered a resounding vote for radio. In fact, 75% of the respondents said they were prompted to buy such medicines as a result of hearing radio commercials.

Our entire staff, from President Warren Roberts on down, wholeheartedly agreed it was time to act on our findings, and to give our new advertising concepts strong financial support and a fair trial.

And that's when WSB Atlanta entered the picture. Ours is an Atlanta company. My great-grandfather was one of the founders of the S.S.S. Co. back in 1866. The formula is older than that, dating back to an original medicine made by an Indian tribe in Georgia. So it was only natural to try out our radio advertising ideas with homefolks. With the help of Holt Gewinner, WSB sales representative, our agency mapped out a radio spot schedule, concentrating on time periods and adjacencies that would hit our potential customers.

Almost immediately we noted an encouraging rise in business. Thanks to WSB's 50 kw coverage, folks for miles around were hearing our messages and creating a demand for our product. Orders started rolling in from all over the state and surrounding states.

Soon we spread out to other stations and other parts of the country, always buying the big power-stations to spread an umbrella over a widespread area, and using smaller stations to reach special population groups and provide additional coverage where needed. Under the competent guidance of our advertising agency officials, Marvin Day and more recently Tad Mower, we have continued to buy time with great care and good results in every market.

We are now using spots on 237 stations. About 60% of our volume is concentrated on stations in the South and the rest spread throughout the nation, except in northern New England.

We use one-minute spot announcements exclusively, some testimonials, some straight pitches on S.S.S. tonic's merits as a blood builder and appetite stimulant. We don't stint on frequencies because we've learned that you get from radio pretty much what you put into it.

Our advertising budget is now up to almost $1 million annually. Some of it still goes into newspapers, which we also select to assure maximum results. By January 1953, radio was claiming some 70% of our budget. It's up to around 80% now. And radio alone carried us successfully through the past summer.

Perhaps you're wondering how we apportion this budget during the year. Well, you can ask anybody in the medicinal tonic business and he'll tell you that sales are best in the spring and fall. That's very true, but again Marvin Day, Tad Mower and I got into a huddle one day and asked ourselves a logical question. Why shouldn't the public also buy S.S.S. in the summer and winter if our product was kept before them?

We pitched another habit out the window and substituted around-the-calendar advertising. Again the payoff was bigger sales. This summer alone our volume was well over the corresponding period of a year ago. So we feel that we're definitely on the right track.

The S.S.S. success formula, if I may call it that, breaks down into two parts: 1. year-round radio advertising; 2. seasonal use of newspaper advertising.

It might surprise you to learn this, but we place a tremendous responsibility on radio, other than expecting it to pump our message into the homes of potential customers. In fact, we rely on our advertising to serve as the S.S.S. sales force. Our company has no sales staff. We have one combination sales-merchandising man, and occasionally I call on customers in different sections of the country, but I spend more time in checking results than in writing orders.

Radio Creates Demand

We've found though that the orders take care of themselves once the demand is created by radio. Dealers know it. S.S.S. is a good seller so they like to stock it. Our product can be found on the shelves of more than 9 out of 10 drug stores in America. So with good distribution and concentrated advertising, we get the job done.

As an example of what this policy has accomplished: A wholesaler in north Georgia has route trucks servicing rural stores throughout the northern hills of the state. We rely on WSB to blanket this territory, even though the station is 50 to 150 miles away from most of these listeners. Yet this particular concern sells 12 or more cases of S.S.S. every month.

In April of this year, an Alabama wholesaler bought eight cases of S.S.S. as a trial, after hearing the intensive radio campaign being used to push the product. Within three months the orders from that area of the state totaled 200 cases.

Needless to say, all of our wholesalers, old and new, have enjoyed a healthy increase in S.S.S. business. Almost every week we get letters such as this one from a rural merchant: "Please tell me how I can get S.S.S. I get daily calls for it from folks around here who hear it advertised on the radio. I am out eight miles from town. Please let me hear from you." Needless to say, we arranged for a nearby wholesaler to supply the man.

Yes, radio will produce sales if it is used wisely. We know that. Concentrated radio spots have done a remarkable job for us in changing S.S.S. into $$$. And that's the way we like it.
A SPECIAL GIFT
for special people

HERE'S a 52-time-a-year magazine packed with all the news that is news of one of the most vital arts of our day. Here in the crisply-written pages of BROADCASTING • TELECASTING is second-to-second news of minute-to-minute interest to everyone who is anyone in the business of broadcasting. B&T will come week after week as a live and thought-provoking reminder of you. For B&T covers the radio and TV business worlds as no other magazine has ever done.

Here's a gift that's actually as much a gift to you as the lucky person who receives it, for it will be remembered and remembered and remembered!

List all the people on your staff who would be delighted to receive B&T. List clients and business associates who'd be grateful for your thoughtful gift. Your gift subscription starts with the issue of January 4th and is accompanied by a sparkling 4-color card from you to the person who receives it.

Special money-saving rates and handy order form on next page—
THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1953

Broadcasting & Telecasting
Yearbooks may be included with above subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription Yearbooks are $5.00 each.) These rates apply only in the United States, Possessions and Territories.

Please send 52 issues of Broadcasting • Telecasting as my gift to:

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BROADCASTING • TELECASTING 1735 DeSales St.,
Washington 6, D.C.

Please send Holiday gift cards to the above and start service with the January 4th issue.

Please enter _____ subscriptions.

$____ enclosed □ bill after Christmas

Name
Firm
Street
City Zone State
Sign Gift Card
Considering the primitiveness of the equipment they had to work with, it is a wonder that radio correspondents who reported the Korean War ever got a broadcast out of that beleaguered country. The author of this article, now CBS Radio's White House correspondent, believes the planning of radio coverage of future combat should begin now. If he sounds somewhat embittered, it is because, as chief of his network's Far Eastern bureau, he learned at first hand the . . .

Korean Lesson: How Not to Cover a War

By George Herman

NOW that the Korean War is over, those of us who covered it for radio can look back on our experiences with more objectivity than was possible while we were struggling with the absurdly inadequate radio facilities made available to us. We may be able to manage a weak little laugh at the hay-wire contraptions we had to lash up ourselves because the military flatly refused until the very end to make anything available to us except wire. And we can certainly offer some serious thoughts about what must be done in the event of any future wars or police actions which may, unhappily, erupt elsewhere.

It is my understanding that in World War II in the European Theatre of Operations radio news broadcasts originated largely in the mobile studios and vans of commercial radio outfits such as Press Wireless, RCA, and MacKay Radio. And in the Pacific, I am told, United States military facilities with studios and technicians were made available from island to island. For some incomprehensible reason, the military ruled flatly against making any such facilities available in the Korean War. Commercial companies, after an abortive attempt by RCA, were deterred from installing facilities by the ephemeral nature of the war, which seemed continually about to end, either in victory, defeat, or Panmunjom.

What is incomprehensible to me is why, during the three years this Korean conflict dragged on, with news of incomparable interest and importance to every American, one of two things was not done. Either the American radio networks should have pointed out forcefully to the military its failure to accord fair and equal consideration to the needs of the radio medium, or the radio companies themselves should have supplied the technicians and equipment needed.

The Army and Air Force gave a good deal of thought to getting out the news, but somehow they always thought in terms of tele-

types and never in terms of the faster on-the-spot listener coverage of radio. And the radio networks, content to leave the problem to their newsmen, non-technicians though they were, sent out only the equipment those newsmen requested and never brought the minds of their high-paid technical departments to bear on the problem. Consider our experiences:

When the North Koreans opened their unprovoked attack on South Korea the city of Seoul boasted one of the four really good commercial transmitters in the Far East capable of reaching San Francisco. (The others: Tokyo, Hongkong, Jakarta.) Which was fine for radio newsmen except that we didn't hold Seoul long enough to get much use out of it. And the only way a voice signal could be gotten out of the rest of South Korea was by means of an ancient and rickety telephone system built by the Japanese and maintained in rather desultory fashion by Korean technicians.

During the days of the Pusan Perimeter a sweating, steaming radio correspondent had to start out with an army field phone—and you know what kind of quality they have even for radio men smart enough to keep a full pocket full of fresh batteries for them. This military phone connected by frayed string into the ancient Mukden cable which snakes its way under the water separating Japan from Korea plugs into the improbable long-distance telephone system of Japan. That brought a precious fraction of the sound into Tokyo where
perspiring Japanese technicians under the command of a U.S. Army corporal fed it into the overseas shortwave hookup, and thus eventually to San Francisco.

It's easy to see from all this why such husky-voiced specimens as Edward R. Murrow, Bill Downs, Bill Dunn, and the like huffed and puffed and failed to get through with regularity. It's hard to know how many great classics of radio war reporting we missed during the darkest and most dramatic stages of the Pusan period. It's even more painful to think how needless all this waste of talent was.

We know now that a simple piece of equipment, costing less than $50 at the most, could have reversed the odds and jammed a signal through nine out of ten times. Just a line amplifier and a cheap microphone of any variety, plus a couple of leads with alligator clips to clip onto the phone wire where it comes out of the Army field phone. Any duffer of a hi-fi enthusiast could figure it out. And the first hi-fi fan to arrive in Korea immediately did so.

For two years almost every single broadcast which came out of Korea was punched out by a battered elderly CBS Magnecorder pressed into overtime service as a remote amplifier between recording jobs. From Taegu, from Suwon, from Seoul, all broadcasts after January 1951 until quite recently were made over this single piece of gear or over duplicate models later imported by the Army.

Only for one brief period, from Oct. 12, 1950, to Jan. 2, 1951, did we use anything which might be termed studio facilities. And I hesitate even to describe them. In the center of Seoul during this period was a small studio carefully hung with splendid oriental rugs used as sound proofing. From its control room a set of Army phone wires ran across the street to a tall building atop which a U.S. Army fm radio setup kept us in contact with the short wave receiving station 12 miles north of Seoul and the transmitter in a town called Poo'pyong, 16 miles west of Seoul.

The fm link was unsteady to say the least and the first hour before the broadcast was always entirely occupied by a Korean technician shouting despairingly into the phone "Hello Poo'pyong, Hello Poo'pyong," a sound I still occasionally hear in bad dreams after an overdose of apple strudel.

With Jeep and Carbine

For any really important or lengthy broadcast I usually jeeped out to Poo'pyong, with a GI driver who insisted on arming me with a carbine because of the prevalence of snipers, and did the broadcast from there. There was no studio, merely the Magnecorder set up on an overturned oil drum in the middle of a vast barn-like building. But the equipment, a mixture of RCA and Russian gear abandoned by the North Koreans, worked fine until the Chinese returned for it on Jan. 3, 1951. So, back again to the old Taegu-Pusan telephone line.

But by now we had the Magnecorder system to work with. The Army built me a small phone-booth kind of cubby in a corner of the correspondents' billets. The Army Signal Corps ran in a set of wires, handed over the bare ends and said, "Go ahead, broadcast." Although we held endless consultations with various colonels and even a brigadier general or two in the Signal Corps, the Army never furnished us with any technical equipment at all until the outbreak of the peace talks.

For future reference it should probably be noted that the Army also had strong objections to our doing broadcasts from any place but the correspondents' billets, mostly for censorship reasons. But in time we managed to argue our way out of that, and during the final stages of the retaking of Seoul, we moved our Magnecorder up to a wrecked airplane which served as a temporary correspondents' hangout at Suwon airfield. Turning up the gain jammed a usable signal down the miles of battered cable to Taegu, Pusan and across the straits to Tokyo. It also occasionally jammed the phone communications of irate generals who picked up our signal by induction along their regular command lines. But by keeping our circuit time to the barest minimum, we managed to avoid any restrictive action.

In due time, of course, the Eighth Army retook Seoul and we moved the CBS Radio Magnecorder into a special room in the correspondents' billets there, a room soundproofed with slabs of compressed seaweed of the most unappetizing appearance. Again the Army ran in some wires, handed us the ends and said "Here you are; go ahead." And in the very next room they set up

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**Homaloidally Speaking**

With nothing in the way but towering bank balances, WMT-TV's signal, encouraged by 100,000 watts of power and a 703-foot antenna, gets around Eastern Iowa. On the level.
bank after bank of complex and expensive teletype installations for the newsmen who worked in the printed medium.

Again we queried the Signal Corps on the availability of the kind of radio gear used in the second World War. They said there wasn't any requisition number for any gear, that it would have to be sent from Washington, that it couldn't be authorized, and so forth far into the war. Also that it wasn't their duty to provide us with radio gear, even if they did provide all gear for teletype copy.

Eventually the peace talks developed and then everybody said it would all be over very soon anyhow, so why worry. That was, let me think, July 1951! The Public Information Office (not the Signal Corps) did, however, make available a series of several Magnecorders and a bright young radio hobbyist named Hugo Victor. Single-handed, and with his own money very largely, this enthusiast rescued American radio from its own inertia and that of the Pentagon. He built a studio, soundproofed it with Army blankets, and constructed an ingenious control room out of odds and ends which he scrounged or we bought for him in Tokyo.

But all this came about only after a bitter battle between radio and the press services which is better forgotten about. The Public Information Office of the UN Command under Brig. Gen. William P. Nuckols for a time sided with the press services, but eventually put in the lines which enabled us to do direct broadcasts from the news train at Munsan.

Which was all right until the news broke out at the other extreme of the stretch of Korean peninsula under our control. You may remember the riots at Koje-do when Communist-minded Chinese and Korean prisoners kicked up such a fuss? Quite a news story. And quite a long way to carry the CBS Magnecorder by train, plane and boat.

From Koje Island to the Korean mainland we had only one line of communications, the feeblest, leakiest phone line I have ever used. But once again the simple expedient of high-gain line amplification solved the problem. It even helped soothe relations between press associations and radio. We set up the Magnecorder in the press tent by day and briefed the newspapermen on microphone technique, and they used it to read their copy to Tokyo. It worked fine, but really there ought to be some kind of field amplifier lighter than the maggie. It was a lot of weight to carry back and forth from the press tent to the telephone shack where the commanding officer of signals had allowed us the use of his bedroom as a comparatively soundproof studio.

By this time everybody in the Far East Command had begun to catch on to the idea of line amplifiers. The lone CBS Magnecorder undershore was finally given to the United Press.

**SAYING IS BELIEVING IN DANVILLE**

TO OVERCOME business pessimism in its area, WDVA Danville, Va., set out to prove the community was in good economic condition by airing arguments from 50 Danville business men that “Business Is Good in Danville.”

The “Business Is Good in Danville” campaign was conceived by the station, says Emerson Pryor, WDVA manager, after a leveling off of production at Dan River Mills Inc., which the station claims is the world’s largest single-unit textile mill, and after a drouth had damaged tobacco crops severely in the area of Danville, which WDVA says is Virginia’s largest and the world’s second largest tobacco market.

“IT was almost impossible to find an optimistic person on Main Street,” says Mr. Pryor. Yet, he adds, a study of Danville’s 1953 business and WDVA’s business, plus figures produced by banks and detailed analyses of some concerns, indicated that “things just were not as black as most anybody would have you believe.”

Accordingly, WDVA set out to prove its case by tape-recording statements by merchants telling why they thought “Business Is Good in Danville.” The 50 statements took two days to air over WDVA because of the station’s own tight schedule (“another bit of evidence of good business”).

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**WMT AM & TV**

CBS for Eastern Iowa  Mail Address: Cedar Rapids

National Reps: The Katz Agency

December 7, 1953  Page 99
More Mokesifirn Measures

By then we were using a Gates three-pot job provided by Psychological Warfare, and it took a lot of matches to set it up every day. Ted palied visibly when he first saw the contraption, placed precariously on an Army table in the middle of the prisoner reception center. We didn't tell him about the days during Little Switch, the preliminary exchange of sick and wounded prisoners, when one of us had held a pair of stiff Signal Corps wires tightly twisted together in his hand during an entire 20 minute broadcast, somewhat like the Dutch boy with his finger in the dike. We didn't get to solder that connection until late that evening. And since the broadcasters were also technicians, there's no telling what we said, it was a triumph just to hear that faint faraway voice in the earphones saying "We hear you loud and clear, where've ya been—ya go ahead in 20 seconds from woot!"

Better Help for Radio

The point, I think, is this. If the American military is going to have its action in the field covered, it's got to stop thinking in terms of press services alone. The frustrating favoritism accorded to press service reporters is known to every radio newsman. That it should apply to facilities as well is intolerable.

Why there should be an order number and a supply item of teletypes for press men and not for an amplifier for radio men is absolutely beyond me. The cost of the radio gear is fractional.

There is no reason why the Army should make teletypes and teletype operators available to press men and flatly refuse to make radio gear and even one single technician regularly available to radiomen. And the radio industry had damn well better realize this and get on the ball before the next overseas fracas. Both the policy and technical departments of our industry can make better suggestions than this correspondent. Leave them do so PDQ or the next fight will again see the finest, high-priced radio news talent again shouting into unresponsive field phones in a "press" tent filled with other correspondents grinding out copy to go slowly but surely by teletype.

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Laying Plans for 1954 NARTB Convention Exhibits


OTHER prospective exhibitors present for the sessions, looking toward the exposition accompanying the NARTB conclave opening at the Palmer House in Chicago on May 23, are represented by (1 to r) A. F. Bundage, General Precision Labs.; R. G. Bock, Federal Telecommunication Labs.; Walter A. Scanlon, CBS Television Film Sales. and Bennett S. Rosner and James McCarran, RCA Recorded Program Services.
Personalities

plus

CARMEN PHELPS
KITCHEN SHOW

OL' SAGE

ED HYMAN — SPORTS

RED RIVER DAVE — BARN DANCE

NICK PAUL
M.C. — VOCALIST
"YOUR SHOW"

+ NEWS

WOAI-TV has a staff of news specialists — men who devote all their time and thought to editing, rewriting and presenting news. WOAI-TV uses AP, UP, INS plus its own staff of local reporters.

+ NBC

NBC's fine network programming supplements WOAI-TV's own outstanding local showmanship. WOAI-TV is the Southwest's Showroom, operating in the largest and best equipped studios in the San Antonio market.

SAN ANTONIO'S 1ST TV STATION!

Represented Nationally by EDWARD PETRY & COMPANY, INC.

New York - Chicago - Los Angeles - St. Louis - Dallas - San Francisco - Detroit

Broadcasting • Telecasting

December 7, 1953 • Page 101
WHO WHEEL OF FORTUNE

A MAILING piece sent by WHD Des Moines to the trade stresses that by buying WHO you get Iowa's Metropolitan areas plus the remainder of the state. By turning a wheel various graphs appear in a slot on the front of the brochure. These include territorial breakdown of general merchandise sales, apparel sales, home furnishings, automotive sales, building materials, filling station sales, drugstore and food sales and sales of eating and drinking places. "For the remainder of the state" are above those for any metropolitan center. The reverse side of the promotion piece is given over to graphs illustrating time spent in various activities daily in the home and radio stations "heard regularly" by Iowa families.

QUIZ ANSWERS DISPLAYED

CORRECT answers to a tv quiz program are being given away in advance as part of a merchandising-promotion plan devised for the Puritan Co. of America, Chicago, on behalf of its ReaLemon lemon juice. Puritan, which is a participating sponsor on Movie-Quick-Quiz over WABD (TV) New York, has placed posters giving answers to questions that will be asked on future tv programs, in Metropolitan stores carrying ReaLemon. The plan was created by Norman Knight, general manager of WABD (TV) in conjunction with Walter Schwimmer Productions, producers of the show, and Schwimmer & Scott, Chicago, agency for the sponsor.

SONG TITLE CONTEST

WINNER of a song title contest on Columbia Pacific Radio Network's Ralph Story's Backyard will receive a third of sheet music and record sales royalties, plus a week's vacation trip to Las Vegas. In addition, the winner, to be announced Christmas day, will have gas range given to a person named as a present. Contest participants submit original titles of a melody composed by Victor Young, with the title used by lyricist Ned Washington as the basis for words to the song, to be released early next year.

Musical Thanks

THE LIFE of the La Falce family in Poughkeepsie, N. Y., was detailed in an issue of Life magazine as a representative American family. Italian extraction that has made a contribution to the American community. To share this honor with fellow Italian-Americans, the La Falce sons asked WOV New York, which specializes in Italian programming, if they might present a "musical thanks" over the station. WOV agreed, and on Thanksgiving Day the sons served as a glee club to sing a medley of tunes over the Alto Adii program (2-4 p.m.).

'GUIDING LIGHT' DRESS

TELEVISION program inspired the editors of Everyone's Magazine to design and create a dress called "The Guiding Light Dress," based on the Guiding Light show (CBS, Mon.-Fri., 1:45-2 p.m. EST). A special offer of the pattern for such a dress is being made on the show this week and next. The dress is designed for both casual and party wear.

RECORD PROMOTION

GEARED to simplify telling its story to timebuyers and media directors, KOWL Santa Monica is distributing a new presentation in the form of a 16-inch long-playing record, titled "It's a Gold Mine." Further promotion includes a brochure of facts and detailed program-personality description. KOWL's story, which compared the settlers' discovery in California of the "gold mine," to the discovery of the station, stresses the station's listening appeal to the Negro, Mexican and Mexican-American market in Los Angeles County through its "Puritan," general. KOWL personalities and the "blue chip" advertisers sponsoring their programs. In juxtaposition is a humorous note through the introduction of "Mr. Statistician" who breaks into the announcer's dialogue with hard-hitting facts delivered in a light vein. Known as 'The Dominant Language and

ARRANGEMENTS for Miller Brewing Co. of Milwaukee to sponsor telecast of first play to be written for tv by Robert E. Sherwood are completed by Vernen S. Mullen Jr. (l), Miller adv. dir., and John K. Herbert, NBC vice pres. in chq. of tv sls. Sherwood play will be on NBC-TV, Dec. 29, 8-9 p.m. EST.

VITAPIX FILM BROCHURE

FOUR-PAGE brochure has been prepared by the Wexton Co., New York, for the Vitapix Corp.'s Vitapix Feature Theater, a package of 26 new feature films produced expressly for television. Agencies, advertisers and television stations may obtain copies of the brochure, which describes the films and services provided by Vitapix, by writing Robert Wormhoudt, Vitapix Corp., 309 Madison Ave., New York, N. Y.

WENR PROMOTION PIECE

WENR Chicago has distributed promotion piece to agency account executives and timebuyers claiming it is "giving Chicago the first new concept in radio in 20 years." Titled "WENR is a Winner," the brochure quotes magazine and newspaper critics hailing station's fare as "fresh" and "startling new." Brochure adds that "Some people think radio is dead. WENR has never been so alive and full of vitality. The vitality of new ideas ... new stars ... and new programs." Promotion piece also asks agency people to "Take a good look at the ABC's of the new WENR . . . audience, better programs and cost, and lists new shows and personalities.

SUCCESS STORY

THE Wallace Mackay Co., Seattle advertising agency, uses a client's success with television as the basis for a promotional piece about the agency itself. Starting with a sketch of a tv set on the cover, half the elaborate two-color booklet tells how Mackay developed animated film commercials in behalf of its client, Bardahl Mfg. Corp., Seattle, and of the success it brought in sales of the product, enthusiasm of distributors and dealers, and awards for excellence in advertising. Remainer of the brochure tells the story of the agency itself, including its use of radio, tv and other media.

SANTA STATION BREAKS

EVERY station break on WGAY Silver Spring, Md., is a Santa Claus promotion, part of an intensive holiday promotion policy. It's based on this policy, according to Ernie Tannen, operations manager: "When Christmas comes, stores decorate their fronts and interiors. No reason why a radio station shouldn't decorate its air." Features include a daily one-hour North Pole Calling. Climaxing the season will be a Christmas Eve program which will feature drawings of large numbers of toys for youngsters who have sent their names to North Pole Calling. All civic groups are invited to broadcast news of their holiday activities over the Washington suburban station.

PROGRAMS & PROMOTION

AT premiere of Tip-Top Merry-Go-Round, Sunday afternoon children's show on WAAM (TV) Baltimore, are (1 to r) Herbert B. Cohan, WAAM prog. mgr.; "Mr. Toby," program star; Charles Merchendahl, J. Walter Thompson Co.; Brent Gants, Brent Gants Productions; Norm Vorney and Charles Spaulding, both JWT.

LIVE ITEMS FROM OUR MORGUE

That’s what the trucking industry’s likely to be spending in gross national outlay by then!

By 1975, the trucking industry is expected to spend 63 billion dollars for goods and services. America’s suppliers—of everything from cotton to aluminum—and America’s labor force will split this gigantic “melon” among them, with a profound effect on the nation’s prosperity. Because the $63 billion (conservatively projected from present expenditures and current trends) will, in 1975, account for TEN PER CENT of America’s gross national product. ("GNP", as you know, is an economist’s yardstick—the dollar value of all goods and services produced in a year.)

*Source: "Trucks in 1975", by Carroll J. Bond, based on the findings of the President’s Policy Committee (Policy Commission).

AMERICAN TRUCKING INDUSTRY

American Trucking Associations
Washington 6, D.C.
Programs & Promotions

Negro Station of the West," KOWL broadcasts some 32 hours weekly to the Mexican market, numbering 400,000 persons in L. A. County, and 26 hours weekly to the Negro market of 350,000. Additionally, the station broadcasts in 10 other languages.

Four specials on WFAA-TV
November was a full month for WFAA-TV Dallas which broadcast four new programs during that period. These included Tempo For Teens, first in a series of five programs featuring Dallas Symphony conductor Walter Hendl; a doll-fashion show sponsored by Neiman-Marcus presenting the dolls of Mme. Beatrice Alexander, world-famous doll collector; the opening of a Traffic Safety Conference for Teenagers with Gov. Allan Shivers as guest speaker, and most of the show of modern military aircraft, part of the Airpower Symposium in Dallas.

CJON Coloring Book Contest
CJON St. John's, Newfoundland, has distributed to all schoolchildren in the city big scribblers with a picture of the CJON microphone on the cover. A coloring contest for the cover picture has five new bicycles as prizes. Back cover of scribblers listed children's programs on the station and 20 programs of interest to the mothers. CJON also printed, in collaboration with the Newfoundland Board of Trade, a 70-page, three color, magazine-type booklet on the city of St. John's, with space for the station's message to listeners and potential advertisers.

Christmas Parade
For its first television remote broadcast WSJS-TV Winston-Salem, N. C., picked up the annual Christmas parade put on by that city's Retail Merchants Assn., Nov. 27. Program was produced by Phil Hedrick with Lee Wallenhaupt on camera and Bob Estes doing the audio.

KCEN-TV Promotion
KCEN-TV Temple-Waco, Tex., has released a promotion piece stressing that the station covers central Texas, making that area a single medium market for the first time. Brochure also points out that the market is a rich one with an effective buying income of $800,000. Station's slogan is "K-Centralize your TV sales story on KCEN-TV."

'RamAir' Tour Planned
Michael Silverman, executive vice president of Television Programs of America, and Jerome B. Capp, national advertising and promotion director, announce plans for a RamAir of the Jungle sales program. The program is now seen on 100 TV outlets in all major markets of the country, TPA reports. Jon Hall, star of the series, will start a tour next spring, during which he will present a program of Indian and African native folklore entertainment to colleges, forums and clubs.

International Programs
CKSF Cornwall, Ont., has made numerous documentary programs within its own area and also across Canada. Now the station is going international with two programs totaling about 20 half-hours. They will be done by manager Fred Pemberton on a trans-Atlantic trip aboard a small Netherlands freighter, which touches at Cornwall and Great Lake ports, and during its travels in Great Britain. The programs will be taped and made available at nominal cost to other Canadian stations.

When Queen Frederika of Greece remarked during a tour of New Orleans that she had never seen herself on television, Tom Hicks (1), WDSU-TV vice president in charge of programming, presented her and King Paul with films made for WDSU-TV's Esso Reporter in coverage of the royal couple's visit to that city.

Double Birthday Party
WWDC Washington will throw open its studios to the public from 6-10 a.m. Dec. 15, in honor of the birthdays of morning-personality Art Brown and custodian Bill Jenkins. Admission to the party will be a donation to the station's Christmas Fund for the needy. Refreshments will be provided by Mr. Brown's sponsors, including juice, coffee and donuts. Feature of the party will be giveaways of a canary and parakeet to the person submitting the best name for the birds. Mr. Jenkins, who is occasionally heard on Mr. Brown's program, will take it over completely for the party, and Mr. Brown will sweep the studio floors.

'Pot O' Gold' Promotion
To promote its quiz shows, CHEX Peterborough, Ont., has distributed gold bridge scores with matching gold pencils to women's groups in the area. One side of the bridge score is a conventional scorecard. The other side lists the CHEX Pot O' Gold riddle, the names of Pot O' Gold sponsors and the amount of the jackpot.

Community Planning
WRTV (TV) Asbury Park, N. J., has invited more than 100 organizations to prepare programs for the station, which will begin commercial operation early in January. Thirty-five organizations and schools are already at work preparing programs which will be presented at least once a week. Among groups contacted are women's clubs, ministerial organizations, high schools, Rutgers U., U. S. Department of Agriculture, Ft. Monmouth, Boy Scouts and others.

Players Make Station Breaks
To promote its sports programs, CKOV Kelowna, B.C., takes a tape recorder to the hockey rinks in the area and has hockey players from all parts of the Okanagan Valley make the station breaks, promoting programs and the local games.
Like giant horns on the horizon, radio-relay towers carrying television programs throughout the country are now standard fixtures in the American scene.

Today these radio-relay systems together with coaxial cable facilities make possible an audience of one hundred million people who may see and hear the same event at the same instant.

The ability to carry important public events, programs of education and entertainment for millions of Americans truly makes the horn-shaped radio-relay antennas an important addition to our nation’s resources.

Already more than $100,000,000 worth of Bell System facilities and equipment are devoted to furnishing television network service. The rapidly expanding television routes extend from coast to coast and from the Great Lakes to the Gulf of Mexico. They total some 40,000 channel miles.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW
"Color Television"

A special issue containing

- 15 N.T.S.C. Monographs—

The National Television Systems Committee has authorized IRE to publish its long awaited Monographs in the January 1954 special Color Television issue of "Proceedings of the I·R·E"—thus giving them industry-wide distribution for the first time in print.

- 25 additional Color TV articles—

will also appear in this issue, which brings the reader up-to-the-minute on the developments of Color Television. Copies of the first Color Television issue are still available and combined with this second Color Television issue will form a complete bibliography of major historical importance. Also included in the January issue will be a complete listing of the N.T.S.C. system specifications as submitted to the F.C.C.; and field test reports on the system's performance.

in "Proceedings of the I·R·E" January '54

Available to non-members for $3.00. Extra copies to I·R·E members are $1.25. All members get one copy free!

I·R·E is an organization of 33,312 member-engineers. There are no company memberships. Operating continuously since 1912, its sections meet in 78 cities. 21 specialized Professional Groups widen the scope of its member-services and 40 technical committees help the industry.

"Proceedings of the I·R·E"
Published by
THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street, New York 21, N. Y.

Please place orders before December 10th.

PEOPLE

Advertiser
John A. Egan, formerly vice president of Grant Adv. Inc., Chicago, to Consolidated Royal Chemical Corp. (Krank's ointment, Liquid-Net, Peruna, Hypercin and Kolor-Bak) as general sales manager, with responsibility for sales, merchandising and promotion of those products.

Agencies
George C. Oswald and Douglas J. Coyle named vice presidents of Kenyon & Eckhardt Inc., N. Y.

Cuyler Stevens, account executive at Cunningham & Walsh Inc., N. Y., elected vice president.

Frank H. Hakewill, media department director; Robert E. Stracke, chief of production, and James W. Woodman, account executive, elected vice presidents of Roche, Williams & Cleary Inc., Chicago.


George C. Anthony, media director, West-Marquis Inc., L. A., to Stromberger, LaVene, McKendie, same city, in similar capacity.

Don Blachut, head of radio-television department at Raymond Specter Co., N. Y., appointed director of radio and tv at Edward Klett Assoc. Inc., N. Y.


Lee Cox advances to head of copy staff of educational department of N. W. Ayer, Phila., following retirement of Herbert H. Smith.

Prescott Selz, formerly with Foote, Cone & Belding, to Beaumont & Hohman Inc. as Chicago copy chief. Theodore C. Carlon and Harold P. Falvey to copy staff of same agency.

Walter Riddell Jr., formerly account executive at Leo Burnett Co., and William M. Galbraith, with advertising department of Pillsbury Mills, to Earle Ludgin & Co., Chicago, as account executives. Daniel R. O'Connor, member of research staff of Foote, Cone & Belding, to same agency in similar capacity.

Coleman F. Cody appointed account executive in Boston office of Doremus & Co., N. Y.

William J. Dunbar, Harris D. McKinney, Phila. advertising agency, to Michener Co., same city, as account executive.


Hal Braun, J. C. Penney Co., N. Y., to Hicks & Greist, N. Y., as member of copy staff.

Everett B. Allen, Cochran Foil Products Co., and Robert L. Kress, Gimbel's, to plans merchandising department of N. W. Ayer, Phila.

Ruth Little to John Farknner Arndt, Phila. She was formerly with N. W. Ayer, same city.


Gene Clayton, news director for WTMV East St. Louis, Ill., named to public relations and copy writing staff of Westheimer & Block Adv., St. Louis.

Minerva Ellis, member of radio television department, Compton Adv., N. Y., and William Morwood, radio-television script writer and editor, were married Nov. 27.

Stations

Alfred E. Spokes, business manager of WJOY Burlington, Vt., elected treasurer and corporate
How to collect $2,000,000 a minute!

"90% of the nation's business is transacted by check!" says Mr. Valentine Willis, Vice-President of the Federal Reserve Bank of New York. "But it wouldn't be possible without an efficient system of transporting and handling this enormous volume of 'cash letters.'

"Every day, the Federal Reserve System collects checks worth billions of dollars from all parts of the country. The sooner we can return checks to their 'home' banks and give depositors their money, the better for business.

"In the past ten years, the maximum time for sending checks 'home' has been cut from seven to two days. For this amazing record, we give a lot of 'credit' to Air Express!"

"We ship more than 8,400 pounds of checks in an average day via Air Express, between the 12 Federal Reserve Banks and their branches. These packages weigh from two pounds to 450 pounds. One busy day, one Federal Reserve Bank shipped almost three tons of checks via Air Express!

"Checks are the lifeblood of our economic system. Air Express has become a vital artery in this important work.

"Understanding economy is part of our job. We've found that we can buy Air Express speed, in most weights and distances, at lower cost than any other air service."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

The Chairman of the Federal Reserve System Subcommittee on Collections tells...
No other radio station in El Paso reaches as many radio homes as KROD. No other radio station in El Paso can offer advertisers so much coverage. These are just two reasons why KROD has a longer list of both local and national advertisers than any other station in the entire El Paso Trading Area.

You Can't Cover the Fabulous Southwest without...

KROD
600 KC 5,000 WATTS
National Representative
O. L. TAYLOR CO.
West Coast Representative
THE BRANHAM CO.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka

People

William Hedgpeth promoted to director of administration for program department of WTOP-AM-TV Washington.

Art Knorr to WSYR-TV Syracuse, N. Y., as account executive. Jackie Salisbury has resigned as continuity director of station.

Al Ruhfel appointed program director at WSPD-TV Toledo, Ohio, replacing Les Dana who is now general administrator for Storer Broadcast Co. in Television Del Caribe, Havana. John Saunders named assistant program director and production manager at WSPD-TV, and Jim Rehmanny is new assistant production manager. Frank Venner takes over as chief announcer.

Two for Munn

WHEN E. Harold Munn Jr., station director of WTVB-AM-FM Coldwater, Mich., and general manager of WSTR Sturgis, Mich., embarked for Hawaii early in October “to get away from it all,” he little realized he was in for two Hawaiian “firsts.” He was scheduled to complete the engineering proof-of-performance and tuneup for KAIM Kaimuki, Honolulu, the first commercial fm in the Islands. Shortly after his arrival he was contacted by KANI Kaneohe, Oahu, the Islands’ first directional am station, also, under construction. After conclusion of the KAIM tests, Mr. Munn directed completion of the installation of KANI and conducted proof-of-performance measurements on the directional array.

Maurice Wynne, technical director at WAFB-TV Baton Rouge, La., to KTAG-TV Lake Charles, La., as chief engineer and program manager.

Dale Hart, announcer at WBAP-AM-TV Fort Worth, Tex., to KARK-TV Little Rock as program director.

David Ruark, director of advertising and sales promotion of Audio Video Co., N. Y., to WFMY-TV Greensboro, N. C., as promotion manager.

Milt Klein, general sales service manager, KECA - TV Hollywood, named account executive.

Fred W. Sample, general manager of WAPL Appleton, Wis., to sales staff of WBAY-AM-TV Green Bay, Wis.

Mr. Burke

John Pindell, account executive at KING-AM Seattle, named commercial manager of KHQ-TV Spokane.

Jack Labrie to WSPR Springfield, Mass., as news director and promotion manager.

Mr. Ruhfel

Mr. Saunders

Nancy B. Maguire, member of production staff of WGBH Boston, non-commercial, educational radio station, promoted to administrative assistant for programs. Janet Lawlor named course monitor in WGBH production department, and Carol Shepard, junior assistant in programs and community relations.

Lester Pope appointed educational coordinator for KOMO-TV Seattle.

Dick Balzer returns to WHBF Rock Island, Ill., as manager of traffic department after two years’ Army service.

Del Gore, account executive for KROW, Oakland, Calif., named sales manager at KJEO Fresno, Calif.

Mr. Gore

Mr. Ruhfel

Bob Martin, assistant station manager at KPHO Phoenix, appointed program director for KPHO-TV succeeding Art Sprinkle, effective Dec. 20.

John M. Asher, promotion - advertising director, Consolidated Television Sales, Hollywood, to KECA-TV that city, as promotion manager.

Bob Murphy, WDSU-TV New Orleans, and Hayward Lee Siddons, WNBW (TV) Washington to KOA-TV Denver as directors. Harland Mendenhall, CBS-TV news, named photography and film chief for station. Charles Anderson, KFI Los Angeles, to station as floor manager and director. John Stell, KITV (TV) Los Angeles, to KOA-TV as floor manager, and Stan Sievers as consultant engineer.

Hugh Pickett, WSB-TV Atlanta, to KSLA (TV) Shreveport, La., as film director.

William D. Niefeld, director of news and pub-
Like to catch Philadelphia

... or New York, for example, with a "live" Hollywood glamour show at 9 P.M. (EST) ... then "air" the same show same day in Los Angeles 3 hours later—9 P.M. (PST)?

Want to bridge this coast-to-coast gap of time and space effectively, brilliantly—at low cost?

**ANSWER:** Use Eastman Film (Air for N. Y. and TV-Record at 6; be ready to project and show in L.A. at 9 as specified).

For complete information write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

Eastman Television Recording Camera Installation—NBC—New York.

East Coast Division
242 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
3705 Santa Monica Blvd.
Hollywood 38, California
This is Mr. E. H. T. Crowder
President, Crowder Motor Company
South Charleston, W. Va.

This is what he says

"We have found that Mr. Lewis has an extensive listening audience (via WTIIP, Charleston, W. Va.). And we could not ask for a better audience or means of delivering messages regarding our Chrysler-Plymouth products to the people of the Great Kanawha Valley. We are very happy to be counted among Mr. Lewis's sponsors."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 361 stations by more than 750 advertisers (among them 65 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
What law makes pork cost less in December than it does in September?

The well-known law of supply and demand. With pork, it works like this:

More than half the pigs are born in spring—also according to law, the law of nature. They spend a good 6 months growing to pork-chop size.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens as with any other perishable commodity (strawberries, eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

The chart above shows how the cycle goes. More pork—lower prices during the winter followed by less pork—higher prices through the summer months.

Summertime is the time when a big new meat crop is "growing up" on America’s farms and ranches.

The medical school of a leading university reports a recent study in which a number of overweight people lost up to 100 pounds on diets featuring double portions of lean meat. Meat means so much to so many—in so many different ways—that it’s good to know meat packers can help put it on your table at a lower service cost than for almost any other food.
fcc commercial station authorizations as of oct. 31, 1953

[Ad for Wabash, Indiana, and other radio stations]

actions of fcc

new tv stations.

grants

station authorizations, applications (as compiled by b+t)

[Table listing various locations and their corresponding FCC authorizations]

.broadcasting | telecasting

[Advertisements for radio equipment and services]
The Winning Combination

Available to you for bigger profits and better programs.
For a touchdown every time, let your sales team see and hear the SESAC program by dropping a card to—

SESAC Transcribed Library

475 Fifth Avenue

New York 17, N. Y.
For MINUTE spots to SELL
Youngstown, Ohio
call any Headley-Reed office or...

WEEMJ
RADIO and TELEVISION

101 W. Broadman St. . . . . . . Phone RI 3-4121

Page 114 • December 7, 1953
TENSION WITH WHICH AUTHORIZED MODIFICATION OF CP TO CHANGE FROM 500 W DAILY TO 1,000 W DAILY ON NEW TOWER GRANTED NOV. 25.


KIYI, Shelby, Mont.—Tri-County Radio Corp. granted extension of CP to change transmitter location from Gloucyano, P. R. to change directional antenna system. Granted Nov. 25.

WOKR Oak Ridge, Tenn.—Air Mart Corp. granted modification of CP to change transmitter location to Gloucyano, P. R. and change directional antenna system. Nov. 25.

WBJN, Burlington, Vt.—FCC granted extension of special service authorization for the period ending Jan. 31 for use of 540 kc 1 kw from 6:00 a.m. to 6:00 p.m. Unlimited. Granted Nov. 25.

WFYX, New York, N. Y.—FCC granted extension of special service authorization for the period ending Jan. 31 for use of 250 kw operating with 250 kw unlimited. Granted Nov. 25.

WHBQ, Memphis, Tenn.—FCC granted extension of special service authorization for the period ending Jan. 31 for use of 640 kc 1 kw from 6:00 a.m. to 6:00 p.m. Limited. Granted Nov. 25.

KFBI, Stillwater, Okla.—Stillwater Pub. Co. granted modification of CP to change antenna height above average terrain from 675 ft. to minus 10 ft. Granted Nov. 25.

KGNU, Gardner City, Kans.—FCC, granted voluntary transfer of control to John P. Harris and 11 others through sale of all stock for $50,100. Granted Nov. 25.

Kplied FM Tallahasset, Mass.—FCC granted extension of CP to change from 75 kw ERP for 100% control by William E. Dukate to 60 kw ERP for 100% control by William E. Dukate. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted extension of CP to change from 30 kw ERP for 100% control by William E. Dukate to 60 kw ERP for 100% control by William E. Dukate. Granted Nov. 25.

WREX, Rockford, Ill.—FCC granted extension of CP to change antenna height above average terrain from 700 ft. to minus 10 ft. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted modification of CP to change antenna height above average terrain from 1000 ft. to minus 10 ft. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted extension of CP to change antenna height above average terrain from 1000 ft. to minus 10 ft. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted extension of CP to change antenna height above average terrain from 1000 ft. to minus 10 ft. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted extension of CP to change antenna height above average terrain from 1000 ft. to minus 10 ft. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted extension of CP to change antenna height above average terrain from 1000 ft. to minus 10 ft. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted extension of CP to change antenna height above average terrain from 1000 ft. to minus 10 ft. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted extension of CP to change antenna height above average terrain from 1000 ft. to minus 10 ft. Granted Nov. 25.

KXKZ-FM Alton, Ill.—FCC granted extension of CP to change antenna height above average terrain from 1000 ft. to minus 10 ft. Granted Nov. 25.
Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALE RESULTS USE KGW
Economical and efficient medium for covering the mass market.

KW on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETER, INC.
AFFILIATED WITH NBC

Page 116 • December 7, 1953
Milwaukee, Wis.—VHF ch. 12 proceeding. FCC designated a hearing on Dec. 11, applications of WEMP and WEA for assignment of frequency to a station to operate in that area. This proceeding may be enlarged by Examiner, on his own motion, to include consideration of any matter not the subject of a hearing. Petition is directed to the following issue: "To determine whether the funds available to the applicant will give assurance that the proposals set forth in the application will be adequately financed." Action Dec. 2.

Routine Roundup...

November 25 Decisions

BY THE COMMISSION EN BANC

McFarland Letter

WBBF (TV) Benton Harbor, Mich., Pullman Pub. Co., lawfully designated for hearing (Sept. 1964) for an extension to construct a TV station on ch. 43 in Portland, Ore., is not acceptable for filing, and is being returned. (BPTC-1065).

By Examiner Ermine F. French

Chief, Safety & Special Radio Services Bureau

Commissioner enclosed a copy of a hearing order issued on Dec. 1, 1963, in a proceeding to determine whether a permit granted to a service bureau should be revoked. The issue involved the continuance of the permit pending the determination of a request for a change in control of the service bureau. The Commissioner, in his decision, found that the requested change was not in the public interest and that the permit should be revoked.

November 27 Decisions

BY THE COMMISSION EN BANC

Applications Returned

KSTM-TV St. Louis, Mo., Broadcast House Inc., lawfully designated for hearing (June 1965), is not acceptable for filing, and is being returned. (BPTC-1466).

By Examiner James D. Cunningham

Gave notice of an application for a new station to operate on ch. 11 in East St. Louis, Ill., for the first time.

Mid-Continent Television Inc., KARE Bstg. Co., Wichita, Kans., granted petition of Mid-Continent for an extension of time to Dec. 10, 1965, in which to file exceptions to initial procedures. (Docket 10656).

By Examiner William T. Barley

Merchants & Farmers Station, Raleigh, N.C., granted petition of Merchants for an extension of time to Dec. 10, 1965, to file exceptions to initial procedures. (Docket 10657).

Applications for an extension of time were granted to KSTM-TV St. Louis, Mo., Broadcast House Inc., to file exceptions to initial procedures. (Docket 10658).

By Examiner William F. French

Chief, Safety & Special Radio Services Bureau

Commissioner approved a hearing order issued on Nov. 1, 1963, in a proceeding to determine whether a permit granted to a service bureau should be revoked. The issue involved the continuance of the permit pending the determination of a request for a change in control of the service bureau. The Commissioner, in his decision, found that the requested change was not in the public interest and that the permit should be revoked.

November 30 Applications

ACCEPTED FOR FILING

Modification of CP

By Examiner Herbert Herbst

Head of the Lakes Bstg. Co., Superior, Wis., granted joint petition for extension of time from Nov. 9 to Dec. 10, 1965, to file exceptions to initial procedures. (Docket 10659).

By Examiner Robert H. Hutchison

The Radio Station KRF Co., Taylor Radio & Television Corp., Wichita, Kansas, for an extension of time to Dec. 10, 1965, to file exceptions to initial procedures. (Docket 10660).

November 30 Applications

APPLICATIONS RETURNED

CP for Am

Jack W. Hawkins and Barney H. Hubbs, Cortez, Colo.—CP for new station to be operated on 1400 kc with power of 250 w and daytime hours of operation.

Salina Bstg. Co., Salina, Kan.—CP for new station to be operated on 1400 kc with power of 250 w and daytime hours of operation.

Authoritative Determined Power

KVFY Fort Dodge, Iowa, Northwest Bstg. Co.,—Authoritative determination of power by direct measurement of antenna.

Renewal of License

Following stations request renewal of license:

KAWT Douglas, Ariz., Carleton W. Morris (BR-1351); WBBR Pensacola, Fla., WBBR Inc. (BR-1352); WSPB Sarasota, Fla., WSPB Inc. (BR-1353); KUHA Honolulu, P. H., Pacific Frontier Bstg. Co., Ltd. (BR-1703); WAOG Vincennes, Ind., Vincennes Sun Co. (BR-1706); WHEP Hendersonville, N. C., Radio Hendersonville Inc. (BR-1707); KJGK Cottage Grove, Ore., Cottage Park Bstg. Co. (BR-1700); KGAL Lebanon, Ore., Lin County Bstg. Co. (BR-1701); KMED Medford, Ore., Radio Medford Inc. (BR-1702); KWSK Pendleton, Ore., Western Radio Corp. (BR-1703); KRCO Prineville, Ore., Radio Central Ore. (BR-1704); KMKX Ketchum, Wash., Northwest Public Services Inc. (BR-1705); KRKL Kirkland, Wash., W. A. Chamness and L. N. Gebran D/B A East Side Bstg Co. (BR-1706); KSWC Pullman, Wash., State College of Washington (BR-1707); KTW Seattle, Wash., The First Presbyterian Church of Seattle (BR-1708); KNKE Spokane, Wash., Inland Empire Bstg Co. (BR-1709); KWW Walla Walla, Wash., Walla Walla Bstg Co. (BR-1710); KXZM Poston, Wyo., Joseph P. Ernst (BR-1711).

Remote Control

Following stations request to operate transmitters by remote control:

WEFO Gadsden, Ala., Gadsden Radio Corp. (BR-1712); WRCR Crookston, Minn., Bstg. Co. (BR-1713); WSKY Asheville, N. C., Radio Asheville Inc. (BR-1714); KTOW Oklahoma City, Okla., Southern Bstg. Co. (BR-1715); KHSB Ogumke, Okta., Okmulee Bstg. Corp. (BR-1716).
December 1 Decisions

BY THE BROADCAST BUREAU

Actions of November 25

Granted License

WPGE Gary, Ind., School City of Gary, Ind.—Granted license for noncommercial educational fm station; ch. 261 (68.1 mcs); 10 watts (BLED-148).


Granted CP


Modification of CP

WSTN St. Augustine, Fla., Saint Augustine Bestg. Co.—Granted mod. CP to change type of trans.; engineering condition (BMP-6355). The following were granted mod. CPs for extension of completion dates as shown:

WEME Emory, Pa., to 1/28/54; WBEL Butler, Wis., to 2/4/54; engineering conditions: KCBH Los Angeles, to 3/3/54; WTVV (TV) Asbury Park, N. J., to 2/4/54; WNNY-TV Rochester, N. Y., to 2/3/54; KBCK-TV Los Angeles, to 6/15/54; KMIB-TV Austin, Minn., to 5/25/54.

WJIK Jefferson City, Mo., Empire Bestg Co.—Granted mod. CP to change type of trans.; engineering condition (BMP-6356).

Actions Taken November 24

Granted License

WHTO Linton, Ind., The Linton Bestg. Co.—Granted license for am station; 1690 kc, 500 w-D (RL-5149).

WJAF Decatur, Ala., J. B. Falt Jr.—Granted license for am station; 1260 kc, 250 w-uml. (BL-5141).


Modification of CP


WMTS Murfreesboro, Tenn., Murfreesboro Bestg. Co.—Granted mod. CP to change type trans. and specify studio location; engineering condition (BMP-6279).

The following were granted mod. CPs for extension of completion dates as shown:

WHNL San Juan, P. R., to 2/15/54, engineering conditions: WBPQ New York, to 1/1/54; WPKN-TV New York, to 1/1/54; WCNQ-TV New Orleans, La., to 1/1/54; WTAR-TV Norfolk, Va., to 1/1/54.

WEME Emory, Pa., Ell-Cameron Bestg. Co.—Granted mod. CP to change type of trans. (BMP-6356).

KTSM-TV El Paso, Tex., Tri-State Bestg. Co.—Granted mod. CP for extension of completion date to 1/1/54 (BMP-6356).

KPNL Palm Springs, Calif., Desert Radio & Telecasting Co.—Granted mod. CP for extension of completion date to 1/1/54 (BMP-6356).

Granted CP

WHYN Memphis, Tenn., Mid-South Bestg. Corp.—Granted CP to change trans. location and install new antenna system; engineering condition (BP-8060).

Granted Authority


Action of November 20

Modification of License

KNOE Monroe, La., James A. Nee—Granted mod. license to change studio location; engineering condition (BML-1650).

December 1 Applications

ACCEPTED FOR FILING

Modification of CP

KEAN San Mateo, Calif., Ray Radio Inc.—Mod. CP (BP-656), which authorized increase power, installation of new trans., and change in directional, day, and night, to change type of trans. (BP-5377).

WHY GRAYBAR RECOMMENDS

MACHLETT ELECTRON TUBES

When you buy Machlett electron tubes via Graybar, you get stable, reliable, long-term tube performance backed by carefully-controlled Machlett production methods.

1. Machlett vacuum firing at higher than operating temperatures . . . thoroughly frees internal components from oxidized gases, for greater stability.

2. Special Machlett processing of filament wires and other internal components . . . assures lifetime, stress-free, alignment of electrodes. X-Ray of all hidden electrodes after assembly detects (and rejects) misalignments and potential grid-filament shorts.

3. Machlett high-voltage techniques during final pumping . . . smooths electrode surfaces and minimizes arcing.

Add Machlett's comprehensive customer engineering service and you can see why Graybar recommends the products of this 55-year old manufacturer of quality electron tubes.

For tubes or any other Broadcast or TV equipment need, make it a point to call Graybar first. Your local Graybar office will be happy to provide complete price-information as well as technical data. Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.
MILESTONES

- WGBF Evansville, Ind., celebrated its 30th anniversary last month with a two-hour live program featuring station talent and guests. Founded in 1923 by the Finke Furniture Co. as Evansville's first station, WGBF was taken over in 1928 by Evansville-On-The-Air Inc., now On The Air Inc. Martin L. Leich is general manager of the NBF affiliate, represented by Weed & Co.

- J. E. McCONNELL, board chairman of McConnell, Eastman & Co. Ltd., marked 50 years in the advertising agency business last month. In 1903 he started his own agency at London, Ont., where McConnell, Eastman & Co., still has its head office, with branches throughout Canada.

- THE Cleveland Press, celebrating its 75th anniversary last month, was presented a giant birthday cake by WTAM there on the two-hour show, Morning Boudewijn. Louis D. Seibert, WTAM editor, represented the loyal advertiser, Ed Yoder, WTAM general manager, made the presentation.

- CBS RADIO's Ma Perkins serial (Mon.-Fri., 1:15-3:10 p.m. EST) celebrated its 20th anniversary as a network show last Friday. During the period it has been sponsored continuously by Procter & Gamble, with the three actors who originated the three leading characters still playing the same roles.

- R. C. SMITH & SON Ltd., Toronto advertising agency, celebrated its 40th anniversary as a network show last month. Adam F. Smith, son of the founder, is president; Alec Phare is general manager and partner.

- MacLAREN ADVERTISING Ltd., Toronto, has marked its 30 years in business with a booklet on "How Advertising Happens." The booklet tells how the agency was formed by resident Jack MacLaren, while on the golf links in June 1929, then relates how the agency grew to its present position as one of the largest in Canada, handling a substantial amount of the total Canadian radio and television advertising.

- WIP Philadelphia aired its 5,000th broadcast of Dawn Patrol Nov. 30. The all-night, all-request show was launched in December 1938 and put the station on a 24-hour-a-day, seven-day-week schedule for the first time. Joe McCauley, m.c., has played a large percentage of the 385,000 selections broadcast since the show began, according to the station.

- CLIFFORD C. HARRIS, technical supervisor, WIP Philadelphia, has marked his 20th anniversary with the station. He is known for his engineering work in civil defense, being instrumental in setting up Conelrad in the Philadelphia area. As chief engineer at WIP, he supervised installation of the control room transmitter, designing some of the equipment himself.

- GERTRUDE BERG, radio-tv personality, completed 24 years in radio last month with broadcast of her weekly program, House of Glass (NBC Radio, 9:35-10 p.m. EST). Mrs. Berg made her writing and acting debut on NBC Nov. 20, 1929, in The Goldbergs.
HERE is the boxscore on the status of competitive television hearings pending with the FCC and in proceeding before Commission hearing examiners as of Nov. 30.

It was compiled by Miss Frankie L. Fox under the direction of Robert J. Lawson, assistant chief of the Hearing Division of the FCC Broadcast Bureau. It was prepared for the use of Commissioners and the FCC staff. Since the report was prepared, the Commission on Wednesday announced an initial decision by Examiner Basil P. Cooper looking toward grant of vhf ch. 13 at Tampa, Fla., to Tampa Times Co. (WDAE) and proposing to deny the competitive applications of Orange Broadcasting & Telecasting.
Television Broadcasting Co. and Tampa Television Co. (see story this issue).

The Commission on Wednesday designated additional competitive television applications for hearings, also not shown in the chart. The new ones, scheduled to begin Dec. 31 in Wash-ington, include the following: St. Louis vhf ch. 11, contestants St. Louis Telecast Inc., St. Louis Amusement Co., CBS and 220 Television Inc.; Mansfield, Ohio, uhf ch. 36, contestants Mansfield Journal Co. and Fergurn Theatres Inc.; Milwaukee vhf ch. 12, contestants Wistron Broadcasting Sys., Milwaukee Broadcast- ing Co., Milwaukee Area Telecast Corp., and Koler Telecast Corp.; New Orleans vhf ch. 4, contestants Loyola U., Times-Picayune Pub. Co. and James A. Nee & Co.

Earlier television status reports have been published by B&T when the entries were made available [B&T, Nov. 9, Oct. 17, Sept. 7, July 13 and May 8].

December 7, 1953 • Page 121
FOR THE RECORD

 FCC'S NEW MULTIPLE OWNERSHIP RULES

Limiting common ownership of am and fm stations to seven and television to five. Reported by the Commission No. 27 [8ET. Nov. 30].

Before the

FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C.

Commission No. 27

In the Matter of

The amendment of Sections 332, 334, and 303 of the Communications Act of 1934, as amended, by the particular provisions of Title II of the Communications Act of 1934. The Commission now proposes severe rules and regulations relating to multiple ownership of

am, fm and television broad-

cast stations.

REPORT AND ORDER

By the Commission: Commissioner Hennock concurring in the report and dissenting in part and issuing a statement.

1. This proceeding involves a proposal to amend Sections 332, 334 and 303 of the Communications Act to provide for a general rule for limiting to seven the number of stations owned or controlled by one person, association, or corporation. The rule is based on the premise that the public interest, convenience and necessity will be advanced if the Commission exercises its power to establish a general rule for limiting the number of stations owned and operated by persons, associations and corporations. This is in line with the principle that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

2. The rule was proposed by the Commission in order to promote competition in the broadcast industry. The Commission found that the number of stations owned and operated by persons, associations and corporations is too large to ensure competition in the broadcast industry. The rule was adopted by the Commission after considering the evidence presented by the parties.

3. The Commission finds that the rule is necessary to advance the public interest, convenience and necessity. The Commission also finds that the rule is consistent with the Communications Act and the policies and purposes of the Act.

4. The Commission notes that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

5. The rule is consistent with the Communications Act and the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

6. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

7. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

8. The rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

9. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

10. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

11. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

12. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

13. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

14. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

15. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

16. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

17. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

18. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

19. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

20. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

21. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

22. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

23. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

24. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

25. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

26. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.

27. The Commission finds that the rule is consistent with the policies and purposes of the Act. The Commission also finds that the rule is necessary to ensure that the public interest, convenience and necessity will be advanced by limiting the number of stations owned and operated by persons, associations and corporations.
Basic rule of law embodied in judicial decisions." Senate Judiciary Committee Print, June 1946, in "The Attorney General's Manual on the Administrative Procedure Act makes it clear that the purpose of Section 3(a) was to prevent administrative agencies from imposing sanctions or adopting substantive rules which had not been specifically or generally authorized by Congress. See also Senate Report on S. 7 in "The Supreme Court and the Federal Bureaucracy." The Supreme Court and the Federal Bureaucracy."
Help Wanted

Managerial

Immediate opening. 1000 watt station for experienced commercial manager. Interview requested. Contact Dave B. Box 187, WSPF, Box 38, Artensa, New Mexico. Phone 600.

Salesmen

Guaranteed monthly income $400. against 15 percent commission, protected territory account list for experienced salesmen. Established Illinois independent offers permanent position. Good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid life insurance, retirement plan. Send photo, references, complete background, and the usual group to Box 674A, B.T.

Salesmen free to travel well known, national organization are earning $500-$700 weekly commissions plus bonuses. Excellent future opportunities for leading TV stations in midwest. Dependable men needed for small market. Bonus $150$200. Write 628A, B.T.

Outstanding east coast twenty-four hour opening for radio salesman who wants to get into five figure income market. This station has won several top awards, stands high in community and has top radio personalities. Send full details to Box 674A, B.T.


Sales manager for small market station located in town of 3,500 must be fully trained capable man. $500. base, plus 10% of net. Call, write or wire George Cory, KUCB, Montrose, Colorado.

Want greater sales, prestige, power, distribution of network programs? Come one, come all to TELECASTING - TELECASTING's outstanding sales openings are up and down the coast, in all other, industy lines across the nation. Presents only a few minutes peak of your time, years of deferred income free to you weeks and months of wonderful opportunity with TELECASTING. TELECASTING 44 Madison Avenue, New York City. Plaza 2-6595.

Openings southwest combination engineer-anouncer with emphasis on announcing. Send details to Box 61A, B.T.

Am -tv station in southeastern market of 100,000 is enlarging announcing staff. Am and tv duties with control board ability required. Starting salary $75.00. Complete information, photo and tape or disc to Box 61A, B.T. Prefer applicants from this region.

Experienced, versatile, all-round announcer with first class ticket desirable. Must have permanent. Paid vacation. Car necessary. Send complete resume first letter. Start $75.00 weekly. Box 61A, B.T.

Good announcer-production man for combination work. Good salary for good solid mature young man with real ability. Good CBS network station. Send full information first letter, including photo and audition tape. Box 66A, B.T.

Combo man with first class ticket for central Pennsylvania am-fm. Announcing should be diversified in abilities. Post is permanent. 40 hour week and paid vacation. Car necessary. Send resume. Salary open. Box 66A, B.T.

Minneapolis station needs sports announcer able to sell time. Good salary plus commission. Box 61A, B.T.

Help Wanted—(Cont'd)

Combio first phone man, good announcer. 250 watt Mutual station near Atlanta. Give all details. Box 64A, B.T.

Hey, you eastern sharpies! C'mon out west, where men are men. Need one of you to run our network, one of whom we want to be PD. Sense of humor essential. Not necessarily zany, but we'll take one. If you and your listeners have fun while you're on the air, we'll keep you. We'll give you your own featured show, and one hell of an opportunity. Manager is a former jockey who knows dreary's are important! Station is in Washington, state of. Greatly was right. Frankly, the hunting and fishing here are lousy, but the money's pretty good, and the weather's good. See background, and the usual group to Box 660A, B.T.


Experienced announcer with first class ticket for California network regional. Engineering second to air to sales managers. Competitive market, you must produce forty-five hour, five day week. Car necessary. Moderate starting salary, future up to you. Send resume, snap shots and references to Box 66A, B.T.

Combo-announcer. 1000 watt southwest has opening for good music and news man. First class ticket desirable but not absolutely essential. An excellent proposition for a man seeking permanancy. Minimum $75.00. Send resume and tape to Jack Pink, KWCO, Chickasaw, Oklahoma.

Staff announcer. Strong, music, news. Send disc, resume, references. WBCK, Battle Creek, Michigan. Tv grantee.

Immediate opening for experienced announcer. Ideal opening for well-known, national organization. Good tape qualifications and photo to WBBM, Marion, North Carolina.

Announcer. Immediate opening, must have experience. WEAY, Plattsburgh, New York.

New midwest 1 kW fulltime indie. Needs 2 deep voice announcer. One year or more experience. Write or wire Klein Early, WITY, P.O. Box 581, or phone 1313, Danville, Illinois.

Announcer. Immediate opening for good all-around staff announcer. Salary plus talent. Excellent opportunity to WITN, Jacksonville, N. C.

Have immediate opening for two radio-television announcers. Send tape, references, salary requirements to WLOK, Inc., Lima, Ohio, or come in for interview.

Announcer, personality, experience secondary, no tapes or discs returned. WFAC, Patchogue, N. Y.

Announcer-salesman with car. Guaranteed wage with opportunity to make real money in commissions. WSNS, Litchfield, Illinois.

Announcer for early morning shift. Good pay and hours. Must be experienced. WWPP, Palatka, Florida.

Technical

East coast major market independent wants first class announcer. Excellent salary and working arrangement. Personal interview and audition required. Send full details giving references which will be checked. Box 271A, B.T.

Chief engineer-announcer, good voice, thoroughly experienced both fields. Prefer family man. Car necessary. $900.00-$950. Box 660A, B.T.

Chief engineer. Southern town, 30,000, excellent living conditions. Good future. One and one who wants to work toward a good future. Tell all first letter. Box 660A, B.T.

Engineers, first class license. Experience desirable. New England area. Box 56A, B.T.

Chief engineer for 5 kw network, full-time Georgia station. Send complete information including background, experience, references and salary requirements. Box 664A, B.T.


Michigan independent has immediate opening for licensed engineer. Station and transmitter location combined. Good working conditions. Send all details in first letter. S. Robinson, WIFH, Benton Harbor, Michigan.

First class operator-technician. WICY, Malone, N. Y., Phone 187.

Engineers; need 2 with 1st phone immediately for new 1 kw, fulltime station. Write Tom Kerr Early, WITY, Box 581, or phone 1313, Danville, Illinois.

WLBC and WLBC-TV needs engineers with 1st class licenses. Depending on experience engineer will start as high as $94.55 for forty-hour week. If interested call Maury Crain, Chief Engineer at 440 in Muncie, Indiana.

WLBC and WLBC-TV needs an assistant chief engineer. Must have 1st class license and be able to operate television receivers, plus video and audio gear. If interested write to station, Chief Engineer, WLBC, Muncie, Indiana, stating experience and salary expected.

Experienced first class engineer. 1000 watt diversified. No announcer required. Duntzbar, Chief Engineer, WVLK, Lexington, Ky.

Chief engineer wanted. Contact McNulty, WWIN, 1119 N. Charles, Baltimore 1, Md. Saratoga 7-3555.

Production-Programming, Others

Girl writer-announcer to handle well established participating show and any other copy. Development manager for sales experience preferred. Address Box 667A, B.T.

Assistant professor of radio and television, southern university, effective February 1. Send resume, references, colleague transcripts. Box 61A, B.T.

Program director must have supervisory ability and experience. Southern New England and affiliated stations.

Traffic manager with experience for top indie in southeastern market. Top pay for right person. Address Box 66A, B.T.


Television

Managerial

Tv salesman-manager—only a producer considered. Give references, complete background and salary desired. Box 668A, B.T.

General manager, needed at once for vhf tv station in one of Michigan's major markets. Must have thorough knowledge of all phases such as to do maintenance on am-tv and fm transmitters and associated equipment. Ex- cellent working conditions: Write for personal interview giving experience, references and salary desired. C. R. Thom, Operations Manager, WWFL, 60 North 4th St., E. Lansing, Pennsylvania.

Announcer

Announcer and salesman with NBC station. Announcer must be versed in gathering and writing news and sports. Excellent opportunity for tv salesman. Contact WECT-TV, Wilmington, N. C.


Technical


Tv engineer, first class licensee for 100 kw erp transmitter. Must have experience with uhf and tv transmitters and associated equipment. Excellent working conditions: Write for personal interview giving experience, references and salary desired. C. R. Thom, Operations Manager, WWFL, 60 North 4th St., E. Lansing, Pennsylvania.
Help Wanted—(Cont'd)

Program and Production, Others

Program manager and production manager. Will only be considered for experienced. Give complete details. Box 567A, B-T.

Majors: market TV station needs one program director. Must be experienced assistant PD or PD. Box 668A, B-T.

Situations Wanted

Managerial

Manager-sales manager. Experience 10 years plus, including vTr. Married, children, veteran. Needs to purchase stock to insure permanent interest. North central location preferred. Box 668A, B-T.

General or commercial manager. Now employed general manager of another market station. Younger, heavy on sales, promotion and overall management. Top record and references. Box 664A, B-T.

Sales management team, familiar all phases of operation and administration. Seeking permanent association. Both are mature, stable, family men. Ready to prove ability by results. Any station from Maine to Florida. Box 674A, B-T.


Station manager—7 years managerial experience. 12 years radio experience. Interested in moving to larger market. Assistant program director. Prefers making change between January and April. Box 679A, B-T.

Announcers

Announcer, recent broadcasting school graduate. No experience. Third class ticket. Box 646A, B-T.


Experienced announcer, drifter, drinker, an adversely eager to settle permanently. Box 641A, B-T.

Girl experienced in all phases of radio and TV. Small independent station as well as network. Desires on-the-air work on small station. (Combo Job.) Will travel. Box 666A, B-T.

Wild, crazy, nervous country DJ. Really experienced. Also play bass. Box 686A, B-T.


Announcer, first phone, copy, news, remote. Serving, top references. Southwest. Box 661A, B-T.

Announcer, all phases, 9 years, network, board, draft exempt, single. Box 652A, B-T.

Rhythm and blues specialist team: powerful 1-2 punch. Have pulled several stations from red to black. Highest pulse, hooper ratings in Negro music. Solid background in negro radio. Box 657A, B-T.

Announcer with first class ticket. Five years experience. Mostly announcing, $80.00 a week. Northern Iowa, Minnesota, Wisconsin, or Colorado. Write Box 660A, B-T.

Darn good hillbilly DJ. Results or no pay. Draft exempt, will travel. Want to settle in nice town. Good references. Write copy, also news. Operate board. Broadcast factory new. Will travel to any job. Nothing under $100. Box 658A, B-T.

Experience wanted — Announcer, disc jockey, newscaster and control board. Want on experienced professional sports-minded school graduate. Third class restricted ticket. Very competent, reliable, sale dependable. Determined to make good. Korean veteran, single, will travel. Tape on request. Box 665A, B-T.


Situations Wanted—(Cont'd)


Experienced announcer, versatile. College graduate, veteran, operate board, conscientious. Wants to settle. Box 666A, B-T.

Announcer with 3 years experience in Illinois. Commercial voice. Qualified also news-music. Seek permanency, presently employed. College, family man. Box 672A, B-T.

Sports caster. Nine years experience, desires a change. Six years professional baseball, eight years college football, basketball and boxing. Box 683A, B-T.

14 years combined experience. 2 announcers desire positions same am-station. References prove successful productivity. Complete dependable, sober. Strong on appearance. Box 666A, B-T.

Program director-announcer, one of Midwest best. Five year college background. Offers complete experience. On air full time. Box 667A, B-T.

Sports announcer. Three years play-by-play baseball. Two years play-by-play high school and college football. Daily sports. Show have built large audience. Will work for station owner in minor league baseball in '54. Also staff work. Write or wire Box 669A, B-T.

Announcer, combo-man, versatile, light experience. Marquette, Michigan, Don Barton, 26 Linden St., Brooklyn 31, N. Y.

Seeking announcer-cop-writer's job on eastern station. Cambridge school graduate with air experience plus writing ability. Box Benway, 104 W. Concord St., Boston, Mass.


Announcer-Journalism graduate, good commercial newscasting. Writing. Let's settle new station construction and three years tv desires position as technical director especially in warm climate. Box 668A, B-T.

Engineer with 30 years experience which includes new station construction and three years tv desires position as technical director especially in warm climate. Box 668A, B-T.

First phone engineer, five years experience am-tv operation. Box 670A, B-T.

7 months experience: board operation; inde- pendent station. Age 30, married. Fulsburg references. Specialty in newscasting, straight announcing. Box 665A, B-T.

Chief engineer job up to 1 kw. Eight years as operator. $85.00 minimum. Box 669A, B-T.

Production-Programming, Others

Experienced sportscaster, versatile newsmen. Year around sports sales, or sports news. Northeast, midwest. Box 686A, B-T.

Attention sport stations. Available sport and program director, 6 years experience. All offers considered. Box 668A, B-T.

Television

Managerial


Technical


Desire to get into small tv station. Completed course. Very ambitious. Resume on request. Box 672A, B-T.

Executive, 6 years network and local television experience, covering production, sales, operations. Box 673A, B-T.

Utility man. Knows writing, production, direction, publicity, newsreel, stage, broadcasting. Box 665A, B-T.

Producer-M.C. Stage and radio. Indoor-outdoor shows. Photographs, writing. Box 695A, B-T.


For Sale

Stations


Active partner wanted. Fast growing west coast market. $12,500, or $25,000 will handle. Box 666A, B-T.

Equipment, etc.


GE fm broadcast transmitter type BT-1B, model 48B1-1, frequency range 88-108 MC, output 250 watts. GE crystal frequency 227-346 KE. GE fm broadcast station monitor complete with calibrate and run crystals. Type BT-1A-1, model 4 BM-IA. Indicator model 454A, 1 power meter model 4BP1. Frequency range 90-108 MC. GE reg. power supply, type 4BP2A, model 43BP2A, 1 125 volts, 1 phase. Output 300 volts 5,090 A-DC with 18 mare tubes. One Auto DR1 Aire model 46 dehydrator with specialized fm antenna and between 300 and 400 foot Community Products fm monopole. Used on air only three years. In perfect condition. Reasonable offer refused. WLAJ, Danbury, Conn.

Best offer, 260 ft. Trueson self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin. (Continued on next page)
Wanted to Buy

** Stations 


Mid-westerner wants 250 to 5000 watt, city under 75,000, south or west, daytimer or unlimited. Box 697A, B.T.

Thinking of selling? If you are listed with us, Clients everywhere every week. Best prices. Ask for Bob Stein. Box 539A, B.T. 

** Equipment, etc. 


**Miscellaneous**


Help Wanted

** BROADCAST EQUIPMENT 

SALES . . . Radio broadcast, TV, and communication equipment manufacturer has openings for aggressive sales-minded men with broadcast experience.

SALES ADMINISTRATION

High level, selected position directing branch sales from service engineer in Midwest Knowledge of broadcast equipment parts and customer service. Previous sales or management experience including inventory control with electronics/obbet or in broadcast and electronics field desirable. No travel.

FIELD SALES

Sales engineer to travel and sell broadcast equipment to radio stations in Midwest territory. Solicitation of new accounts. No travel.

Please send full details, if possible, and position preferred to Box 460A, B.T.

** ANNOUNCERS ENGINEERS**

NEW 1 KW fulltime indie needs 3 deep-voiced staff announcers with 1 year or more experience. Also 2 engineers with 1st phone, preferably with board experience. $70. for 40 hour week, time and one half for overtime and holidays. Paid vacation. Write: WBYT, 1522 N. University Ave., Peoria, Ill.

**For Sale**

**Equipment, etc.**

1 TF-5A SUPERTRANSISTOR with Beacon light and de-ionizing elements. Feed lines included. This antenna can be used for Channels 4, 5 and 6.

1,660 FEET 3 1/2 INCH TEFOL in installed transmission line.

2 3 1/2 INCH HIGH HANGERS

35 DUAL HANGERS FOR 3 1/4 inch line using twin messengers.

Please contact H. J. Lovell, Chief Engineer, WKY-TV, Oklahoma City, OKLA. Box 8668, Britton Station TR 8-2161

Available for immediate shipment at worthwhile discount.

RCA two, MI-26905, TK30A field cameras, complete with pickup equipment, synchronizing generator equipment, field switching equipment.

This last part of TV equipment made available as results of a merger. Anxious to liquidate and thus will sell at major discount. Equipment still in original packing cases and has never been used. If interested, write, wire or phone:

A. Morton, Vice-President, Station KJZ, Seattle, Washington, Elliott 5590.

**FOR THE RECORD**

Executive Personnel for Television and Radio Effective Service to Employer and Employee Howard S. Palmer 716 Radio Management Consultants 716 Road Blvd., Washington 5, D. C.

**PERSONNEL PROBLEMS?**

We render a complete and confidential service to radio and TV stations (near and far) as well as program producers.

Graffen & Culver Personnel (Agency)

280 Madison Ave., New York 16, N. Y. (212) 452-2690

Paul Seron, Dir., Radio TV and Film Div.

Returns welcomed from qualified people.

STATION MANAGER 

Top flight working executive with outstanding sales and administrative background. Available immediately. Want good proposition from good network or independent station. Will relocate. Box 697A, B.T.

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workable one because of the history and present development of the broadcast industry. 13. Although the proposed regulation is recognized by two minority non-controlling holdings with one full or controlling ownership, the contentional provision that the proposal is objectionable because of this effort to deal with interests less than controlling and therefore might result in a spurious conclusion. In a more general sense, it is a review of simple mathematical formulae matters that may be made to consider the proposal is objectionable because it is a conclusion that no other size should be considered in the application of these rules.

15. Neither the present nor proposed rules on limiting multiple ownership may make any disparity between vhf and uhf stations. The Commission has received several petitions 

16. We turn now to what is the appropriate specific limitation in each service on the number of stations of which someone hold interest. The attached rules continue in effect the existing limitation on tv station ownership which, in our judgment based on extensive experience with multiple ownership, have proved practicable and desirable. It is argued that the rules should permit the ownership of the same number of multiple ownership, have been in effect, is or will be time enough to treat such a drastic step as has been suggested. The Commission is now actively engaged in studying the position of the post-television tv station. We note that other interested parties are also engaged along this line.

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15. Neither the present nor proposed rules on limiting multiple ownership may make any disparity between vhf and uhf stations. The Commission has received several petitions requesting that either no limitation be placed on the ownership of uhf stations or that the limitation on tv holdings be raised to 9% or 7 or 8% with no more than five in the vhf service. This argument rests on the premise that such action is desirable in order to promote the early development of uhf. Oppositions to these proposals have also been submitted. The opponents argue that the proposed liberalization of the ownership limitation with respect to uhf stations is not in the public interest and that “”it appears that uhf is not as valuable as vhf to communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested.” The Commission is now actively engaged in studying the position of the post-television tv station. We note that other interested parties are also engaged along this line.

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any party (including all parties under common control if:)
(1) such party directly or indirectly owns, operates, or controls another standard broadcast station, or a portion of whose service area would receive primary service from the broadcast station if not excepted upon ownership limitation, or
(2) such party, or any stockholder, officer or director of any such standard broadcast station, is or has been involved and control contrary to the public interest, convenience and necessity for any stockholder, officer, or director of any television broadcast station.

Section 3.630 Multiple Ownership—No license for an fm broadcast station shall be granted to any party (including all parties under common control if)
(1) such party directly or indirectly owns, operates, or controls a 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 standard broadcast station if the grant of such license would result in a concentration of control of standard broadcast programming in a manner inconsistent with public interest, convenience, and necessity, including the extent and nature of such concentration of control, the extent to which it would result in a concentration of control of television broadcast programming in a manner inconsistent with public interest, convenience, and necessity, in determining whether there is such a concentration of control, consideration will be given to the factors set forth in subparagraph (a) of this section. This rule will apply to the public interest, convenience or necessity for any stockholder, officer or director of any television broadcast station.

Section 3.631 Multiple Ownership—No license for a tv broadcast station shall be granted to any party (including all parties under common control if)
(1) 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 such a concentration of control.
(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 such a concentration of control.

Section 3.632 Multiple Ownership—No license for a television broadcast station shall be granted to any party (including all parties under common control if)
(1) 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 any event consider that there would be such a concentration of control contrary to the public interest, convenience and necessity for such party, or any of its stockholders, officers or directors, or to any stockholder, officer or director of more than five television broadcast stations.

RECORD

Texas Daytimer
$45,000.00
A great buy for a good owner-manager. Currently grossing considerably more than purchase price. Excellent financing.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn
Washington, D. C.
Ray V. Hamilton
Washington, D. C.
Sterling 3-4314

West Coast
$250,000.00
Located in one of the first twenty-five markets, this network operation offers a fine opportunity for profits, growth and ideal living.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn
Washington, D. C.
Ray V. Hamilton
Washington, D. C.
Sterling 3-4314

Chicago
Ray V. Hamilton
Delaware 1-2758

San Francisco
Letter M. Smith
Delaware 1-2758

Dallas
Exbrook 2-6371

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

2 In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders who own or directly or indirectly own 1% or more of the outstanding voting stock shall be considered as having control.

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

4 In applying the provisions of paragraph (a) of this section to a corporation which has more than 50 voting stockholders, only those stockholders who are officers or directors who own or directly or indirectly own 1% or more of the outstanding voting stock shall be considered as having control.

5 See e.g. paragraphs 88 and 91 of the Sixth Report and Order; In re Armstrong Radio Stations Inc., 9 R. 88, 381, and my separate views therein: cf. Sec. 3.630 of the Rules.


7 See my dissent to the grant to Television Corporation, Public Notice 8265, 3/25/53; and to Southern Idaho Broadcasting and Telecasting Company, Public Notice 779, 9 R. 76, 1956.

BROADCASTING • TELECASTING
THIS IS WHAT RUST MEANS BY
A COMPLETE REMOTE CONTROL SYSTEM

Illustrated on this page are what we consider to be the basic elements of a remote control system for the RCA 250 K or L transmitter. For other transmitters, different groups of elements will apply. Note that Rust not only supplies standard transmitter, control and pre-amplifier units (right) but also units for each of the functions in the table below. These units are especially designed for your transmitter. Each Rust system includes a complete interconnection diagram tailored to your equipment and your requirements. When you buy Rust you have everything you need... nothing else to buy; no units to fabricate.

What will you get for your money?

Don't be fooled by talk of "low price" remote control systems. Check and compare before you buy any system. Find out how much a complete installation will cost... what additional parts you will have to buy or make. Does it fulfill all your requirements?

Rust considers the system illustrated on this page to be the minimum to do a satisfactory job. It will provide the following control and metering functions:

<table>
<thead>
<tr>
<th>CONTROL</th>
<th>METERING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tower Lights</td>
<td>Lighting Current</td>
</tr>
<tr>
<td>Filament &quot;on-off&quot; Reset filament, line and modulator overload breakers.</td>
<td>Filament Line Volts</td>
</tr>
<tr>
<td>Plate &quot;on-off&quot; Reset plate and P.A. overload breakers.</td>
<td>Plate Voltage</td>
</tr>
<tr>
<td>P.A. Tuning</td>
<td>Plate Current</td>
</tr>
<tr>
<td>Power Output</td>
<td>Antenna Current</td>
</tr>
</tbody>
</table>

... and provides for addition of other control and metering functions when and if desired.

Of special interest is the especially designed RCA Actuator (A) which "hooks up" directly with the RCA 250 K or L front panel controls. Like other Rust Systems, it provides for resetting of manual overload breakers (so that you need not send a man to the transmitter location in the event of overload).

Let Rust quote you on a complete remote control system designed for your transmitter. You'll find an unbeatable value. Write, wire or phone.

the rust industrial company, inc.
608 WILLOW STREET MANCHESTER, N. H.
There's always a crowd aboard "Big Mo!"
Smart, far-sighted national and regional advertisers

... recognized leaders in their fields ... continue to book passage for their products. They're impressed with KSTM-TV's central location ... in the very heart of metropolitan St. Louis ... with the station's fine equipment and experienced staff ... with the 600-foot tower atop the area's second highest plot of ground ... and with "Big Mo's" full 215,000 watts non-directional power expected momentarily.

St. Louis televiewers are boarding "Big Mo", too. A sparkling array of the finest in ABC and CBS network shows, plus outstanding local productions, give KSTM-TV a much larger audience with each passing day. A huge local promotion campaign is stimulating conversions to the "show-boat" spot at an unprecedented rate ... giving advertisers a bonus bargain.

Yes, "Big Mo" ... the Mississippi River's newest show-boat ... is really packing 'em in! To be in highly entertaining, increasingly-popular company, make a reservation ... today!
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. These estimates differ among stations in the 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.

<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>Birmingham</td>
<td>WABT-13</td>
<td>400,800</td>
<td>Meacon</td>
<td>WYAZ-TV (13)</td>
<td>55,000</td>
</tr>
<tr>
<td>Mobile</td>
<td>WLAB-TV (4)</td>
<td>39,900</td>
<td>Rome</td>
<td>WROM-TV (9)</td>
<td>75,500</td>
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<tr>
<td>Montgomery</td>
<td>WCCTV (20)</td>
<td>11,000</td>
<td>Boise</td>
<td>KIDB-TV (7)</td>
<td>13,900</td>
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<tr>
<td>Arizona</td>
<td>KOOL (10)</td>
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<td>Meridian (Boise)</td>
<td>KBOI (2)</td>
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<tr>
<td>Phoenix</td>
<td>KVTY-TV (10)</td>
<td>60,500</td>
<td>Poetello</td>
<td>KWIR-TV (10)</td>
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<td>Tucson</td>
<td>KO-TV (13)</td>
<td>17,600</td>
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<tr>
<td>Yuma</td>
<td>KIVA (11)</td>
<td>14,100</td>
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<tr>
<td>ARKANSAS</td>
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<td>Fort Smith</td>
<td>KFSA-TV (22)</td>
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<tr>
<td>Little Rock</td>
<td>KTVT (17)</td>
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<tr>
<td>CALIFORNIA</td>
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<td>Bakersfield</td>
<td>KERO-TV (10)</td>
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<td>KCHL-TV (13)</td>
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<td>Fresno</td>
<td>KJEO (47)</td>
<td>58,419</td>
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<td>Los Angeles</td>
<td>KECA-TV (7)</td>
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<tr>
<td>San Diego</td>
<td>KFMB (9)</td>
<td>152,654</td>
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<td>San Francisco</td>
<td>KGLO-TV (7)</td>
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<tr>
<td>Santa Barbara</td>
<td>KEYT (3)</td>
<td>371,332</td>
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<tr>
<td>Tijuana (Fresno)</td>
<td>KXCTV (27)</td>
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<tr>
<td>COLORADO</td>
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<tr>
<td>Colorado</td>
<td>KTV (11)</td>
<td>34,691</td>
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<td>Springs</td>
<td>KSDK-TV (15)</td>
<td>31,000</td>
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<td>Denver</td>
<td>KJTV (9)</td>
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<tr>
<td>Kansas City</td>
<td>KCAL (4)</td>
<td>38,134</td>
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<tr>
<td>Kenosha</td>
<td>KSJY (5)</td>
<td>35,000</td>
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<td>CONNECTICUT</td>
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<td>Bridgeport</td>
<td>WEEI-TV (40)</td>
<td>35,479</td>
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<td>New Haven</td>
<td>WNHH-TV (30)</td>
<td>100,381</td>
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<td>New London</td>
<td>WNNH-TV (6)</td>
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<td>Waterbury</td>
<td>WTBR-TV (53)</td>
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<td>DELAWARE</td>
<td>WDEL-TV (17)</td>
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<tr>
<td>WDBM-TV (4)</td>
<td>175,000</td>
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<tr>
<td>MIAMI</td>
<td>WTVI (4)</td>
<td>214,000</td>
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<td>Miami</td>
<td>WTVI (4)</td>
<td>214,000</td>
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<td>WSVU-TV (5)</td>
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<td>Wilmington</td>
<td>WPIL-TV (33)</td>
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<td>WJTV (17)</td>
<td>152,000</td>
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<tr>
<td>Jacksonville</td>
<td>WMBR-TV (4)</td>
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<td>WTVI (4)</td>
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<td>Pensacola</td>
<td>WPFA (15)</td>
<td>50,000</td>
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<tr>
<td>WSBV-TV (38)</td>
<td>75,500</td>
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<tr>
<td>West Palm Beach</td>
<td>WIRK-TV (31)</td>
<td>17,447</td>
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<tr>
<td>GEORGIA</td>
<td>WAGA-TV (5)</td>
<td>330,000</td>
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<tr>
<td>Atlanta</td>
<td>WAGA-TV (5)</td>
<td>330,000</td>
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<tr>
<td>Augusta</td>
<td>WABG-TV (28)</td>
<td>13,000</td>
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<tr>
<td>Columbus</td>
<td>WADB-TV (28)</td>
<td>13,000</td>
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</tr>
</tbody>
</table>

Dec. 7, 1953

In Egypt they're watching... in Rome and Delhi, and more than 250 similar communities in Central New York.

What's more, they've been watching for five years—and today 24% million of them happily collaborate to wish WHEN a happy 5th birthday. Happy viewers make receptive customers, receptive to your product, your message. You can reach them through WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everyone watches WHEN

FOR THE RECORD

EVERYWHERE YOU GO, THEY'RE WATCHING

WHEN

— TELEVISION — SYRACUSE, NY

Broadcasting • Telecasting

December 7, 1953 • Page 13
Ann Arbor  WFAQ-TV (20)  13,500
Battle Creek WMBZ-TV (64)  33,924
Detroit  WBKZ-TV (3)  1,000,000
WWJ-TV (4)  1,100,000
WXYZ-TV (7)  1,156,624
Flint  WTVX-TV (20)  11,000
Grand Rapids  WOOD-TV (8)  263,135
Kalamazoo WIZP-TV (2)  315,961
Lansing  WJIL-TV (6)  221,000
Saginaw  WEXX-TV (10)  50,300

MISSOURI

Canton  KMAS-TV (64)  64,451
DeKalb  WTVF (38)  32,784
Memphis  (St. Louis)  WCVT-TV (4)  401,000
WITC-TV (11)  405,300
WMTV (5)  395,239
St. Louis  KROC-TV (10)  48,000

MONTANA

Billings  KOOL-TV (3)  5,500
Butte  KOPR-TV (4)  4,000

NEBRASKA

Lincoln  KFOR-TV (10)  62,500
KOLN-TV (11)  67,610
KMTV (3)  53,905
Omaha  WOWW-TV (4)  213,482
Springfield  WBBB-TV (11)  16,140
Reno  KZTV (5)  6,072

NEW JERSEY

Atlantic City  WPFG-TV (46)  15,145
Newark (New York City)  WATV (12)  4,101,000

NEW MEXICO

Albuquerque  KOIN-TV (13)  32,333
Roswell  KSWS-TV (9)  12,993

NEW YORK

Albany  WRGB-TV (41)  33,000
Binghamton  WBNF-TV (12)  182,000
Buffalo  WBEN-TV (4)  368,004
WBSE-TV (99)  303,000
WBFS-TV (59)  42,071
WBUF-TV (17)  26,982
Erie  WECT (13)  18,479
WTVE (24)  21,018

New York  WABC-TV (5)  23,200
WBBR-TV (12)  6,071
WACH-TV (13)  13,500
WBBY (5)  500

Rhode Island

Providence  WPRI-TV (10)  1,080,413

SOUTH CAROLINA

Charleston  WCCG-TV (5)  43,807
WIS-TV (10)  75,799
WDOC-TV (25)  31,145

Greenville  WOVL (25)  30,000

SOUTH DAKOTA

Sioux Falls  KELO-TV (11)  48,157

TENNESSEE

Johnson City  WJHL-TV (11)  31,449
Knoxville  WATE-LV (6)  40,178
Memphis  WDJT (10)  11,345

Nashville  WSMV (5)  228,654

TEXAS

Austin  KTBV (25)  31,435

El Paso  KEDY (4)  14,692
San Antonio  KTXS-TV (9)  32,487

Houston  KPRC-TV (2)  5,900

Utah

Lehi  KTVH (11)  9,240

VERMONT

Burlington  WTVT (3)  268,275
WVTM (3)  137,000

VIRGINIA

Norfolk  WQLE-TV (45)  137,500

WASHINGTON

Seattle  KOMO-TV (4)  32,140
KONV (2)  32,140

WEST VIRGINIA

Charleston  WSIX-TV (11)  11,345

WYOMING

Cheyenne  KAMC-TV (2)  32,140

KANSAS

Wichita  KFCH (6)  32,140

KENTUCKY

Louisville  WFEC (11)  32,140

KENTUCKY

Louisville  WAVE-TV (4)  32,140

KANSAS

Wichita  KFCH (6)  32,140

KENTUCKY

Louisville  WFEC (11)  32,140

KANSAS

Wichita  KFCH (6)  32,140

KENTUCKY

Louisville  WFEC (11)  32,140

KANSAS

Wichita  KFCH (6)  32,140

KENTUCKY

Louisville  WFEC (11)  32,140

KANSAS

Wichita  KFCH (6)  32,140
WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Feltzer Stations

WIZO — KALAMAZOO
WIZO-TV — GRAND RAPIDS, KALAMAZOO
WJEF — GRAND RAPIDS, KALAMAZOO
WJEF-FM — GRAND RAPIDS, KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WJEO — PEORIA, ILLINOIS
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 131."

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Alabama

Birmingham, WSUM (TV) (51), 9/2/53-Unknown.

Honolulu, KGDB (TV) (7), 8/20/53-Unknown.

Alaska

Anchorage, KAA (TV) (13), 9/18/53-Unknown.

Montreal, CFT (2), 11/15/53-Unknown.

Ontario, CFT (4), 3/19/53-Unknown.

Sudbury, CTV (5), 7/26/53-Unknown.

Hawaii

Honolulu, KGBM (TV) (9), 1/15/53-Unknown.

Kona (11), 11/15/53-Unknown.

Minturn (Brownsville, Tex.), XELD (TV) (7), 1/15/53-Unknown.

Tijuana (San Diego) KSYT (6), 12/1/53-Unknown.

Total Stations on Airt at 9/20, Total Cities with Stations on Airt 260; Total Cities In Station Area 27,848,000.

* Includes XELD-TX (9) Kivo-TV.

(a) Figures do not include 177,484 sets which station reports it serves in Canada.

(k) Number of sets not currently reported. Last report was 205,044 on July 10, 1953.

FOR THE RECORD

ALLEN KANDER
Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., N. A. 8-3233
Lincoln Building • New York 17, N. Y., M. U. 7-4242

Page 134 • December 7, 1953

Broadcasting • Telecasting
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MAINE
Poland, WMTW-TV (8), 7/8/53-4/53.
Portland, WJQB-TV (4), 7/30/53-12/20/53, NBC, WZZV.
Portland, Guy Gannett Bzsg. Service (13), 11/19/53-Spring '54, Avery-Kneidel.

MARYLAND
Baltimore, WJZ-TV (60), 12/18/52-7/1/54, Forlje.
Cumberland, WTCQ-TV (17), 11/17/53-Summer '54.
Frederick, WPTM (67), 8/25/52-Winter '54.

MASSACHUSETTS
Boston, WJWS-TV (80), 9/25/52-Unknown.
Boston, WGBH-TV (9), 7/16/53-10/16/54.
Boston, WJZD (TV) (64), 8/13/53-Unknown.
Brookline, WNEQ-TV (62), 7/20/53-Fall '54.
Loveland, WDOM (TV) (72), 6/10/53-Unknown.
New Bedford, WNET (TV) (55), 7/11/52-Fall 25.
Walker, North Adams, WMGT (TV) (74), 2/18/53-12/25/53.
Pittsfield, WSNB-TV (64), 11/12/53-Unknown.
Worcester, WAAA-TV (20), 9/12/53-Spring '54, Hollinger.

MICHIGAN
Ann Arbor, WUOM-TV (26), 11/4/53-Unknown.
Battle Creek, WSBC-TV (28), 11/20/53-January'54, Neeley-Reed.
Bay City, WSMN-TV (5), 9/17/52-Full '52.
Benton Harbor, WPHB-TV (42), 2/18/53-Unknown.
East Lansing, WKBX-TV (*550), 10/14/53-11/1/54.
Flint, WJTV (TV) (28), 7/11/53-Unknown.
Flint WDFI-TV (12), Initial Decision 7/11/53.
Jackson, WBJW-TV (45), 11/20/52-12/31/53, Foils.
Muskegon, WTVW (TV) (33), 12/23/53-Unknown.
Saginaw, WSBM-TV (31), 10/25/53-Unknown.

MINNESOTA

MISSISSIPPI
Columbus, WCBR-TV (28), 3/11/53-Unknown.
Gulfport, WCGM (TV) (56), 2/18/53-Unknown.
Jackson, WLSM-TV (12), 7/22/53-Jan. '54--ABC, Weed TV.
Meridian, WCCG-TV (30), 12/23/52-Unknown (granted STA Nov. 13).

MISSOURI
Cape Girardeau, KEFS-TV (12), 10/16/53-Unknown.
Cape Girardeau, KOMG-TV (18), 1/14/53-Unknown.
Clayton, KFUO-TV (30), 2/5/53-Unknown.
Columbia, KOMI-TV (8), 1/15/53-12/15/53, ABC, CBS, DuM, NBC, H&I Television.
St. Louis, KETC (TV) (*9), 5/7/53-Unknown (granted STA Aug. 25).
St. Louis, WIL-TV (42), 2/12/53-Late '53.
Sedalia, KDDO-TV (6), 2/26/53-1/1/54.

WFZM-TV Allentown, Pa., negotiations are completed for purchase of a 5 kw uhf tv transmitter from Allen B. DuMont Labs, with the station expected to go on the air on ch. 67 around the first of next year. At signing are (1) tve): seated, James B. Thorpe, DuMont national sales manager, and Raymond Kahn, president of Penn-Allen Broadcasting Co., WFZM-TV licensees; standing, Lou Radford, eastern district manager, and Frank O'Connell, sales representative, both DuMont.

WALONNA'S most com- mid- city-con scious station . . . .

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MONTANA
Billings, KRMH (TV) (8), 1/15/53-Fall '53.
Great Falls, KFBX-TV (5), 1/15/53-early '54, CBS, Weed TV.
Great Falls, KQMON-TV (3), 4/19/53-Unknown, Hollinger.

NEBRASKA

NEW HAMPSHIRE
Keene, WCHB-TV (45), 4/22/53-Unknown.
Manchester, WUMR-TV (9), 8/26/53-2/1/54.
Mr. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY
Asbury Park, WWTV (TV) (35), 10/2/52-Jan. '54 (tests due Dec. 7).
Atlantic City, WOCN (TV) (52), 1/8/53-Unknown.
New Brunswick, WBBN (TV) (17), 4/2/53-Unknown.
Trenton, WITM-TV (41), 7/16/53-Unknown.

NEW MEXICO

NEW YORK
Albany, WAPI (TV) (33), 6/10/53-Unknown.
Albany, WTVZ (TV) (**17), 7/24/53-Unknown.
Binghamton, WGTU (TV) (**68), 8/14/53-Unknown.
Bloomington, Great Northern TV Inc. (5), 12/2/53-Unknown.
Buffalo, WITF (TV) (23), 7/24/53-Unknown.
渔船, WSCN-TV (20), 1/8/53-Nov. '54, CBS.
New York, WIEF (TV) (**44), 1/19/53-Unknown.
Jamestown, WITM-TV (58), 1/22/53-Unknown.
New York, WTVG (TV) (**25), 8/14/53-Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52-Jan. '54.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Rochester, WBNY-TV (27), 4/2/53--Unknown.
Rochester, WRTO (TV) *(21), 7/24/53--Unknown.
Rochester, WOCY-TV (18), 6/10/53--Unknown.
San Antonio, WOAI (TV) (22), 10/14-12/15/53, ABC, Belling.
Springfield, WSPA-TV (6), 11/21-12/15/53, ABC.
Springfield, WOAI (TV) (18), 7/28/53--Unknown.
Utica, WFRB (TV) (19), 7/1/53--Unknown.
Watertown, WNTV-Tv (48), 12/23/53--Unknown, Weed Tel.

**FOR THE RECORD**

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Henry Greenfield, Managing Director

WEVD 117-119 West 48th St.
New York 19

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**TENNESSEE**

Chattanooga, WOCU (TV) (49), 8/21/53--Unknown, Pearson.
Chattanooga, WOYT (TV) (43), 8/21/53--Unknown.
Jackson, Dixie Bstg. Co. (7), 12/25-6/7/54.
Old Hickory, WLAC-TV (Nashville) (5), 8/5-11/1/54.

**TEXAS**

Boucannon, KBBM (TV) (31), 12/29--5/3, Taylor.
Boucannon, KTXM (TV) (6), Initial Decision 7/2/53.
Dallas, KTDX (TV) (23), 1/15/53--Unknown.
Dallas, KLTV (TV) (29), 2/11/53--Unknown.
El Paso, KEPO (TV) (20), 10/24-53--Fall '53, Avery-Knedel.
Fort Worth, KICO (TV) (20), 3/31/53--Unknown.
Houston, KTVF (TV) (22), 1/6/53--Unknown.
Houston, KXTZ-Tv (29), 6/18/53--Unknown.
Lubbock, KKYO-TV (8), 5/7-6/3--Late '53, Taylor.
Lufkin, KTRM (TV) (9), 3/11-1953--Taylor.
Midland, KTXM (TV) (2), 7/1/53-12/6/53, NBC, Taylor.
San Antonio, KALA (TV) (33), 3/26--Unknown.
Sweetwater, KPAR (TV) (12), 8/26/53--Unknown, CBS, Avery-Knedel.
Victoria, KNAL (TV) (19), 3/24/53--Unknown, B.
Weslaco, KRGV (TV) (5), 7/16-12/15/53, NBC, Rayner.

**UTAH**


**VERMONT**

Montpelier, WCAX Bstg. Corp. (3), Initial Decision 10/2/53.

**VIRGINIA**

Charlottesville, WCHV-TV (64), 1/29-53--Winter '54, Walker.
Danville, WBNY-TV (24), 12/18-12/7/54, Hollingsby.
Marton, WHYN-Tv (50), 4/5-5/53--Unknown, Donald Cooke.

**WASHINGTON**

Vancouver, KTVF (Vashon-Portland (Or.)), KVAN-TV (31), 9/25-11/1/54.

**WEST VIRGINIA**

Beckley, WVTI (TV) (21), 6/5-5/53--Unknown.
Pocantico, WBBM (TV) (38), 7/11-5/53-1/54--Gill-Pam.
Wheeling, WTVL (TV) (20), 11/2-5/53--Unknown.

**WISCONSIN**

La Crosse, WESH Televising Inc. (8), 10/28-5/6-15/54.
Madison, WHAM (TV) *(21), 10/7-55--Unknown.
Macon, WMAA-TV (11), 11/18-12/53--Unknown.
Neehn, WNAM-TV (42), 12/23-12/15/53, Clark.

**WYOMING**

Cheyenne, KSPR-TV (3), 8/4-5/53--Unknown.
Cheyenne, KFBC (TV) (8), 1/20-53-12/53, CBS.

**ANCHORAGE**

Anchorage, KTVA (TV) (11), 7/20-12/15/53.

**ALABAMA**

Birmingham, Mobile, WFTF (TV) (2), 7/3-5-54--Spring '54, ABC, CBS.

**ALASKA**

Juneau, KJU (TV) (4), 8/1-5/53-1/54.

**PURUETO RICO**

San Juan, WAPA-TV (4), 8/12/53--Unknown.

**BROADCASTING • TELECASTING**
WFPG-TV Altoona, Pa., claims to be the first U. S. tv station to install the new RCA Vidicon film camera chain. Inspecting part of the gear are (1 to r): Frank E. Pellegrin, Frank M. Headley and John B. Soell, all visiting from H-R Television Inc., New York; Jack Snyder, WFPG-TV general manager; his son, Don, and George Burgeon, chief engineer of the Altoona outlet. WFPG-TV, which went on the air earlier this year, operates on vhf ch. 10.

UPCOMING

THIS MONTH
Dec. 7: FTC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.
Dec. 7: Idaho Broadcasters Assn., Turf Club, Twin Falls.
Dec. 7-8: ABC executives meet with officers of 0 & o tv stations, New York.
Dec. 11: NABC-TV Affiliates' Executive Committee meets with network officials, New York.
Dec. 11: Authors League of America, Screen Writers Guild, joint meeting to merge organizations, New York.

JANUARY 1954
Jan. 6: Second session of 86th Congress begins.
Jan. 8: Daytime Broadcasters Assn., St. Louis.
Jan. 11 (week of): FCC network "giveaway" case, oral argument before Supreme Court.
Jan. 16-19: Mutual Affiliates Advisory Committee (tentative), Buena Vista Hotel, Biloxi, Miss.
Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.

FEBRUARY 1954
Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.
Feb. 21-28: Brotherhood Week.

MARCH 1954

APRIL 1954
April 4-6: American Public Relations Assn., Hotel Biltmore, New York.
April 7-10: Ohio State University, Institute for Education by Radio-TV, Columbus.
April 22-23: American Women in Radio & Television, annual convention, Kansas City, Mo.
April 28: Brand Names Day.

MAY 1954
May 23: NARTB Convention, Palmer House, Chicago.

SEPTEMBER 1954
The Strike That Proved Nothing

IT WILL be unfortunate if the New York newspaper strike becomes an arguable point in the eternal sales competition among media. Unless the strike were prolonged, the test of radio and television as vehicles of local advertising would be utterly inconclusive.

The massive advertising load of retailing operations in New York could not be digested satisfactorily by one or two media alone, without a protracted period of readjustment, notably during the peak Christmas season. Assuming that all newspapers went permanently out of business, it would take the retailing community in New York months and probably years to accommodate itself to the situation.

It is for that reason that reports of dwindling store traffic must be considered as of only momentary significance. There is no long-range conclusion to be drawn from a story in Women's Wear Daily that reported a decline in retail shopping last Tuesday following the disappearance of newspapers and newspaper ads.

If there is any lesson to be learned from that report, it is that advertising per se is tremendously important, no matter what vehicle happens to carry it. A disruption in advertising continuity as severe as that which has occurred in New York produces equal disruption at the sales counter.

Consider what would happen if the condition were reversed and all New York radio and television stations were shut down. The effects on store traffic might not be as immediate, since newspapers carry the weight of day-to-day retail advertising which in such a situation would continue. But progressive deterioration of retailing would be certain without the powerful brand name advertising of the air.

Neither the broadcast media nor the newspapers can store up really important sales ammunition in the New York strike. In an emergency such as that radio and television can only begin to fill the advertising gap; retailers who are unaccustomed to placing their major emphasis on radio and television cannot suddenly become skilful in their use; broadcasters cannot quickly convert comparatively fixed schedules to take care of an abnormal demand for time. This is not to say that radio and television failed to measure up to the crisis insófar as taking over the newspapers' editorial function of delivering news and non-advertising information was concerned. All stations expanded their news schedules and, as reported elsewhere in this issue, one even televised newspaper comics.

The point is that an emergency condition, for which all the parties were wholly unprepared, should not be used as an illustration of the strength or weakness of any medium.

Epic in Electronics

IT IS difficult to keep enthusiasm within reasonable bounds when considering the technical and economic promises of television tape recording, as demonstrated last week by RCA.

Even business rivals of RCA expressed extraordinary approval. There can be no doubt that we are headed for an electronic future of unimaginable accomplishment, and that future may be near at hand.

The future is assured not alone by RCA's development but by the industrial dynamism that brought it about. The economic competition among manufacturing and research companies in radio and television has stimulated scientific progress. Other companies are at work on tape systems and doubtless will have products to market in competition with RCA's.

The result of that competition is bound to provide rewards for telecaster and televiewer alike. Tape in color or black and white will make programming operations cheaper and presumably better, to the advantage of station and audience. It should be of immeasurable value to the independent station or the non-interconnected affiliate, because of tape's lower cost than film. It will be of profound importance in other entertainment fields.

But tape, however significant in itself, is only one of many technical developments now in the laboratories. The dynamism we speak of is certain to produce better and cheaper tv equipment of all kinds. There seem to be innumerable frontiers in the electronic media.

Lamentable Limitation

AFTER FIVE years of rather desultory study, the FCC finally has begun a new multiple ownership rule. Depending upon one's viewpoint, it is either a monstrosity or a perfect specimen.

One thing is evident: The FCC felt it had to bring forth a rule, however well or ill-conceived. Broadcasters had to know where they were going and how they would get there. It does provide ground rules.

But it hardly can be said that the rule is realistic. By what stretch can it be determined that more than the new limit of seven am or fm stations, or more than five tv stations in the hands of a single entity would constitute monopoly control? Seven am stations in scattered secondary markets might not be comparable to a single clear-channel station in a center of population, either as to influence or economic well-being.

The rule was forced, not because of aural services, but because of the brisk quests for tv stations in major markets. But here again the same logic applies. Would five tv stations—vhf or uhf or mixed—in Class B or less markets be the equivalent of five vhf stations in major markets?

At best, the FCC's action must be regarded as another compromise with expediency. Since the FCC felt it had to act, or face criticism for its lethargy, the ruling can be considered a stop-gap, to hold until the first round of tv allocations hearings runs its course. Indeed, the Commission leaves the way open both as to its future dealings with uhf station ownership and with the question of overlap among stations under the same ownership.

The FCC later must reconsider its action for another reason. It cannot forever reject the applications of those willing to provide service in inadequately-served areas by the device of an arbitrary limitation having no justifiable legislative or technical basis.

We think the FCC would have been better advised to have written a rule that would allow consideration of multiple ownership cases on their individual merits. Quasi-judicial commissions are set up to exercise discretionary powers. They do not have to live by hard and fast rules of their own making.

We can conceive of cases, because of geographical factors, where a second or third station in the hands of a particular entity might constitute monopoly control and of other cases where a dozen stations of any class could be operated by one party in the public interest, because of geography and local competition.

For the present, then, the rules are set. But there's nothing to preclude the Commission, on petition or on its own motion, from considering anew the whole question of common ownership. That time might well be when the present allocations hearing calendar is about exhausted, or at least clearly charted. And that could be in the next year or two.
Once in a while, one radio station comes close to capturing the true nature of its city... draws its strength from the same forces that have made its city great... and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh... and the station is WWSW.