IF THEY HAVE A SET
they'll see...

KOTV
CHANNEL 6
IN TULSA

KFMB-TV
CHANNEL 8
IN SAN DIEGO

Every television family in these two rich market areas can receive channel 6 in Tulsa and channel 8 in San Diego regardless of the make or age of their set. These two stations are indeed bright spots on your advertising picture. For they deliver the extra sales impact of an established audience built up in more than four years of program and advertising experience...

Represented by
Edward Petry & Co., Inc.
VIEWERS have CHOICE of THREE CLEVELAND STATIONS, ONE ASHTABULA STATION, and THE ERIE, PA. TV STATION, WICU-TV CHANNEL 12 . . . YET 78% of the SETS are TUNED to WICU-TV, ERIE, PA.!

More people in Ashtabula, Ohio (about half way between Erie, Pa. and Cleveland, O.) are tuned to Erie's WICU-TV than any other TV or Radio Station. A Pulse Survey shows that from 60 to 78% of Ashtabula people are tuned to WICU-TV at all times! Only 1% were tuned to the 3 Cleveland TV stations and the local Ashtabula TV station. That's proof positive that Erie's WICU-TV, Channel 12, is your best buy in Northwestern Pennsylvania, Northwestern New York and Northeastern Ohio.

*SOURCE: PULSE SURVEY CONDUCTED NOV. 1953*
don't throw advertising dollars away...

Buy the one Providence station that delivers the largest audience
at the lowest cost per thousand...

invest where dividends are HIGHEST!

represented by Headley — Reed
The WGAL-TV market—its people spend each year: $1,729,599,000 for retail items • $980,969,000 for food • $283,306,000 for automotive goods • $41,362,000 for drug items.

WGAL-TV—Channel 8—is received with respect and welcome by every member of the family in homes throughout its big, rich, diversified industrial and farm area. This area includes Lancaster, Harrisburg, York, Reading, Lebanon and hundreds of smaller cities and towns. Local programs and top shows from Four Networks give popular voice to every segment of this large area. When your product enters these homes it is assured friendly welcome. Join the many leading national and local advertisers who have used WGAL-TV consistently throughout its Five Years of service. Sell your products successfully, profitably. Buy WGAL-TV.

Steinman Station
Clair McCollough, President

Carefully planned, diversified local programming reaches every segment of the community. An example—the York County Kennard-Dale Chapter of Future Farmers of America being interviewed on a WGAL-TV farm program.
NEW LIGHT on tv's place in American life to be shed in upcoming Jerry Jordan survey for Radio-Electronics-Tv Mfrs. Assn. Documented evidence will show how tv is gaining high ratio of its viewing hours from time created by labor-saving appliances. It's expected to reveal, also, that worst competitors of sports events are other sports events, not 27 million television sets,charting shifts of stadium patronage from one sport to another, and from amateur to pro contests.

WITH ROBERT E. LEE confirmed for FCC, next Commissioner at bat will be John C. Doerfer, who assumed office last April to fill unexpired term of Robert F. Jones, which ends June 30. Because it's political year and Mr. Doerfer is Wisconsin Republican, indications are that organized Senate Democrats, again for attempt to raise McCarty issue on confirmation. President Eisenhower is expected to submit Mr. Doerfer's nomination about 30 days in advance of expiration.

AWARD FEVER, which for long time has beset radio-tv and seems to be getting worse in television, is arousing network officials to new attempts to quell it. Their hope: to minimize all but top, "legitimate" awards, ignoring those in which organizations bestow some "honor" on network as means of getting publicity for themselves through on-the-air presentations. One problem: advertisers often are impressed by fact that show has won some award, with result that awards can be strong sales tool. There's also feeling that radio-tv industry should confer its own awards.

TACKLING one of knottiest pending cases, FCC last Thursday and Friday discussed disposition of so-called Edward Lamb case, i.e., whether it should grant pending applications or set them for hearing, and if latter, on what issues. Mr. Lamb, attorney, broadcaster, publisher and industrialist, has been controversial figure with Sen. McCarthy overtones because of his identity with liberal Democrat causes, himself has sought hearing to get issue settled. His properties include WIKK and WICU (TV) Erie; WTOD and WRTT (FM) Toledo; WHOO Orlando, Fla.; CP for WMAC-TV Massillon, Ohio, uhf for which he seeks site change, and pending transfer of uhf WTVQ (TV) Pittsburgh to Lamb ownership. Full-dress hearing is indicated.

NILES TRAMMELL, who ought to know, predicts that Pat Weaver-Bob Sarnoff team will do big things for NBC. He feels it's ideal combination providing youth, creative ability and sound business judgment along with administrative experience.

FCC, as of Feb. 1, was "current" on all its non-hearing tv cases, with McFarland letters sent to all adversary applicants involved in hearings. This beat by at least two years original time-table which preceded "expediting" procedures initiated by Chairman Rosel H. Hyde. Pending and waiting action are substantial number of hearing cases on which reports already have been written and, in this respect, FCC isn't as current as it would like to be.

BBDO, which has announced opening of new office in Dallas [B&T, Feb. 1] also is casing Atlanta for new branch.

THERE'S SENTIMENT among FCC members to leave responsibility of determining multiple ownership issue involving tv to Congress. Now in proposed-rule-making stage, pending proposal would increase multiple ownership limit from present five to seven, only five of which could be vhf. In some quarters it's felt that Congress should establish limits.

IN APPOINTING Mary Jane Morris to secretaryship, FCC is emphasizing it was motion from within of experienced staff member, this designed to dispel notion that politics predominated, which might have been view if "outsider" had been named. Miss Morris (see story page 38), it's understood, will perform confidential duties of secretary but will not handle political or legislative contacts as did her Democratic predecessor, T. J. Slowie.

WITH APPOINTMENT of GOP secretary in person of Miss Morris, FCC can be expected to move ahead filling other top level staff vacancies. These include assistant general counsel, by virtue of resignation of J. Roger Wollenberg, and chief examiner.

AGENCY handling account of parent Westinghouse Electric Corp., Ketchum, MacLeod & Grove, of Pittsburgh, expected to land business of Westinghouse Broadcasting Co. Placements for parent company by Pittsburgh agency include professional football on DuMont and first NCAA football schedule in 1951 on NBC-TV.

WHEN WGN's Theatre of the Air performed "Madame Butterfly" at Lisner Auditorium, Washington, Jan. 29, all FCC members were invited. Present: Republicans Chairman Rosel H. Hyde, John C. Doerfer, Robert E. Lee; Independent E. M. Webster. Absent: Democrats Robert T. Bartley and Frieda B. Hennock. (Seventh Commissioner, Republican George E. Sterling, was out of town.)

LIGGETT & MYERS (Chesterfield cigarettes), New York, through Cunningham & Walsh, New York, is still looking for evening tv time availability and property for sponsorship with budget formerly spent on Arthur Godfrey.

February 8, 1954 • Page 5
Things have changed in ARKANSAS, too!

Along with so many other States in the South, Arkansas is a far better market than many old-timers think. One example: Effective Buying. Income per family is up 195.1% over ten years ago*

You can reach almost all of Arkansas, now, with one radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in the State. KTHS delivers primary daytime coverage of 250,694 radio homes. Secondary, interference-free daytime coverage includes 73 of the State's 75 counties and brings the number of radio homes to a whopping 823,881!

Write direct or ask your Branham man for all the big KTHS facts, today.

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Roberston, General Manager

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS
**Business Briefly**

**LIPTON SPOT CAMPAIGN** • Lipton's Tea, New York, through Young & Rubicam, N. Y., placing radio spot announcement campaign in about 65 top markets effective immediately for two weeks. Rising prices of coffee have stimulated increased advertising campaigns for most tea companies.

**BUICK SCHEDULE** • Buick cars, for its 1954 model, planning another three-day schedule in April, similar to January's, on about 465 radio stations. Agency: Kudner, N. Y.

**CAMPBELL AGENCY** • Campbell Soup Co., Camden, reportedly shopping for new agency. Firm currently is handled by three agencies: Ward Wheelock Co., Compton Adv. and Dancer-Fitzgerald-Sample.

**CONTINENTAL IN WEST** • Continental Oil Co., N. Y., planning radio-tv campaign in oil company areas west of the Mississippi, effective late February and early March. Agency: Bentos & Bowles, N. Y.

**BORDEN DECISION SOON** • Borden Co., New York, which dropped sponsorship of its Treasury Men in Action through its agency, Young & Rubicam, N. Y., expected to decide on replacement by end of next week. Program called Justice and People Are Funny are among those being given serious consideration for Thursday, 8:30-9 p.m. NBC-TV time. Network, it was understood, is anxious to build strong Thursday night and has approved both shows.

**WISE ON RADIO** • Wise Potato Chip Co., Berwick, Pa., planning radio spot announcement campaign, using spots three times weekly, in scattered northeast markets including such cities as Pittsburgh, Providence, Philadelphia, starting early spring for 26 weeks. Agency: Lynn-Fieldhouse, Wilkes-Barre, Pa.

**MUSICAL COMMERCIAL** • Rollman & Peck, Cincinnati, names Phil Davis Musical Enterprises, N. Y., to originate radio and tv commercial for Schoenling Beer and Burkhardt Beer.

**TEXAS CO. EXTENDS** • Texas Co., N. Y., has extended sponsorship of Metropolitan Opera broadcasts over ABC Radio on Saturday, starting at 2 p.m., EST, to include two additional performances on April 10 and 17. Agency: Kudner Agency, N. Y.

**Color Tv Group Dissolved**

THREE years of work by second National Television System Committee, industry-wide group that developed color tv standards, ended Friday as committee was dissolved by its chairman, Dr. W. R. G. Baker, General Electric Co. vice president. First NTSC developed black-and-white tv standards decade ago, with both being under auspices of Radio-Electronics-Tv Mfrs. Assn. Dr. Baker lauded members for service to American public and industry companies for sharing their developments.
When it's time to sell it's

Teletune Time

Here's a Monday through Friday participating program that offers hard hitting, daytime selling.

*Teletune Time* highlights music played by Toledo's popular Lola Smith at the console organ and sung by the lovely and talented Barbara Krall. Novelty touches are supplied by Lloyd Thaxton and Sanford, Lloyd's talking parakeet.

"The Mail Bag", a regular feature of *Teletune Time*, gives a personal touch which brings the hundreds of viewers closer to the inner workings of WSPD-TV.

*Teletune Time* is an action packed show in a market now boasting 279,029 television sets. Contact your nearest Katz agency or call ADams 3175 in Toledo.

WSPD  AM-TV
TOLEDO, OHIO

Represented Nationally by Katz
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK
ON-THE-SPOT FIRE

FIRE on second and third floors of New York's News Bldg. Friday afternoon received prompt on-the-spot coverage from WPIX (TV), News video station located on upper floors of same building. Interpreting Eloise McElhone Show, at 3:22 p.m., WPIX broadcast out-the-window pickup for more than a minute until smoke got too thick and at 3:50 p.m. repeated this live coverage. John Tillman and Jack McCarthy described incident and interviewed two pressmen trapped for brief period on third floor.

Jefferson Standard Stations Effect Staff Changes

J. WILLIAM QUINN, program supervisor of WBTV (TV) Charlotte, named managing director of new tv station to be opened in Florence, S. C., next summer by Jefferson Standard Broadcasting Co., according to Vice President Charles H. Crutchfield. Melvin Purvis, Florence attorney, will be station manager at Florence with Robert Rierson, WBT program director, taking over similar post at new outlet. M. J. Minor, Jefferson Standard chief engineer, will be project engineer in charge of construction in addition to WBT-WBTV duties. Nelson Benton, WBT-WBTV promotion super-visor, becomes Carolina news editor of WBTW. He will be succeeded by John Dillon, Davidson College publicity director. Ned Burgess, former associate editor of Mt. Holly News, is now WBT-WBTV publicity director.

New ABC Chicago Studio

PLAN for completion of new $155,000 tv studio in Morrison Hotel this week announced by ABC Chicago. Terrace Casino will be fifth tv studio for network there and be used for special programs, including simulcast of Don McNeill Breakfast Club starting Feb. 22. Construction of complete commercial studio near dining room for delivery of sponsors' messages now underway. tv control room completed this past weekend.

Today Participations

GENERAL Electric Co. (Electronics Div.), Syracuse, through Maxon Inc., N. Y., has bought 21 participations on Today (NBC-TV, Mon.-Fri., 7-9 a.m. EST and CST), starting March 2 and ending April 29, and Curtis Pub. Co., Philadelphia, through BBDO, N. Y., has extended its contract on same show to include four more participations for Saturday Evening Post and Ladies Home Journal through Feb. 24.

UPCOMING

For other Upcomings see page 113.

UNIVERSITY STUDY OF Mutual-WOR Study Underway

STUDY of Mutual-WOR New York operations to be made during next few weeks by management consultant firm of R. A. Lasley Inc. as part of General Teleradio phase of Lasley's overall study of parent General Tire & Rubber Co. General Teleradio President Thomas F. O'Neill announced Friday. Asserting confidence that study would have major significance for growth of General Teleradio in radio, tv and tv film field, Mr. O'Neill noted that Lasley firm's overall study was launched last year with view toward improvement and coordination of administrative functions between various divisions of General Tire Co.
Executive and Publication Headquarters

Broadcasting * Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, Editor and Publisher

EDITORIAL

Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Carl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Lawrence Christopher, Technical Editor; David Berlyn, Harold Hopkins, Don West, Assistant Editors: Patricia Kielly, Special Issues; Staff: Ray Ahearn, Jonah Giliitz, Louis Rosenman; Editors: Assistant: Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Harriet Starod, Gladys L. Hall, Secretary to the Publisher.

BUSINESS

Maury Long, Vice President and General Manager; Ed Sellers, Southern Sales Manager; George L. Dant, Advertising Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadl, Fred Reidy, Shirley Harb, Mary Jeffries, Betty Bowers; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION & READERS' SERVICE

John P. Cosgrove, Manager; Elwood M. Slee, Subscription Manager; Robert Deacon, Anne Fiedler, Doris J. Frazier, Joel H. Johnston, Leil Millar.

BUREAUS

NEW YORK

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

EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Pani-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 Osborne, News Editor.

HOLLYWOOD


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


SUBSCRIPTION INFORMATION

Annual subscription for 22 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (52d issue): $9.00. or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING * TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage.

Regular issues: 52¢ per copy; 52d and 54th issues: 70¢. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $1.00 per year.)

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

BROADCASTING * TELECASTING 1954 Edition:

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING Magazine. The name was changed to BROADCASTING in 1933 and was acquired in 1933 by Broadcasting Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1954 by Broadcasting Publications Inc.
A REAL PIONEER NEVER STOPS PIONEERING

WJTV

Mississippi's Pioneer Television Station
is pioneering again and will be the FIRST STATION IN THE SOUTHEAST UNITED STATES to transmit in COLOR

JACKSON, MISSISSIPPI

Mississippi's Pioneer Television Station

John Rossiter,
General Manager

Owned by Mississippi's two State-wide Newspapers

The Clarion Ledger
Primary Affiliate

CBS

JACKSON DAILY NEWS
DuMont

REPRESENTED NATIONALLY BY THE KATZ AGENCY
At Home Abroad

EDITOR:

Not too long ago we [read] an excellent article on color television from your Jan. 4 issue of Broadcasting • Telecasting magazine. It was entitled "Color Television, Its Introductory Year Begins."

This article was most informative and we feel would be of interest to our overseas offices. Therefore, I would appreciate if you could send us about a dozen copies for distribution overseas and here in our New York office.

Bertha Cola
Radio-TV Department
McCann-Erickson
New York

EDITOR:

I wish to become a subscriber to your magazine Broadcasting • Telecasting . . .

I recently saw a copy of this magazine in the library of a "USA TODAY" exhibition organized by the U. S. Embassy here. I found the magazine very interesting and stimulating, particularly the technical and commercial advancement of a free industry in a free country. It was like a breath of fresh air.

T. Buckley
Leeds, Yorkshire, England

EDITOR:

As a keen reader of B&T and with an added interest in your International section, I thought this item might be of interest to you all.

On Jan. 11, New Zealand’s first telecast was made in Wellington, when station 2XSL-TV, relayed the civic reception to Her Majesty the Queen and His Royal Highness the Duke of Edinburgh. The telecast was viewed by viewers in radio stores, hospitals and at the Wellington show. The receivers are of local manufacture. Short periods of blackout while lenses were adjusted for long shots to closeups could not be avoided because only one camera was allowed in the hall, but the over-all definition was excellent.

Best wishes to B&T and I look forward to your new publication each week, have confirmed reception of over 650 of your broadcasting stations . . .

Arthur T. Cusen
Invercargill, New Zealand

Announcers: Please Note

EDITOR:

Now that the president of Turkey is in the U. S., I look forward to all sorts of fascinating pronunciations of his name—and probably all wrong.

Why is it announcers will not look up, nor have looked up, right pronunciations of surnames and place names? Some, in fact, seem to take pride in announcing their ignorance—even those who give away encyclopedias and atlases . . .

Please, won’t someone give the boys a pronunciation biographical dictionary and gazetteer they can keep around the studios?

C. P. Holway
Chicago

New Stations

EDITOR:

Would you want to make it easier on a subscriber? Possibly thousands of us? Well, here’s how.

Each week you publish a commendable and ever-increasing list of television stations now on the air. This week the total is 359. Next week it will be 361, then the following 366.

The figures mentioned here may not be the exact ones, but it’s a duck soup cinch they’ll be on the increase.

Well, here’s how you can help us . . .

Could you add a [footnote saying:] "New stations added to this week’s listing are: . . ." And include the cities and call letters.

I have a complete card file of all tv stations. It drives my poor secretary batty when she has to run through the entire listing to discover what new cities have been added in the current issue . . .

Arthur T. Johnston
Radio & TV Dept.
Selvage, Lee & Chase
New York

[EDITOR’S NOTE: The request of Mr. Johnston and other readers will be obliged. Henceforth, new stations added each week will be listed in the heading of the weekly Telestatus.]

Battle of Superlatives

EDITOR:

Your January 25 issue, page 32, shows a breakdown of total advertising in the United States during 1953. These preliminary figures reveal that the volume of local newspaper advertising is more than six times that of local radio advertising.

On page 90 of the same issue, under the heading "Programs and Promotion," you reproduce a newspaper advertisement by a Washington radio station.

In other words, the greatest mass medium in the history of mankind has no more imagination than to pay money to its bitterest (and wealthy) rival, and definitely its inferior as a mass medium, to tell a mass audience about its (radio’s) accomplishments. Can you blame a local advertiser for believing, 6 to 1, that newspaper is his best medium, when he sees radio stations themselves confirming that opinion?

I haven’t noticed newspapers pouring any of their lush proceeds into the pockets of radio stations. There would be ample justification for them to do so since radio is a better mass medium. But they have a good mass medium of their own, and they have sufficient logic, plus strength of conviction, to patronize their own medium to the virtual exclusion of radio . . .

Ernest N. Thwaite,
Pres. & Gen. Mgr.
KFUN Las Vegas, N. M.
KRTN Raton, N. M.

Government Gripe

EDITOR:

Just got the word that a fee of $325 has been proposed for filing with FCC.

I presume the radio industry will take it lying down.

Wonder how loud the squawk would be if the Post Office Department decided to withdraw newspapers’ free mailing privilege?

Is KBUD now expected to continue donating free time to about six different government agencies, and pay for the privilege, while our local newspaper gets free government service —and gets paid for recruiting and other ads?

And when does the government start a schedule of fees for police protection, fire protection, etc.

J. B. McNutt Jr., Gen. Mgr.
KBUD Athens, Tex.

[EDITOR’S NOTE: Newspapers do not get free mailing but the next thing to it. In their home counties their second class mail privilege costs one cent per pound for bulk distribution.]
KVTV, SIOUX CITY, IOWA REPORTS ON G-E 5 KW HIGH CHANNEL TRANSMITTER:

"We at KVTV knew that when we ordered our General Electric television transmitter and antenna, that we could expect good performance, but I am pleased to tell you that the efficient functioning of this equipment, together with the clarity and stability of our picture over even the very fringes of our area, have vastly exceeded our expectations. Many people who have been observing television for years in other parts of the country have visited us and have consistently remarked on the excellent performance of our G-E equipment. Your technicians were most courteous and cooperative and eager to be of every assistance. We are tremendously proud of our General Electric television installations, as I am sure, you must be also. We are indeed a satisfied customer."

Robert R. Tincher
Vice President & General Manager
Cowles Broadcasting Company

Why go on the air with a G-E television transmitter...top-notch General Electric engineering know-how has provided extreme signal clarity and maximum area impact! G-E offers broadcasters a complete line of proved-in-operation equipment...a single source of responsibility for supplying all your broadcast needs. Recognize the quality of G-E equipment performance...take advantage of G-E responsibility today!

COMPLETE TELEVISION EQUIPMENT FOR VHF AND UHF

DESIGN FEATURES OF A G-E 5 KW HIGH CHANNEL TRANSMITTER:

- Completely Air-Cooled.
- Add High Power Amplifiers...designed for simplified power expansion when you want it.
- Increased Accessibility.
- Low Power Consumption.
- Extended Tube Life...conservative operation below maximum rated output.
- Lowest Possible Installation Expense...coded cable harness included.
- Supervisory Lights.

General Electric Co., Section X223-6, Electronics Park, Syracuse, N. Y.
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
LYNN COLE
Famous for his rich baritone voice and pleasing personality.

CURLY FOX and MISS TEXAS RUBY
Southwest's best in American folk music

DON ESTES
Former NBC artist and popular RCA-Victor recording vocalist

THE TUNE-SCHMITTS

MARIETTA
Dorsey, Ted Lewis, and Art Mooney alumna. Blonde and gorgeous!

PLUS
LEE NORTON
JANET SMITH
THE FOXXCHASERS
PANCHO
LEE MUSARA
FRANK SULLIVAN
THE DAY DREAMERS
LILA LEE
JOHNNY NASH
GRACE CRESWELL
AND OTHERS

KPRC
HOUSTON

NBC and TQN on the Gulf Coast
JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.
executives with Brewing of balanced advertising program among media, to media, or television, own heavily the characterized the company's relationships

Mullen Jr., one of the youngest advertising radio -TV broadcasters who deal with Miller Brewing Co. hold high regard for Vernon Mullen Jr., one of the youngest advertising executives with a major brewery today. This in itself is a personal tribute to Mr. Mullen, advertising director of Miller. It also is indicative of the type of approach that has characterized the company's relationships with the broadcast media on which it has banked heavily in recent years.

Miller's phenomenal rise in the brewing industry and emergence as an annual $2.5 million radio-tv account closely parallels Vern Mullen's own increasing stature since he joined the brewery on March 15, 1950. And while Mr. Mullen has never worked specifically in radio or television, he now is an acknowledged member of the broadcasting fraternity.

Miller has been an ardent user of both media, particularly special events programs, and probably has done as much as any brewery to bring quality and prestige to beer advertising. Mr. Mullen thinks of radio-tv this way: "We've never gone overboard for an unbalanced advertising program among media, but we have always siphoned more into radio and tv as part of a balanced program as our overall budget increased," he says.

In point of fact, Miller allows about a third of its $7 million-plus budget for broadcast media.

Mr. Mullen is the man behind the placement of a host of special programs which Miller has sponsored the past four years since he assumed the duties of advertising director. The most recent: Miller's commitment for the dramatic works of Robert Sherwood on NBC-TV; radio-tv rights to the Chicago Tribune's All-Star pro-college football game and Golden Gloves fights and regional network radio rights to all 1954 Milwaukee Braves ball games.

Some of the other broadcast buys that keep Mr. Mullen busy are these special events and programs which Miller bought up the past four years: March of Time on tv; Lawrence Welk on radio; Crusade in the Pacific; pro football championship and playoff contests on both radio and tv; First Nighter on radio; Green Bay Packers football and Milwaukee Brewers baseball; college and pro basketball schedules in Wisconsin.

Vern Mullen is a native of Aberdeen, S. D., where he was born Jan. 16, 1918. He came from an advertising family: His mother was in public relations and Vernon's father was advertising manager of the Aberdeen News. They moved to Waukesha, Wis., where young Vernon attended high school and was graduated cum laude from Carroll College in 1939. He was yearbook and newspaper editor at Carroll.

Even before his graduation he sold advertising and printing, spending 18 months at the Fowie Printing Co. He majored in history.

Mr. Mullen joined the J. C. Penney Co. in 1940 as director of advertising for its Milwaukee stores. In 1942 he joined the Army Air Force (394th Bomb Group), serving overseas for 26 months in England, France, Germany and Holland. He was awarded the Bronze Star Medal.

Upon his return from service, Vern Mullen decided some advertising refresher courses were in order. He accepted a position at National Enameling & Stamping Co., (now Nesco Inc.) as assistant advertising manager. He moved up to advertising manager eight months later at the age of 28, remaining until March 1950.

Miller had used some local programs and spots before 1949 when it began a program of expansion that took it out of the classification of the small regional brewery. It sought a young man who had had some grounding in a highly competitive field and gave Mr. Mullen the job. At 32 he was probably the youngest advertising executive of any major U. S. brewing firm.

As in the case of its commercials and other advertising appeals, Fred Miller, the brewery's dynamic president, showed good taste. Under Mr. Mullen's advertising know-how, Miller zoomed from 11th to 5th in point of sales reported in barrels. (Its sales volume rose over 278% from 1947 to 1952 alone.)

Mr. Mullen's views are expressed in a basic operating theory at Miller's: The best broadcast buys are special events, which lend themselves to merchandising enthusiasm at the dealer level. (Miller doesn't want to commit itself to 39-week contracts for network tv at the present, although "radio is different," Mr. Mullen explains.)

Under Mr. Mullen's able hand, Miller carries its concept for good taste right down to the program itself, exercising the right to review dramatic scripts and commercials alike in the pursuit of quality.

Mr. Mullen is a vice president of the Milwaukee Advertising Club, and is serving his fifth year on its board of directors. He also has been active in local Red Cross and Community Chest campaigns and other civic affairs.

Mr. Mullen married the former Geraldine Corman, one-time home economics director for the Deepfreeze Corp., in April 1948. They have one son, Terrence Michael, 3.

The family lives in Wauwatosa, a Milwaukee suburb. His hobbies are hunting, fishing and golfing. And, of course, Mr. Mullen follows the Braves with a fan's as well as a professional's interest.
Smallest, finest Studio Sync Generator ever built!

**RCA Type TG-2A**

**Completely new throughout** — and incorporating a revolutionary new multivibrator circuit — Type TG-2A is, we believe, the ultimate in synchronizing generators. It combines all synchronizing functions into a single chassis (includes a Genlock, a Dot Generator, a grating generator, and a regulated power supply). It takes only 21 inches of rack space (one-third that required by other sync generators) — is so compact you can easily install two of these units (one a stand-by) and an RCA changeover Switch MI-26289 in a single rack. It uses fewer tubes than other sync generators (38 miniatures, 2 rectifiers). And, of course, the TG-2A can be operated in conjunction with a Color Frequency Standard.

RCA Type TG-2A's are now available for all TV stations — VHF and UHF. For technical details and delivery information, talk to your RCA Broadcast Sales Representative.

Only RCA's TG-2A has these features

- In a SINGLE standard chassis it includes: — a synchronizing generator, Genlock, dot generator, grating generator, regulated power supply
- Entire unit takes only 21 inches of rack space
- Only 4 operating controls
- Adjustable pulse output voltages
- Pulse outputs have sending end-terminations
- Adjustable "front porch" width
- Operates with Color Frequency Standard
- Can be remotely-switched to Genlock operation
- Provides Dot Convergence Pattern
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)
- Test jacks for circuit checking
- Pulse widths and delays STABILIZED against tube aging
- Choice of 5 ways to control basic frequencies
- Characteristics more than meet FCC and RETMA standards
Telenews Wins TV Poll Again!

Telenews news films—for the second year in a row—have been voted television's best in The Billboard's Annual TV Film Service Awards.

International News Service—exclusive distributors of Telenews news films since 1948—is proud that these products again have been honored with first place in this industry-wide poll for the "best over-all job of film quality" among the TV news film services.

Long the pacesetters in the TV news field, the famous Telenews news film services are now being produced by Hearst Metrotone News Inc., which is pouring into this operation its unparalleled global film procurement and production facilities.

The Telenews label—recognized and honored throughout the television industry for the finest and most dependable quality of news film—also is your guarantee of world-wide coverage that is without peer for scope, speed, and volume.

THE FAMOUS TELENEWS NEWS FILM SERVICES

TELENEWS DAILY
Superb daily news-reel coverage of world events. Furnished Monday thru Friday in multiple shipments from New York and Washington.

This Week in Sports
An action-packed, 15-minute program of current sports news on film... completely voiced and scored. Shipped each Tuesday.

TELENEWS WEEKLY
Comprehensive, 15-minute program of world news highlights on film... completely voiced and scored. Shipped each Friday.

INTERNATIONAL NEWS SERVICE
(Exclusive distributors of Telenews news film services)
Robert H. Reid, TV Sales Manager - 235 E. 45th St., New York 17, N. Y.
IN REVIEW

SECRET STORM

Network: CBS-TV
Time: Mon.-Fri. 4:15-4:39 p.m. EST
Sponsor: (Mon.-Wed.-Fri. segments) American Home Products Corp.'s Whitewall Pharmaceutical Co. and Boyle-Midway Inc. divisions.
*credit: Blow Co. and Geyer, Adv.
Cast: Halla Stoddard, Peter Hobbs, Jean Mowry, Dick Turk, Russell Hicks, Marjorie Gaterson.
Program Supervisor: Kay Winsor
Producer: Richard Dunn
Director: Gloria Monty

INITIAL telecast of CBS-TV's new 15-minute daytime serial, Secret Storm, got off to a whirlwind start. Within the span of 12 minutes allotted to the unfolding of the story, there emerged the picture of a jealous sister-in-law; the suggestion of a broken romance between said sister-in-law and her brother-in-law, and the indication there is going to be a struggle for power between the sister-in-law and the brother-in-law for control of the family business. Then week in terms of a gripping, worthwhile telecast.

On Jan. 31 viewers got a look at the science and intricacy of mountain climbing in a special NBC-TV one-hour program titled K-2, The Savage Mountain. The utterly realistic of the films and tape recordings of the attempted ascent of K-2, a still unconquered peak surpassed in height only by Mt. Everest, supplemented by authentic commentary and narration proved stimulating video fare. The telecast completely justified NBC's interest in the climbing party which came within 2,700 feet of the top of K-2 before members turned back in a futile attempt to save the life of one of the men who had become seriously ill.

In addition to films of the actual climb, NBC used some introductory shots of members of the climbing team taken in their respective home towns. These segments were handled by a professional narrator. But when the expedition got under way, two members of the team filled in with commentary giving the program a more authentic note. The vocal variety achieved by using different members of the team to narrate the program eliminated the possibility of monotony which could have resulted if only one member had handled all narration.

The party managed to deliver some excellent shots in spite of the hazards of their ascent. Parts of their story when the going was too rough to allow time for any camera work were filled in with tape recordings which gave an account of incidents which they were unable to film. To update films of the climb, NBC took some current pictures of the climbers when each was asked to give his own impressions of the attempted ascent. Without exception they all want to try it again—perhaps next year. It's a safe bet that NBC will make that trip, too.

BOOKS


THIS volume might better have been named "The History of Shocking Advertising" for the author devotes 100 words to the excesses and abuses of advertising to one word for its good points. Despite, or perhaps because of its bias, this chronicle of advertising from the 17th Century to the present should interest anyone concerned with advertising, even if at times it annoys him more.

HOW TO LIE WITH STATISTICS, by Darrell Huff, with pictures by Irving Geis. W. W. Norton & Co., 101 Fifth Ave., New York. 142 pp. $2.95.

FOR those who must at times deal with statistics—ratings, cost-per-thousand, audience composition and the numerous other data of broadcasting and advertising—this little book is required reading. It would have been more helpful to the statistical novice if the author had defined such esoteric terms of the statistical trade as "extrapolation," to say nothing of the more common "mean," "median" and "mode," but even so, the information is well worth a few trips to the dictionary. For the professional fact-and-figure boys, the volume offers enough valuable examples of misused data to perhaps make them stop and think the next time. The illustrations gaily but effectively drive home the author's arguments.

KSTP and KSTP-TV have the greatest and finest facilities of any Radio and Television station in the nation at its expanded Television City site where the Twin Cities meet.

LAST June, an eight-man climbing team set out to conquer the world's second highest mountain peak located in Northeastern Pakistan. Six of them were Americans. Added to the quantity of supplies which climbers must take with them on a lengthy expedition were several pieces of equipment that had never before been included on a mountainer's supply list—cameras, film and tape recorders which had been furnished by NBC. The futuristic planning by the network paid off nicely last
Busy Market...

If you want a picture of the business going on in the front of the store, glance at the cartons out back. By and large, they'll be these, the brands you've heard about most. They're all on CBS Radio! And they've been there, on the average, eight years... where America listens most:

THE CBS RADIO NETWORK
George Polk, 25, timebuyer for BBDO, New York, already has been marked as one of the leaders of the rising generation of media men.

"The boy's brilliant and he's eager," one of his older colleagues volunteered. "There'll be no stopping him if he keeps up his present pace."

"He dominates the statistics he works with," said another. "He digests them at a glance and he knows what they mean. What he doesn't know, he darn well learns—and fast. He's not just interested in his work—he's enthusiastic!"

Youthful-looking George Polk was more modest and direct in assaying the reasons for his swift advance and striking promise: "I like it; one can always work harder at something he truly enjoys."

Indeed his record is impressive. Three years ago he was a messenger boy at BBDO; today he is an important member of the agency's huge media department.

Not only does he look after the radio-tv time purchases for several of BBDO's clients with large broadcast media budgets, among them Lever Brothers and General Mills, but he also works intimately with the overall broadcast plans for agency accounts.

Moreover, he is a member of the four-man committee at the agency which screens syndicated films for clients. The recommendations of this group influence significantly the plans and actions of its advertisers.

It is Mr. Polk's further and somewhat self-imposed function to attempt to keep good availabilities within the shop. If, in his time-buying capacity he learns of an imminent and exceptional opening on a station, he directs the availability to all timebuyers in the agency who conceivably could avail themselves of the time spot for their particular accounts.

A native New Yorker and a bachelor, Mr. Polk was educated at Erskine College, S. C., where he majored in history. In June 1950 he received his B.A. degree. While attending school he had his first brush with advertising, selling time for WANS Anderson, S. C. Upon graduation he returned to New York, and three months later joined BBDO in his fateful capacity as messenger.

His hobby is photography.
WIN A TRIP TO Sun Valley IDAHO

Send No Box Tops From Our Products

No contest this for coupon clippers . . . contest clubs . . . and jingle rhymers! Boxes keep their tops. Labels stay on their cans.

Housewives, ice men, store clerks needn't bother to enter. This is a contest for the trade only—the television, radio, agency people, time buyers, and advertising personnel who know a great slogan when they write one.

Omaha's most-viewed television station—KMTV—wants to trade a week's vacation for 2 at Sun Valley for a 4-word slogan that pithily expresses its tremendous selling power in the rich Nebraska-Iowa market.

No "25 words or less . . ." mind you. Or a testimonial as to why you like KMTV's popularity-packed local, CBS, ABC, and DuMont programs; its more dependable signal; or its 230,000-set market. Just 4 short, punchy words.

To recuperate from the creative ordeal, the winner has a free week for 2 of skiing, fishing, horseback riding, etcetera, at Sun Valley. And if that doesn't appeal to you, try for one of these other rejuvenating prizes.

GRAND PRIZE—a week for 2 at Sun Valley
  2nd prize—a case of imported champagne
  3rd prize—a case of imported scotch
  4th prize—a case of bonded whiskey

Here's all you do

Write a slogan of 4 words, each word to start with one of the station's call letters—K-M-T-V, in any order. Send your slogan on company letterhead to Television Center KMTV, Dept. 3, Omaha, Nebraska.

All entries become the property of KMTV. The decision of judges shall be final. In case of ties, earliest postmark and originality of presentation will determine the winner. Contest closes March 15, 1954.

Television Center
KMTV
Channel 3
May Broadcasting Co.

Grand Prize
A Week for Two at Sun Valley IDAHO

Includes:
- First class rail transportation for 2, to and from Sun Valley.
- First class accommodations for a full week for 2 at Sun Valley.
- $200 cash for meals and the use of the Sun Valley facilities.

Enjoy These Activities
- Swimming
- Fishing
- Golf
- Skiing
- Horseback riding
- Skating
- Dancing and evening entertainment

Winner may schedule trip anytime in '54. 2nd, 3rd, 4th prizes will be sent immediately after judging. Cash equivalent for non-drinkers or winners in states prohibiting shipment of liquor.

To help you win, two booklets have been prepared by KMTV—a special fact presentation, "The Story of TV in Omaha", and a colorful "KMTV Tour" booklet. See your Petry man, or write KMTV for your copies, today!
The pleasures of the table are never more satisfying than when selection of the fare is made under the guidance of a skillful maitre d'hotel. Under these circumstances you are served a repast chosen and prepared according to your specific desires.

A parallel exists in national sales representation. Because the needs of stations vary so widely, ready-made sales activity designed for average conditions, can never achieve the greatest sales potential. The nature and amount of activity must be determined by the individual requirements of each station.

Twenty-one years of experience has developed in the Raymer Company a policy of Personalized Representation based on just these principles. Carefully administrated time and effort first go into the analysis of the specific advantages and special features of each station. These are then presented in the manner most convincing to the individual buyer, to the individual national advertising account.

The proper share of business for each Raymer station reflects the accomplishments of this kind of representation à la carte.
Another Reason Why WPTF is North Carolina's Number One Salesman

Front Man .... Clyde (Pineapple) Mitchell

Here's the man who puts WPTF-advertised products OUT FRONT in the retail stores in the prosperous Raleigh-Durham area. He's Clyde (Pineapple) Mitchell, contact man in the WPTF Merchandising Plan. He's a college man with prior merchandising experience with General Foods and Philip Morris. If you sell grocery or drug products, let Pineapple help get your brand OUT FRONT in North Carolina. For details on the WPTF Plan (or how Pineapple got his nickname), contact Free and Peters or WPTF.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT. Sales Manager
BROADCASTING

BASEBALL RADIO-TV HEADED FOR NEW RECORDS IN SALES

Ball parks are still frozen and deserted, but front-office negotiations with advertisers, their agencies and stations are at white-hot pitch as contracts are being signed, sealed and delivered for an upcoming season of record broadcast coverage.

Radio and television coverage of baseball, a $35 million package last year, will reach a new all-time record this year.

With the season opener still two months away, present negotiations by sponsors point to much radio coverage this year. Television, too, will increase but the picture is not yet definite at this point.

Last year 1,200 radio stations carried play-by-play baseball, flanked by pre-game and post-gameadjacencies that netted important income to broadcasters.

Only a score of tv stations carried baseball last year. Firm contracts already signed don't justify predictions but it's obvious there won't be any decline in video coverage. On the other hand there may be more major league coverage if Pittsburgh, for example, drops its television ban--on home games, at least. With 150 or more new tv stations on the air since last summer, there's a good chance some of the minors will get into sponsored tv.

Radio-Tv Sales Offset Losses

While baseball operators aren't willing to admit it, they are counting on radio-tv income to offset known losses in attendance and to build new fans. They blame their losses on radio and tv but professional baseball has been hit hard by such competing recreations as horse and harness racing, more extended vacation travel, motorizing and amateur sports.

Most of the old-line baseball sponsors will be in there pitching when the season opens in mid-April, and some of them will soon be sending tapes and tv reels from the training camps.

The list of sponsors includes such familiar baseball names as Atlantic Refining and Sinclair, in the petroleum field; Miller, Valley Forge, Ballantine, Narragansett, National and Budweiser beer; Chesterfield, White Owl and Lucky Strike sponsors; Ford and Buick dealers, Coca-Cola and Colgate.

Two areas will show spectacular increases in baseball coverage this year--St. Louis and Milwaukee. The Anheuser-Busch radio schedule for the company's St. Louis Cardinals team will include more than 100 stations plus an important lineup for farm teams. The impressive showing of the Braves in its first year at Milwaukee aroused keen interest in the team far into the reaches of Wisconsin and neighboring states. Miller's beer is setting up a bigger regional hookup, with a score of training camp games included.

These areas alone involve big money for rights and facilities. Then there are the usual regional networks for the Boston, Philadelphia and Pittsburgh teams, with Atlantic Refining and a group of co-sponsors feeding the games to millions. Atlantic also will co-sponsor Yankee games on the New York team's special network.

Mutual is planning its annual Game-of-the-Day pickups for nationwide coverage but plans haven't been announced. President Thomas P. O'Neill told MBS affiliates at their Biloxi, Miss., meeting in January the network would have baseball again but he couldn't yet reveal details. Regional sponsorship is planned.

With contract negotiations still running, major and minor league magnates are sound-ful pleadings don't appear to have moved the majors to sympathetic action.

Many of last year's sponsors of dugout interviews and adjacencies are returning this year, with familiar voices and faces appearing once more. This satellite coverage was estimated in 1953 to be a $5 million package and the 1954 total seems likely to be higher—perhaps a good deal higher.

A new phase of 1954 coverage will be the switch of the St. Louis Browns team to Baltimore where it becomes the Orioles. WMAR-TV and WAAM (TV) will share 26 home and 30 away games. National Beer will sponsor the complete schedule on WCBM. Possibility of a regional tv hookup along with a big radio hookup is developing. Kenyon & Eckhardt is National's agency.

National also will sponsor half of the Senators' games on WWDC Washington and an enlarged video schedule on WTTG (TV) that city, plus a WWDF-fed radio hookup.

It is estimated a total of about $2.5 million dollars will go into sponsorship of radio and television coverage of the Philadelphia Athletics, Boston Red Sox, Philadelphia Phillies and Pittsburgh Pirates.

Atlantic Refining Co., Philadelphia, through N. W. Ayer & Son, Philadelphia and New York, expects to spend more in its sponsorship of the above four clubs than ever before, a spokesman told B&T. Negotiations with specific stations are still underway.

Phils, Athletics Co-Sponsored

Atlantic will co-sponsor the Phillies and Athletics on radio and television in the Pennsylvania and New Jersey area along with Liggett & Myers and Adam Scheidt Brewing Co. Atlantic, Liggett & Myers and Narragansett Brewing Co. will co-sponsor the Red Sox on a New England radio network of 40 stations and probably on WNAC-TV and WBZ-TV Boston as well as WHDH (radio) Boston.

A co-sponsor not yet signed, Atlantic will underwrite the Pittsburgh Pirates in Western Pennsylvania in both television and radio. Atlantic and Ballantine beer will sponsor New York Yankee games on radio only in New York State on the "Home of Champions Network," without an outlet in New York City.

During the training period, Atlantic and its co-sponsors will underwrite a schedule of 20 Red Sox, Athletics and Phillies games on radio alone, plus a smaller schedule of games of the Pirates. Cunningham & Walsh, New York, is the agent for Liggett & Myers and Narragansett Brewing.

Liggett & Myers' 1954 schedule of sponsorship of baseball games will be similar to that of last year with the dropping of a San Francisco game a week on tv and the dropping of the Chicago Cubs on radio only. In Los Angeles, Chesterfields (Liggett & Myers) along with East Side beer (Warwick & Legler) and Ford dealers (J. Walter Thompson Co.) will co-sponsor the Los Angeles Angels and Hollywood Stars on KHD-TV for 23 weeks.

Chesterfield and Hamms Beer will sponsor...
RADIO NEWSREEL

CHICAGO Cubs and White Sox games on WGN-TV there.

For the seventh consecutive year Chesterton will sponsor the New York Giants games on WPIX (TV) New York. The Giants-Palmolive Co., Jersey City, through Sherman & Marquette, New York, has bought half of the WPIX Frankie Frisch Show preceding all home games of the Giants. Chesterton is still in negotiation in Philadelphia.

Ballantine & Sons, Newark, through J. Walter Thompson Co., New York, will sponsor on WPIX (TV) all the New York Yankee games, except that the third and seventh inning of each game will be sponsored by White Owl cigars, through Young & Rubicam. Ballantine also co-sponsors with Atlantic Refining the radio coverage of the Yankees. Ballantine will sponsor the Chicago Cubs games.

Schafer beer and American Tobacco Co. (Lucky Strikes) will sponsor the Brooklyn Dodgers on WWMG and WOR-TV New York. WMCA will carry Giants games under Chestertonship.

Cameo cigarettes, through William Esty Co., New York, will sponsor Red Barber’s 15-minute broadcasts before and 10-minute broadcasts after all Yankee games on WPIX.

Monarch Buick Buys

Monarch Buick Co. (Buick dealers), New York, has contracted for all radio spots immediately following the Yankee baseball pre-season exhibition games on WINS New York effective March 6, and also uses the radio spots following the regular season games. The pre-season schedule is entering its fourth straight year of sponsorship. William Warren, James & Delaney, New York, is the agency.

Falstaff Brewing, St. Louis, through Dancer-Fitzgerald-Sample, New York, has been negotiating for radio sponsorship of either the Chicago Cubs or Chicago White Sox.

Plans also are being firm up by Miller Brewing Co. for regional radio network coverage of all Milwaukee Braves home and road contests, as well as at least 20 spring training clashes, with WEMP and WTMJ, that city, as key originating outlets. Thirty stations have committed themselves and negotiations are underway involving an additional 25 outlets. Mathison & Assoc., that city, is the agency.

TWO MINOR LEAGUES PROTEST CARDS’ PLAN

PLANS by Anheuser-Busch (Budweiser beer) to broadcast the National League baseball games over some 120 stations have evoked protests from two minor leagues and aroused concern among others.

The opposition was raised after George Trautman, head of the minor leagues, met with major league executives and Baseball Commissioner Ford Frick in New York Jan. 30.

The protests were made by the Three Eye League, headed by Harold Tottoen, former sports announcer, station manager and radio farm service director, and the Western League, with George Barr, former National League umpire, as president.

Mr. Trautman warned that unless the major league baseball clubs curb their radio broadcasts and telecasts in major league territories, baseball will continue “to suffer at an alarming rate.”

Mr. Totten charged the Budweiser-owned Cards would “monopolize broadcasting facilities” and compete directly with teams in seven of the Three Eye League’s eight cities. The Cards revealed the plan more than a fortnight ago [BT, Jan. 25].

It was understood the minors have obtained a receptive ear from the major leagues on this subject, and it was held plausible Commissioner Frick might take action in view of the abolition of baseball’s old rule 1-D, which protected teams under the 50-mile provision.

An executive familiar with the Cards’ plan said the charges were based on misinformation and denied any stations were prevented from airing local minor contests. He also denied that sponsor rights for Budweiser involved any $25,000. The station owner of the minor league city, claiming the highest price paid was $15,000.

Mr. Trautman said baseball lost 26 million in attendance over the past five years. He said he did not attribute the loss entirely to radio and TV, but they are “strong contributing factors.”

Mr. Frick said later that major league owners had not discussed the situation with Mr. Trautman but merely had listened to his objections. He thought the league owners would discuss the matter at their meetings.
MORE P.I. OFFERS FLOOD STATIONS

Eloquent pitches extol great benefits for broadcasters willing to sabotage their rate cards in behalf of such commodities as mineral water and bathroom gadgets.

TWO ways of meeting a recession, or depression, have been offered to the nation's top business executives, laid plans for a vast campaign to sell America to America [BT. Jan. 18].

1—The Advertising Council, staffed by the nation's top business executives, laid plans for a vast campaign to sell America to America [BT. Jan. 18].

2—Ad Fried Advertising Agency, 318 15th St., Oakland 12, Calif. (Higate 4-6580), suggested it had a depression cure for radio stations—a per inquiry deal on behalf of Rocky Mountain Hot Springs Home Mineral Baths.

Phyllis Rose, writing stations under the Ad Fried letterhead, offered this hard-times remedy on behalf of Rocky Mountain Hot Springs Home Mineral Baths:

"Broadcasting experts predict that in 1954 competition will be greater than ever and an economic squeeze will affect all radio stations, so now is the time to consider new channels for revenue, such as advertising revenue. Reduced to its essentials, the letter explains that Rocky Mountain Hot Springs Home Mineral Baths is "prepared to spend up to $1,000 per week with your station, but we must first prove the results will justify the expenditure. When it clicks on the test you can schedule it as often as possible, after obtaining our approval."

"Obviously," anxious stations show that Rocky Mountain Hot Springs Home Mineral Baths can cure what ails radio stations as well as human carcasses, Miss Rose continues:

"Many stations make half their dollar volume in advertising revenue. Isn't it time that more radio stations get a greater share of this mail order advertising? It is one of the fastest, surest ways of determining the size of your audience and proving to advertisers the worth of their stations' effectiveness. Also you are able to test program formats and collect other useful data about your listeners while making additional revenue."

Three-Month Supply

A three-month supply of Rocky Mountain Hot Springs Home Mineral Baths is nationally advertised (media not specified in letter) for $4.95, with the station getting $2 (minus 15%) on an unlimited p. i. basis, "or according to rate card (based upon orders, received @ $2.00 each). You may control orders, or we will for our client (Thermia Products Inc.). Regardless, you will receive $2.00, for each order, less 15% agency commission."

P. I. has even reached the bathroom.

Radio stations are offered the opportunity of helping their clients save as much as 500 gallons of water per month in the operation of their water closets, according to Scarcy Adv. Agency, 401 Central Bldg., Portland, Ore.

This cozy saving is effected by use of Half-Flush Toilet Control, which can be offered by radio for only $2.95. Stations are invited to suggest terms for the mail-order project.

Half-Flush Toilet Control has been advertised in national magazines, the agency continues, but there is no suggestion that the magazine contracts were on a per inquiry basis.

Another proposition has been submitted by Dr. Louis W. Palm (retired), Rt. 3, Hickman Hills, Mo., who sells a "program of instruc-

tion" titled "What to Do When You Have Cataract." Noting that cataract "is an eye disease affecting 15% of the total population," Dr. Palm's post card proposition states, "You keep $4 of each $10 sale and remit the balance to me when you send me the daily list of customers. Return this card to me and I'll send you the script for the one-minute program."

Other money-making projects were submitted to stations last week by Dale Smith, commercial manager of WMFS Chattanooga, Tenn., and operating the Des Agency, submitted a p. i. deal in a letter starting, "Dear Radio Executive:"

The station gets a 50-50 split, it is suggested in the following language, "The actual cost of the book is better than $1. We sell for $2, plus C.O.D. We offer to split the profit 50-50, or 30% of per order, no strings attached.""

\[ADVERTISERS & AGENCIES\]

\[TELECASTING\]

\[BROADCASTING\]

\[FORD TAKES CBS' MURROW NEWSCASTS ON 121 STATIONS\]

FORD MOTOR Co. effective March 1 will sponsor Edward R. Murrow newscasts on 121 CBS Radio stations in the Central, Mountain and Pacific time zones on Mondays, Wednesdays and Fridays, while American Oil Co. continues to sponsor the program on 83 eastern CBS Radio stations. Thus, Mr. Murrow's radio show (Monday-Friday, 7:45-8:50 p.m.) will be sponsored on the full network (except for Tuesdays and Thursdays) for the first time recently.

Ford also would like to sponsor the Murrow show on Tuesdays and Thursday on the 83-station eastern lineup and accordingly would like Amoco, now underwriting that list of stations, to cut its five days to three days. But since Amoco has had in mind that Murrow it appeared doubtful that the company would be willing to cut back on its sponsorship of the program. If Amoco does refuse to retract, Ford plans to take on Bob Trout, 8:25-9:30 p.m., on those 83 stations, Wednesdays, Thursdays, and Fridays.


\[PLough Buys Nujol, Mistol\]

SALe of its Nujol and Mistol line of products to Plough Inc., Memphis drug manufacturer and owner of WMPS there as well as WJJJD Chicago, was announced last week by Esso Standard Oil Co., New York. The sale was said to include transfer of world-wide trade marks and good will, all inventories of finished goods and supplies and all equipment.

Nujol is a medicinal mineral oil, which has been produced and marketed by Esso Standard Oil and its affiliates since 1915. Mistol is a medicated nose drop introduced by the company in 1924. Line of medicinal products manufactured and marketed by Plough includes St. Joseph's aspirin and Mexsana skin powder, among others.
NEW BUSINESS SPOTS

Parliament Cigarettes, N. Y. (new king-size filter mouthpiece), starting spot radio and tv campaign in New York, next week through mid-June. Media plans will expand as distribution requires.


NETWORK—NEW BUSINESS

Economics Labs Inc., St. Paul, Minn., this spring will allot largest advertising budget in its history for its new hormone Solix, including participations on the Garry Moore show on CBS-TV. Agency: Scheiderer, Beck & Werner, N. Y.

Chrysler Corp., Detroit (Dodge Div.), signs to use three Mutual network shows, two of them purchased on Mutual’s Sunday “Multi-Message Plan,” for promotion of its 1954 models. Sunday shows are Counter spy and Bulldog Drummond, effective yesterday (Sun.). Sponsorship of third program, TinTin, Mondays, Wednesdays and Fridays, starts today. Agency: Grant Adv., Detroit.

Chevrolet Dealers of America signs for participations in Mutual’s five “Multi-Message” evening shows each week, starting today (Mon.). Agency: Campbell-Ewald Co., Detroit.

AGENCY APPOINTMENTS


New York Van Co., Tuckahoe, N. Y., names Street & Finney, N. Y., to-handle advertising for Von’s Tablets.

A. L. Ruso Inc., Watsonville, Calif. (frozen food packers), names Wank & O’Rourke, S. F.

California Marine Curing and Packing Co., Terminal Island, Calif. (Priority Brand Tuna), names Erwin, Wasey & Co., L. A.


AGENCY SHORTS

Phil D. McHugh Co., L. A., offers new analytical research and product development service for food, drug and cosmetic industries. New department, headed by consulting chemist Joseph Michaelson, will supply factual data important to promotion of such products.

B. Peter Alport Agency, Portland, Ore., changes firm name to PARMA, initials of Publicity, Advertising, Research, Marketing Assn.

Hicks & Greist, N. Y., has established a news bureau to service two of its accounts—Glamorene and Wolco products. Jean Clarke Thompson, previously with American Gas Assn., will handle educational material and general news to all media.

Myer Lesser Dies

MYER LESSER, 79, president of Blaine-Thompson Co., New York, died Jan. 28 of a heart ailment in Miami Beach. He joined the advertising firm in 1913 and became president soon after. He is survived by his wife, a daughter and a son.

FILM

SCREEN GEMS EXPANSION PLANS FOR ’54 TO INCLUDE $5 MILLION FOR VIDEO FILMS

Seven new series are outlined by Ralph Cohn, who says that firm will be top film producer by end of 1954.

EXPANSION plans for 1954 calling for the production by Screen Gems Television, subsidiary of Columbia Pictures Corp., of tv filmed series at a cost of almost $5 million were announced at a news conference in New York Thursday by Ralph M. Cohn, vice president and general manager of Screen Gems.

Mr. Cohn said the expansion move “will skyrocket Screen Gems Television to the number one position as producers of television film programs by the end of 1954.” He said that during the year the company will produce three new tv films series, aside from its current production of the Ford Theatre, plus four other series planned for this year.

Currently in production, according to Mr. Cohn, are Ford Theatre, Father Knows Best, The Damon Runyon Theatre, and The Adventures of Rin Tin Tin. The four additional program series, which are being offered through General Artists Corp., Screen Gems’ national sales representatives, and which, if sales interest develops as anticipated will be produced, are: Sister Veronica, starring Irene Dunne; What Makes a Champion, starring Johnnie Hawk, starring Howard Duff.

Color Experiments

Mr. Cohn also said that first experiments in the use of color television film commercials were started last week by Screen Gems Television, with production crews filming commercials in Kodachrome, Eastman and Technicolor. He said that the film will be transmitted over a closed circuit so results may be observed under broadcasting conditions.

Mr. Cohn claimed his company is the only one in the U. S. which has, under one roof, complete facilities for activities spanning the entire tv film field, including production of programs and commercials and syndication and distribution of programs.

GAC will serve as sales representatives on program series to national advertisers only, Mr. Cohn said. Screen Gems’ regular sales staff, under John H. Mitchell, vice president for sales, will place programs with regional and local advertisers.

DISCUSSING production details of the pilot film of the new Claudette Colbert Show, which was completed on Jan. 31, ore (l to r): Watson Webb, director of series; Stanley Wolf, president of Rockhill Productions, and Miss Colbert. Rockhill is producing the tv film series in Hollywood for release in September.

FILM SALES

Gaitd Films Co., N. Y., has sold Life With Elizabeth, tv film series, in four more markets, raising total number of markets for show to 65. Latest sales are to WICA (TV) Champaign, WAFB (TV) Baton Rouge, WTAR-TV Norfolk and KFOR-TV Lincoln, Neb.

NBC Film Division announced last week that Inner Sanctum has been sold in 66 markets; Victory at Sea, 92; Badge 714, 132; Captured, 93 and The Visitor, 65.

FILM PRODUCTION

Saar Inc., Chicago, has created and produced a series of commercials with theme, “Come see—come save at A&P,” for the Great Atlantic & Pacific Tea Co., through Paris & Peart, N. Y. Company’s line of products are included in 20- and 60-second commercials, which combine live action with cartoon sequences in open-end films.


American National Studios Inc., Hollywood, announced its initial production, a filmed tv...
daytime serial projected for 260 quarter-hour episodes. President Bernard Proctor stated, "The Family Next Door," is geared for local, regional syndication, with weekly installments to cost small advertiser less than half the cost for weekly-half hour filmed program. Filming starts in March.

Allen A. Punt Productions, N. Y., announced last week plans for the launching of a new half-hour tv filmed series, The Great Day. Production on the series will begin in mid-February, with shooting in all parts of the country. The programs, according to Allen A. Punt, president, will "focus on the key moments of lives of people, big and small, by regions and companies actually had UPA." United Productions of America, Burbank, Calif., was signed by the American Heart Association to produce a 13-minute animated film in color on the misconceptions of heart disease, according to Stephen Bosnow, president of UPA. The film will be produced in UPAs New York studio to be completed some time in June.

FILM DISTRIBUTION

George Bagnall & Assoc., Beverly Hills, has contracted to distribute a new series of 26 half-hour films, Youth Opportunities, which Horace Heldt will put into production this June. Audition trailer has been filmed explaining the format of the proposed series and is now available to agencies and sponsors.

RANDOM SHOTS

Sportsvision Inc., Hollywood tv sports film company, shifts headquarters to 234 Sanssouci St., S. P. Firm will continue Hollywood office at 1161 N. Highland Ave, as branch office. First National Studios Inc. has changed its name to American National Studios Inc. Firm, which recently purchased Eagle-Lion studios, is expected to take possession of the plant Feb. 1.

Kling Studios Inc. purchases estimated $37,000 worth of motion picture scenery and sets from RKO Studios. Announcement was made Fri. by Lee Blevins, head of Kling's West Coast tv-motion picture operations.

Atrocity Film Released

A SIGNAL CORPS film, "Atrocities in Korea," banned from tv at the request of the State Dept. last month, was being shown on stations beginning last week. The film was banned by State early in January reportedly because its tv appearance would have coincided with preliminaries leading to the Big Four conference opening in Berlin. Some 261 stations in the nation are reported to be planning showings of the film. It is part of The Big Picture series distributed for tv by the Signal Corps in December to the Army. State had asked the film be held up until or after Feb. 1.

FACTS & FIGURES

New audience measurement system would provide data on three areas in each locality--using combination of Audimeter and Audiolog readings.

Plans for adding local broadcast audience reports to the home-lending measuring service now offered by A. C. Nielsen Co. were announced last week by Arthur C. Nielsen, president, at a luncheon meeting of the buyers and sellers of broadcast time in New York. Similar meetings will be held in other cities, it was said.

Nielsen Radio-Television Area Services, or "NRT" Services, as they will be known, will provide audience data for three areas in each locality: The "NRT" Area, about a 30-mile radius including all tv viewing and most radio listening except to the largest stations; the "Total" Area, embracing all listening to the most powerful stations, and the "Metropolitan" Area, as defined by the U. S. Census. Reports will stress numbers of homes, or "truly projected ratings," rather than percentages, Mr. Nielsen said.

Data will be collected via a combination of Audimeter and Audiolog reports, Mr. Nielsen said. The Audimeter is the device that automatically registers all dial turnings in a home, while the Audiolog is a real time and, as the name implies, the set-up includes all tv and radio, and is the method used for Nielsen's national radio and tv reports. The Audiolog is a diary, to be maintained for each receiver in the home.

To provide families with a reminder to record their broadcast reception in their Audilog, a "recordermeter" will be installed on each receiver in each home in the Nielsen sample. This device is a small box that contains a light that flashes on each half-hour that the set is in use, and, for radio sets only, also sounds a buzzer. The Recordermeter on its face has a dial showing the length of time the set has been operated and diary keepers are asked to note the total each morning and night. This gives them an easy check on each day's entries and also provides Nielsen's decoders with check on the accuracy of the diary reports.

40% Audimeter, 60% Audiolog

NRT reports will be based on an all-market average of Audimeter records and 60% Audiolog reports, Mr. Nielsen explained. The proportion of Audimeters to rise with the size of the market, he said, running from an 80-20 Audimeter-Audiolog ratio in New York down to a 30-70 ratio for the smallest of the 30 major markets. Number of homes measured in each market will run about 30% higher than the number covered by present local audience measurement services, which now average from 250 to 400 homes, he said.

Automobile listening can also be measured, if required, Mr. Nielsen said, but he expressed the opinion that this would be too expensive to be feasible, since auto listening amounts on the average to only 7.7% of in-home listening. Listening in public places, such as factories and stores, adds another 5%, he said.

Cost of the new service will be based on a variety of factors based on estimating to cite "typical" dollar figures but stating that the cost will be "reasonable," although somewhat higher than that of present local audience rating services. If enough demand is found for the service, it will be started in the top 30 markets of the country.

In addition to the national audience measurements, Nielsen reports are being made locally in five markets: New York, Chicago, Los Angeles, Pittsburgh, and Cincinnati, with WLW in the last city spending $60,000 a year for the past nine years for the Nielsen reports, Mr. Nielsen said. These reports are based on Audimeter homes, he said.

Following the Nielsen announcement, C. E. Hooper, president, C. E. Hooper Inc., sent the following telegram to key executives in broadcasting:

"If broadcasting is now ready for the ultimate in audience measurement, we propose adoption of absolutely accurate, fully-automatic program ratings produced by the Hooperrecorder installed in random-sample homes.

"The Hooperrecorder furnishes instantaneous ratings based on big samples at a cost per report but a fraction of the high subscription price which may be expected for the slow, small-sample, non-automatic service now in prospectus only.

"We are ready."

Lucy' Then 'Dragnet'

Top Nielsen Tv Ratings

FIRST 10 tv programs both for number and percentage of homes reached were reported by A. C. Nielsen Co. last week for the two week period ending Jan. 9. Love Lucy and Dragnet ranked first and second, respectively, in both categories. Complete top 10 ratings:

NIELSEN-RATING* NUMBER OF TV HOMES REACHED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>12,319</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>14,976</td>
</tr>
<tr>
<td>3</td>
<td>Bullock-Barbe Show (NBC)</td>
<td>13,991</td>
</tr>
<tr>
<td>4</td>
<td>Bing Crosby Show (CBS)</td>
<td>12,271</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (NBC)</td>
<td>11,834</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey's Shows (CBS)</td>
<td>11,798</td>
</tr>
<tr>
<td>7</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>11,502</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey (Lippert &amp; Myers) (CBS)</td>
<td>11,443</td>
</tr>
<tr>
<td>9</td>
<td>Jackie Gleason Show (CBS)</td>
<td>11,269</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey (Toni) (CBS)</td>
<td>11,089</td>
</tr>
</tbody>
</table>

PER CENT OF TV HOMES REACHED PROGRAM STATION BASIS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>59.3</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>56.3</td>
</tr>
<tr>
<td>3</td>
<td>Bing Crosby Show (CBS)</td>
<td>54.3</td>
</tr>
<tr>
<td>4</td>
<td>Bullock-Barbe Show (NBC)</td>
<td>53.7</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey's Shows (CBS)</td>
<td>48.2</td>
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<tr>
<td>6</td>
<td>Jackie Gleason Show (CBS)</td>
<td>45.9</td>
</tr>
<tr>
<td>7</td>
<td>You Bet Your Life (NBC)</td>
<td>42.7</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey (Lippert &amp; Myers) (CBS)</td>
<td>45.9</td>
</tr>
<tr>
<td>9</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>43.6</td>
</tr>
</tbody>
</table>

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes, for Season 4 programs which audience logs are used. Copyright 1954 by A. C. Nielsen Co.

Audience Analysis

ANALYSIS of tv audiences during the fall of 1953 shows Comedy Hour and Mr. Peepers tied for first place with three viewers per set each and Jackie Gleason third with 2.9 viewers per set, according to C. E. Hooper Inc. Largest male audience, 60%, was drawn by NCAA Football, Greatest Fights and Fabian Bouts. This Is Your Life was tops with women, with 59%; Howdy Doody the children's favorite, with 88%. Ten programs drew three or more persons per set in the east and central time zones; no program drew as many as three in the Pacific zone. Hooper attributed this to time and weather differentials.
**FACTS & FIGURES**

**Doherty Leaving NARTB For Own Consultant Firm**

Tower temporarily assigned to handle NARTB labor relations activity. New Doherty radio-ty management consultant firm will headquarter in Washington, D.C.

**RICHARD P. DOHERTY, NARTB labor vice president, economist and management adviser,** will set up his own management consultancy, Richard P. Doherty Television-Radio Management Co., March 1. Mr. Doherty has been in charge of NARTB labor relations activity. Last February he was named a vice president with a three-year contract. The NARTB board was polled last week and agreed to severance of the contract as he had requested.

**Mr. Doherty**

HAROLD E. FELLOWS, NARTB president, described Mr. Doherty's service to the membership as "outstanding, and accountable in no small part for the enthusiastic support the association has received from broadcasters throughout the nation." He added appreciation for the labor relations patterson set by Mr. Doherty.

No decision has been reached as to a successor. Department work will be assigned temporarily to Charles H. Tower, Mr. Doherty's assistant, who has been with NARTB since Feb. 1, 1949.

Mr. Doherty will headquarter in Washington. He said his firm plans to integrate itself into the operating structure of individual station clients.

At NARTB Mr. Doherty undertook exhaustive studies into station management and economic reviews of the industry. His clinics have been among the most popular features of district and state broadcast meetings.

Author of many articles and books on business, management, station cost control and economic topics, Mr. Doherty has served as industry member of the National Wage Stabilization Board, 1951-52; employer delegate to International Labor Organization conferences held in Switzerland, 1949-53; member of U.S. Chamber of Commerce-National Assn. of Manufacturers ILO Committee; advisor, President's Labor-Management Conference, 1945; Chairman, East Coast Committee of State Civilian Defense Directors, 1942-45; member, U.S. Chamber of Commerce National Committee on Labor Relations, 1949 to date.

**Eisenhower Honor Guest At Correspondents Dinner**

PRESIDENT Eisenhower and other high figures in the nation's political and commercial life were guests Saturday at the Radio & Television Correspondents Assn. dinner, held at the Statler Hotel, Washington. The entertainment program was generally described as one of the best ever staged by the association.

Martin Agronsky, ABC, president as association president and gallery chairman. Richard Harkness, NBC, assumed office as his successor. Bill Henry, NBC, was chairman of the dinner committee. Talent was provided by all networks, with CBS putting the show together. The program was geared to the President's entertainment tastes.

Talent included Ark Linkletter, m. c.; Mary McCarthy, Julius LaRosa, Phil Silvers, Sam Levenson, Paul Hahn, Raymond Massey and Jane Froman. Mr. Hahn, trick golfer, was aided by Cemetery Jones, the President's personal caddy at his Augusta, Ga., retreat. Mr. Massey, with the aid of special props, read the Lincoln train-platform speech delivered as he left Illinois for the White House. Miss Froman ended her act with "I Believe," accompanied by the Marine Glee Club.

**NEW president of S. C. Radio & TV Broadcasters Assn., Wallace Martin (r) of WMSC Columbia, and predecessor, Walter Brown (r) of WORSP Spartanburg, were greeted by FCC Comr. Robert T. Bartley, who spoke at Clemson meeting.**

**BOB**

**Associate, Ed Osborne, WBCU Union.**

**Louis B. Nichols, assistant to the director, FBI, told the Saturday session broadcasters should keep their sights pointed toward the real significance of the American way of life, warning of dangers to the nation's security.**

**ANA to Hold Spring Meet March 17-20 in Hot Springs**

ASSN. of National Advertisers will hold its 1954 spring meeting at The Homestead, Hot Springs, Va., March 17-20, it was announced last week by Paul B. West, ANA president.

Current plans for the meeting, according to Mr. West, include detailed presentations on both the planning and execution of effective advertising; special presentations for developing public confidence in advertising, and a speech by a guest speaker.

Edwin E. Ebel, director of advertising and merchandising, General Foods Corp., has been named chairman of the program committee for ANA's spring meeting.
MORE QUALITATIVE RESEARCH URGED

Victor Sholis of WHAS cites the Politz study of radio in tv areas in telling Chicago broadcasters to back similar projects.

THE BROADCAST industry should support the continuation of studies like the recent Politz survey of radio listening in television areas, Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville, told the Broadcast Executives Club of Chicago last week.

He expressed hope that industry, working through BAB, "will pick up the challenge" and that advertisers and agencies will "insist on it."

He addressed a Wednesday luncheon session at the Sheraton Hotel, summarizing findings of "The Importance of Radio in Television Areas Today," compiled by Alfred Politz Research Inc. WHAS was one of 11 participating stations represented by Henry I. Christal Co., which commissioned the study.

Cites Sarnoff

Mr. Sholis observed that, while broadcasters, advertisers and manufacturers were ready to "bury radio not too many years ago," the industry sold 14 million sets last year. He felt that what happened to radio was "our reliance on ratings as the principal sales tool," and cited omission of out-of-home listening data. He described ratings as the "easy simple expedient."

Cites Sarnoff

Mr. Sholis also observed that after Brig. Gen. David Sarnoff, RCA-NCB board chairman, scored the ratings concept at an affiliates session last September, NBC later commissioned with "double truck ads showing NBC first in ratings—before CBS figures were in. We haven't heard from NBC since, because it shot its wad."

The Politz study was characterized by the WHAS executive as "definitely important to broadcasters and equally important to advertisers and agencies who buy time." The survey showed, among other findings, that in tv areas during an average winter day two out of three adults listen to radio, and that in a week radio has reached 88 out of every 100 people.

Mr. Sholis said NARTB indicated continuation of such a study is "out of its province," leaving the "challenge up to BAB."

He commented that BAB has done "some outstanding work" but has been "derelict in some phases of controlling radio as a medium."

Henry C. Bonfig, vice president and advertising director, Zenith Radio Corp., is scheduled to address the next club session on color television.

L. A. Catholic Women's Group Asks T.V. Program Reshuffle

SCHEDULING of programs of television drew the barb of the Los Angeles Council of Catholic Women last week in releasing a survey taken last spring.

The council criticized the showing of "unsatisfactory programs," (for children) when most children are watching tv and, conversely, the presentation of "excellent family programs" at late hours.

The survey said 1,386 homes were polled. Only 14 of 29 programs which fell into the "most popular" category were designated for children, the council found. Some children's programs have hardly any young viewers, despite network claims they are "top-drawer," the council claimed. The council listed the following as examples: "Kukla, Fran & Ollie" (NBC-TV), "Terry and the Pirates" (KTTV-TV Hollywood), "Tootsie Hippodrome" (ABC-TV), "Youth Wants to Know" (NBC-TV), "Gabby Hayes" (NBC-TV) and "Captain Midnight" (KHTV Hollywood).

Examples of "popular family programs" which respondents thought ought to be available earlier in the day were "I Love Lucy" (CBS-TV) and the "Dennis Day Show" (NBC-TV).

Of parents questioned, 23% asked that programs dealing with "murders, holups, robberies and westerns" be eliminated. Eight per cent believed many "old pictures are of low character," requesting "more modesty in dress and elimination of fear and horror." Other dislikes listed by parents, according to the council, were exploitation of children in advertising or selling of articles on the program, bad grammar, and specifically, elimination of "Eastside Kids" and so much space fiction.

AWRT Meet Outlines

Women's Radio-Tv Role

WOMEN can play an important role in radio and television if they apply the ingredients that make for success, including enthusiasm for their jobs, hard work and "increased inquisitiveness."

This conclusion formed part of the remarks offered at an all-day workshop of the New York Chapter of American Women in Radio & Television in New York Jan. 30 during a panel discussion without enthusiasm, one "cannot ever hope for success."

Speaking on programming, Mr. Caddigan said that show business "doesn't just brush off you," and that it "still takes hard work, combined with talent, to reach the top and stay there."

He declared that there have been a definite place in television and said that he preferred to treat a woman in business exactly as he would a man.

Mr. Schmid advised the women broadcasters to approach each day's work with "increased inquisitiveness." He said this quality is needed in radio and television today, not only in research but in other positions as well.

Miss Meike said that as a broadcaster she feels she owes it to her audience to find out all about them—who they are, how they live, and most of all, what they like.

Other speakers at the workshop were Miss Falkenburg on "How the Broadcaster Can Serve Her Community," and Mrs. Ivy Baker Priest, U. S. Treasurer, on "How the Broadcaster Can Serve the Nation."

Advertising Week

NATIONAL Advertising Week will be observed Feb. 14-20 under co-sponsorship of Advertising Federation of America and the Advertisers Association of the West, with U. S. Chamber of Commerce assisting. Highlights, officials said, will include a salute to advertising arranged by AFA with CBS for broadcast on the Men of the Week program on Feb. 14 on CBS-TV (3:30 p.m.) and CBS Radio (10 p.m.), featuring BBDO President Ben Duffy as "Man of the Week," and other broadcast by NBC-TV in a half-dozen of its filmed recordings of statements by eminent advertising leaders.

NCAA TV Committee"Sets Plans Meeting

GROUNDWORK for preparation of the plan for controlled football telecasts in 1954 will be spaded by the NCAA TV Committee at a two-day meeting in Chicago starting today (Monday), it was announced last week.

The NCAA already has approved continued strict controls over national network grid telecasts—one game per week—but the plan still must be submitted to the membership for ratification.

Walter Byers, NCAA executive director, said last Thursday three meetings will be held, of which the first would be at a series. One of these sessions will be thrown open to NCAA membership views, and another will be devoted to hearings on complaints from network representatives.

D. C. Hi-Fi Exposition Slated for March 5-7

EXPOSITION of audio equipment will be held March 5-7 at Hotel Harrington, Washington, under auspices of Washington Audio Society, High Fidelity Fair Inc. and WGMS Washington, good-music station. Displays will be centered around the first floor and mezzanine of the hotel plus 50 display rooms. A series of lectures and demonstrations will be conducted...
during the fair at Perpetual Building Assn., across the street from the hotel. The exposition is a two-day event, with Baltimore participating.

A feature of the fair will be stereophonic reproduction of a Library of Congress concert, to be heard in the Perpetual auditorium. Other concerts will be held, including one from Baltimore. New recordings by the National Symphony Orchestra on the Westminster label will be given their premiers. Officers of High Fidelity Fair Inc. are M. Robert Rogers, president, and Dan R. Cavalier, vice president. They are president and sales manager, respectively, of WGMS.

Less Words, More Pictures Urged for TV Commercials

DECRYING the content of the majority of tv commercials, Robert V. Brown, sales manager of Cascade Pictures of California Inc., Culver City, told Hollywood Ad Club members Monday the potential of the pictorial element has yet to be realized.

When radio started the "worship of words" in its efforts, agency executives believed the "decibel nirvana" would last for years. Then, he added, "the word-filled bubble burst with a bang" at the advent of television. Even later with tv commercials on film, which removed worries about mayonnaise spreading properly and coffee steaming at the right moment, "we can't forget the years of ingrained dependence on words."

Emphasizing that "seeing is believing," the one-time program manager of NBC Radio Western Division said, "The picture should be the prime vehicle of tv advertising. When it is combined with balanced, vivid copy, it performs miracles."

Nine Cascade-filmed spots were screened while Mr. Brown revealed their individual problems and the approach used to get across the advertiser's message.

MacLeod Elected GAB Head, Jackson, Christian Named

E. F. MacLeod, general manager of WDAK-TV Columbus, was elected president of the General Advertisers' Assn. of Broadcasters at a Jan. 29 meeting of the GAB in Athens.

Others named were Glenn Jackson, managing director, WAGA-AM-TV Atlanta, vice president, and L. H. Christian, manager, WRCF Athens, secretary - treasurer. Elected to the board of directors were John Jacobs Jr., general manager, WDUN Gainesville; Robert W. Roundnose, owner of WQXI Atlanta, and Newton W. Morris, general manager, WMLT Dublin.

IRE Expects 35,000 at Meet

OVER 35,000 radio engineers and scientists are expected to attend the Institute of Radio Engineers' 1954 convention, March 22-25, at New York's Waldorf-Astoria Hotel and Kingsbridge Armory, which will house the more than 600 exhibits of the radio engineering show. A total of 242 papers will be presented at 51 technical sessions during the four-day meeting.

VOLUNTARY preparation of the 1953 Red Cross Fund Drive advertising campaign won this citation for N. W. Ayer & Son Inc. from The Advertising Council's board of directors. John D. Upton (f), Ayer vice president, and Charles Hogen, Ayer vice president who served as creative chief for the Red Cross campaign, accept the award from T. S. Repplier (r), Council president.

Broadcasters, Theatremen Debate Special Events

ARE radio and tv's top special events, such as the World Series, going to desert America's living rooms for the country's theaters? Can broadcasters and sponsors match the bids of theatre owners for such programs? What rights, if any, does the public have?

Such questions, whose answers will have great weight in determining the future course of the broadcasting industry, will be discussed Thursday at the February luncheon of Radio & Television Executives Society at New York's Hotel Roosevelt.

Robert Mason, general manager, WMRN Marion, Ohio, will speak for the broadcasters; Nate Halpern, president, Theatre-TV Inc., for the theatre operators; Gen. John Reed Kilpatrick, president, Madison Square Garden, for the sports promoters. James Lawrence Fly, former FCC chairman, will moderate the discussion.

RETMA Ends Class In Tv Set Servicing

FIRST graduation ceremonies were held Monday by Radio-Electronics-Tv Mfrs. Assn. at its pilot course in tv set servicing, conducted at the New York Trade School. The ceremonies culminated 21/2 years of industry planning designed to upgrade technical and business techniques of tv servicemen. Better Business Bureau and other trade and educational organizations have cooperated in the project.

Kenneth B. Wilson, president of the National B&B, lauded the set manufacturing industry and the RETMA Service Committee for completion of the first stage of the joint training program. B&B will aid in starting similar courses in trade and vocational schools around the nation, Mr. Wilson said.

Glen McDaniel, RETMA president, promised that similar courses will be made available based on techniques and materials developed at the New York school. Chairman of the RETMA Service Committee is Harold J. Scholman, Allen B. DaMont Labs.

PROGRAM SERVICES

Actress Sues 'Space Patrol' Producers for $50,355

CHARGING breach of contract and invasion of right of privacy, a $50,355 damage suit has been filed in Los Angeles Superior Court by actress Nina Bara against Space Patrol Enterprises, Mike Moser, Enterprises, Helen Moser and John Willis of the William John (Mike) Moser estate, Tower Productions, Ralston Purina Co., Gardner Adv. Co., U. S. Plastic Co., Plastic Corp. of America and seven John Does. The plaintiff, who until last November had portrayed Tonga in ABC-AM-TV Space Patrol, claims kines of programs in which she appears are being released without her consent.

Sued, filed by Hollywood attorney Arthur J. Crowley, additionally asks an injunction to stop the defendants' using Miss Bara's likeness on cereal packages and on boxes containing toy ray guns, sold in department stores, and an accounting of the profits derived from the kines. With $25,000 actual and $25,000 punitive damages, the plaintiff claims $395.20 is owed her on her contract.

WGN-TV Takes INS-Fascimile

ADDITION of WGN-TV Chicago to the INS-Fascimile network, which provides Fascimile photo service to television stations, was announced last week by INS, which also said that WHO-TV Des Moines and WWLP-TV Springfield, Mass., have signed for the service and are awaiting installation of equipment. Subscribers to the service now include stations in 22 major cities in 13 states, ranging from the eastern seaboard as far west as Denver.

Henry Souvaine Dies

HENRY SOUVAINÉ, 59, composer and radio producer who for the past 14 years supervised the Metropolitan Opera broadcasts, died at his home in New York Jan. 30. He entered the radio field in 1931 when he produced the Cadillac concerts for the hour-long General Motors broadcasts, and during World War II produced network shows for the U. S. Public Health Service, Federal Security Agency and Office of War Information.

KBS Adds Nine Stations

NINE affiliates have been added by Keystone Broadcasting System, bringing the network's total to 698. New affiliates, according to Blanche Stein, KBS station relations director, are KBPI Faltuarteaux, Tex.; KBBW Blackwell, Okla.; WPWT Piqua and WMIJ Jackson, Ohio; WHED Washington, N. C.; KCHE Cherokee, Iowa; WFOY St. Augustine, Fla.; WNLK Norwalk, Conn., and KDAC Port Bragg, Calif.

Progress in Ketchikan

PROGRESS report on Ketchikan, Alaska, community television service [B&T, July 13, 1953]: Began Nov. 17, 1953 with 21/2 hours to downtown area. Now on four hours per day with half of city "wired." Film, including kines of continental U. S. shows, run free with commercials. Under construction is a studio for local programming. At present, Alaska has two stations in Anchorage, KFIA (TV) on ch. 2 and KTVA (TV) on ch. 11, 170 miles from Ketchikan.

Broadcasting • Telecasting
Three doors to bigger sales...

Homemaker's Institute

Knock on your customers door with Homemaker's Institute...there's a friendly "welcome" every time!

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular women personalities, cover almost every subject of interest to homemakers...from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch!

From noon 'til 1:00 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes...Homemaker's Institute, packing a three star sales punch for you!

TELEVISION BALTIMORE
WBAL-TV
NBC IN MARYLAND
Nationally Represented by
EDWARD PETRY & CO.
HOME

the electronic magazine for women

FOOD
DECORATION
FASHION
BEAUTY
CHILD CARE
FAMILY AFFAIRS
HOME ENTERTAINMENT
GARDENING
HOME will be the most practical television program ever designed for women. True to its name, HOME will deal with everything of importance to every woman who has or hopes to have a home (as well as to her husband). Beginning March 1—from 11 a.m. to 12 noon, YNY, every Monday through Friday on NBC Television, HOME will present the new, the good, the useful in fashions, beauty, interior decoration, architecture, food, family affairs, child care, leisure entertainment, gardening and anything else that interests women. Just as in "Your Show of Shows" and "Today," NBC has created a totally new pattern for television.

HOME'S EDITORS are outstanding authorities in their fields. And behind the scenes will be batteries of sub-editors ferreting out and testing HOME's subject matter. HOME's performing editors make up a Who's Who of women's service experience.

POPPY CANNON, HOME's food editor, has been food editor of House Beautiful and Living. She wrote "The Bride's Cookbook" and "The Canopener Cookbook." ROSE FRANZBLAU, psychologist and human relations columnist in the New York Post, will edit the family affairs and child care department.

EVE HUNTER, HOME's editor of fashion and beauty, comes with plentiful radio and television experience in San Francisco and New York. For HOME's department of interior decoration, the editor is SYDNEY SMITH, TV star of the "Swift Home Service Club" and "Ask Miss Smith." ESTELLE PARSONS, a graduate of "Today" is roving reporter and "new brides editor." (She was married in December.) At a later date the editor-in-chief will be named.

HOME'S HOME is a machine for selling. It's a 60-foot rotunda surrounded on its perimeter by a translucent plastic skin for front and rear projection or special lighting and color effects. In its center are two concentric, revolving turntables. In its various stages are a kitchen, a testing laboratory, a how-to-do-it workshop which can accommodate everything from a crocket hook to a compound lathe, a small garden (with the richest earth in television.) On the floor will be three regular television cameras, but high in the ceiling is NBC's aerial camera, a remote control camera mounted on a telescoping arm which can cover any position in the rotunda, giving camera flexibility never seen before in television.

For displaying HOME's editorial matter and advertiser's products in new ways, some new devices are needed: like the "tumbler." The "tumbler" is a mechanism for handling heavy objects: for example, to show the construction of an easy chair, the "tumbler" will whip it upside down, tilt it or spin it effortlessly and quickly. Then there is a "picker-upper," a mechanical arm which can lift and unroll a rug or bolt of cloth as easily as you handle a pack of cigarettes. It will even gently ripple drapes and curtains if rippling is in the script. HOME can even make its own weather. At will in a special effects area, it can produce rain, fog, sleet, snow or hail—perhaps even sunshine. Some of those gadgets may sound a trifle strange, but they are designed to allow HOME's staff the greatest creative latitude for imaginative staging.

TO ADVERTISERS:

HOME'S PRODUCTS STAR in every program. The basic concept of HOME is that commercial presentation and program content are woven in the same fabric. HOME's spectacular new staging has a very special advantage for you. It means that you don't have to have special announcers, film commercials or expensive commercial sets. HOME's facilities are at your service. HOME provides the perfect mood and setting for selling your product.

HOME'S AUDIENCE will be a screened audience. Every woman who watches will watch because she's interested in improving her home, her family life and herself. It stands to reason, then, that HOME's audience is made up almost exclusively of prospects. And those prospects will see your product at the best time, in the best setting.

HOME'S ECONOMY is evident in its sponsorship plan. HOME offers eight one-minute participations per program. As with "Today" you may buy one participation or as many as you want. HOME, then, is a perfect place for young products, and for limited budget advertisers who want big time television.

HOME'S CHARTER CLIENT PLAN gives you a full hour program without extra cost. This special "merchandising program" can be scheduled to correspond with the launching of a new product, a new line or a new promotion. All eight commercials on the Charter Client's "merchandising program" are devoted to his product. Charter Clients also receive two more invaluable assets: (1) exclusivity in their product category in all HOME programs for the rest of the year (2) a color franchise in HOME. To become a HOME Charter Client, you buy 52 participations, non-cancellable, between March 1 and December 31, 1954.

Your NBC representative has all the details of sponsorship including the participation price. He can also tell you more about HOME's plans. Suggest you call him today.
NETWORKS CALL ON SEN. JOHNSON ABOUT PROPOSED 7 TV STATION LIMIT

CBS already has talked with Senator. NBC's Weaver also to speak with the Senate's radio attentive member. All networks and a number of station owners favor FCC's proposal to boost multiple ownership limit according to comments filed at Feb. 1 deadline.

At least one network—CBS—has talked with Sen. Edwin C. Johnson (D-Colo.) on the FCC's proposal to revive the multiple ownership rule so as to permit the ownership of five vhf and two uhf tv stations [B+T, Dec. 28, 1953].

All networks and a number of station owners have registered themselves in favor of the proposal.

It was understood that Sylvester L. (Pat) Weaver, president of NBC, was to talk with Sen. Johnson over the weekend. While he was to discuss a number of matters with the Senator, including color tv programming, it was presumed the multiple ownership question would be brought up.

Sen. Johnson has been highly critical of the FCC proposal.

ABC's Meeting Tentative

Also learned was that ABC had set up a tentative meeting with Sen. Johnson—again presumed to be on the subject of limiting tv station ownership. That meeting had not taken place late in the week.

Sen. Johnson said he would not divulge what course the talks would take. It was understood also that some communications had been presented to the Senator, including a statement from CBS. The Senator is not releasing any material on the subject, it was added.

Only three oppositions were recorded at the Feb. 1 deadline for comments. These were from Sen. Johnson, Gordon Brown of WSAW Rochester, N. Y., and a Louis M. Tanner, Providence, R. I. All charged that the Commission's proposal would lend itself to monopoly of broadcasting. Sen. Johnson already has made his views known [B+T, Jan. 18].

Among the seven comments favorable to the FCC's action, these recommended that the Commission go beyond its proposal:

Storer Broadcasting Co. recommended that no numerical limitation be placed on single ownership. Storer appealed to the U. S. Court of Appeals against the Commission's designation that no one entity could own more than five tv stations [B+T, Jan. 23].

KACY (TV) Festus-St. Louis, Mo., uhf ch. 14 station, recommended that the rule provide varying degrees of uhf ownership which would permit ownership of as many as five vhf and interests in five uhf stations.

CBS said it could see no reason why one entity could not own five vhf and five uhf stations.

Others who favored the FCC proposal were NBC, ABC, WENS (TV) Pittsburgh, DuMont and the Ultra High Frequency TV Assn.

Most of the favorable comments took the same tack. Acquisition of two additional uhf stations would be good for uhf by bringing in resources and know-how, help speed up the development of higher-powered uhf transmitters, better and cheaper receivers and tuners, aid in the conversion of present vhf receivers for uhf, and increase competition.

All also disavowed any element of undue concentration of control if single entities were permitted to own two more tv stations. NBC pointed out that under the five-to-a-person limitation, no one person owned more than 4.6% of the total 108 stations on the air pre-freeze; the proposed seven station rule would permit one person to own only 1.9% of the 354 stations on the air as of Jan. 13, and more and more stations go on the air that percentage would be reduced.

Under the present "five" limit rule, all four networks own (all or in part) a total of 19 stations—5.3% of all 354 on the air. If the seven-station rule were made official, NBC said all four networks could own a total of 27 stations—or 7.5% of all 354 on the air.

In discussing the reasons why no limitations should be placed on single-entity ownership, CBS said broadcasters should be as free as newspapers or magazines to acquire facilities.

Permission for networks to own uhf stations, in addition to the present limitation of five vhf stations, would mean that 0 & 8 stations would become network outlets in their respective markets, giving uhf an impetus far beyond that in view today when most of the 27.5 million receivers in the hands of the public are vhf.

Storer said that its study of the Portland, Ore., market, where it recently purchased uhf KPTV (TV) as part of its purchase of Empire Cool Co. [B+T, Jan. 11], showed that the uhf ch. 27 station would need a 200 kw transmission in order to keep the same competitive position vis-a-vis KONI-TV on vhf ch. 6.

KACY's suggestion under the head of a "rule of five and two-and-a-half" envisaged permitting ownership in up to 10 stations. Partial or full ownership in one vhf or more than 50% ownership in one uhf to count as one against the limit of five vhf, and 50% or less ownership in a uhf station would count as one-half against the two-and-a-half uhf limitation.

Thus, said KACY, the networks and major broadcasters could "adopt the uhf infant without devouring uhf station operators who are pioneering the field." This suggestion would permit substantial broadcasters to support uhf in the markets, rather than in only two as proposed.

DuMont revised its previous comments last week by deleting the reference to limiting the additional uhf stations to intermixed markets.

The UHFTA listed results of a questionnaire to uhf operators who indicated interest in the proposal. However, the association also stated that by a vote of two to one its members believed that the extra uhf stations should be permitted only in intermixed markets [B+T, Feb. 1].

In answer to questions of monopoly, all favorable responses mentioned that the FCC could maintain competition through its power to take up such questions on a case-by-case basis. Most of those favoring the amendment also declared that they would apply for uhf stations immediately after the rule became effective.

MARY JANE MORRIS IS FCC'S FIRST WOMAN SECRETARY

MARY JANE MORRIS, appointed secretary of the FCC last week, takes office today (Monday) as the first woman secretary of the Federal radio regulatory agency.

The poised, 33-year-old, attorney—she was on the staff of the FCC's General Counsel before her promotion—succeeds T. J. Slowie, fore her promotion to the secretariat—succeeds long-time Democrat T. J. Slowie, who resigned last summer, after 16 years in and as future of William P. Massing, acting secretary since Mr. Slowie's resignation, has not been determined. It is believed he will continue as assistant secretary, his official post.

Miss Morris was born in Midland, Mich., and attended Michigan State College (1938-1949) and the U. of Michigan, graduating in 1942 with a B.A. degree. She was graduated from the U. of Michigan Law School in 1943 with an LL. B. degree, and, as she was senior editor of the Michigan Law Review. In 1943, she was an associate of the New York law firm of Willkie, Owen, Otis, Farr & Gallagher. In 1944 she served as assistant to the chairman of her law firm during the Roosevelt-Dewey presidential campaign. She was an associate member of the Washington law firm of Hogan & Hartson before she joined the FCC in 1948.

She is a member of the Michigan, New York and District of Columbia bars.

As a Republican, she had the support of Michigan Sen. Homer Ferguson and Charles E. Potter, both Republicans, and Rep. Elford A. Cederberg (R-Mich). With Miss Morris' appointment the duties of the secretary, which have been largely routine, may be enlarged. There has been recurrent talk in recent years of combining the nominal responsibilities of the secretary with those of other executive officers of the Commission—budget, personnel and administration.

Still unfilled is the position of chief of the Broadcast Bureau's Hearing Division. This was vacated by Fred W. Ford last October who was transferred to the Justice Department [B+T, Oct. 5, 1953]. Also vacant are two posts: Assistant general counsel in charge of litigation, because of J. Roger Wollenberg's resignation (see separate story); chief of Office of Opinion & Review (Sylvia D. Kessler resigned the post last year).
MINNEAPOLIS—ST. PAUL

CHANNEL 11

WMIN-TV

WTCN-TV

Exclusively represented by BLAIR-TV effective February 1, 1954

TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • DALLAS • ST. LOUIS
JACKSONVILLE • LOS ANGELES • SAN FRANCISCO • BOSTON
SEN. JOHN HITS SPARTANBURG GRANT

FCC shouldn't overlook 'adverse effect' on area uhf of its temporary authorization to let uhf WORD-TV operate from Paris Mt., writes Sen. Edwin Johnson, referring to his blast at the FCC Jan. 12 on multiple ownership proposal.

SEN. EDWIN C. JOHNSON (D-Col.) suddenly injected himself into a Spartanburg, S. C., situation last week, taking issue with the grant a fortnight ago of permission for vhf ch. 7 WORD-TV there to begin interim operation from Paris Mt.

Sen. Johnson, who noted in a letter to FCC Chairman Rosel H. Hyde, that "you will recall my letter of Jan. 12, 1954, with respect to the proposed expansion of the multiple ownership rule in which the question of promoting uhf service is involved," added:

"The Commission should not put on technical 'blinders' and overlook the adverse effect this temporary authorization will have on the current operations in the area. It seems to me the special temporary authorization which destroys four uhf stations is traveling in the opposite direction. These uhf stations struggling to make a success of their operations are certainly entitled to more encouragement than this from the Commission."

WORD, operating on 910 kc with 1 kw, NBC, will be owned by Irwin Kahn, chief owner of WNOK-AM-TV Columbia; H. Brown, station president; Moody McElveen, vice president and general manager, and B. F. Kunts, technical director.

SMILES mark the affiliation contract between CBS-TV and WORD-TV Spartanburg, S. C., effective about April 25, when the station hopes to begin broadcasting from a location on Paris Mountain. Agreement making WORD-TV a primary interconnected CBS-owned affiliate is read by Walter J. Brown, station president, with C. A. (Fritz) Snyder, CBS-TV national director of station relations; Herbert V. Akenberg, CBS-TV vice president in charge of station relations.

Noted:


Mr. Brown at one time was manager of WSPA and founder of WORD. These were separated when the FCC promulgated its duopoly rule.

Spartan Radiocasting showed total assets of more than $300,000, with current assets at $348,945 as compared to current liabilities of $11,657. Broadcasting Co. of the South showed total assets of almost $1.5 million, with current assets $149,147 and current liabilities of $127,538.

WORD-TV's request to begin operations from Paris Mt., six miles from Greenville, and 2714 miles from Spartanburg, was fought by uhf grantees WCVG (TV) Greenville, WSCV (TV), and WAIM-TV Anderson, all South Carolina, and the Uhf TV Assn. They told the Commission then that they feared this would become the permanent transmitter site for WORD-TV, permitting it to cover all surrounding areas including their markets. The Commission held, however, that interim operation from the proposed Paris Mt. site met Commission regulations regarding coverage of the principal city. It also said the grant was for interim operation and the objections were based on permanent operation from that site.

WORD-TV holds a CP for 316 kw with 2,000-ft. antenna atop Hogback Mt., 25 miles northwest of Spartanburg and 24 miles north of Greenville. Conr. Frieda B. Henneck, from the FCC's grant of the special temporary authority for the station to begin teletcasts with 51 kw from the 1,185-ft. Paris Mt. site.

HIGH COURT HEARS GIVEAWAY CASE

Justices seem skeptical of FCC's contention that giveaway programs violate the lottery laws.

FUTURE of giveaway programs involving home audiences, one of the most popular types of programs on the air five years ago, was laid in the lap of the U. S. Supreme Court last week after two hours of oral argument.

A presumably skeptical full court heard FCC Assistant General Counsel J. Roger Wollenberg assail giveaways as "evil lures" designed to attract listeners and viewers for the benefit of stations and advertisers. This made them lotteries, Mr. Wollenberg claimed.

Taking the opposing position—and charging that the FCC was attempting censorship of programming content—two attorneys representing ABC, CBS and NBC.

1949 Regulations

The case involves regulations drawn by the FCC in 1949 spelling out what it considered illegal under Sec. 1304 of the U. S. Code which prohibits the broadcasting of lotteries. Among the provisions is one concerning telephone programs. The rules were attacked in their entirety by the three networks. A New York Federal Court ruled, two to one, that the rules applied to telephone giveaways were illegal and voided the anti-censorship provisions of the Communications Act [B*T, Feb. 9, 1953]. The court held, however, that the other provisions of the lottery regulations were legal. Pending the final determination of the legality of the
Boston's biggest attraction!

Throughout 1953—again, as always—WEEI led all other Boston radio stations, with the highest average ratings and the biggest average share of audience—33.3% bigger than any other station's . . . and the most quarter-hour wins—63.8% more than all other stations' combined.

Proving once again that more people listen (and listen regularly) to WEEI than to any other Boston radio station. If you'd like more proof—or availabilities—call CBS Radio Spot Sales or WEEI.

Source: Pulse, Jan.-Dec. 1953; total week
disputed regulations, the FCC stayed their ef-
fectiveness.

"The FCC is walking in the shadowland of personal judgment. In spelling out the types of programs it considers lotteries, NBC at-
torney Paul W. Williams, of Cahill, Gordon, Zachry & Reindel, told the court. This is cen-
sorship, he said.

Also present in opposition to the FCC's rules was Alfred McCormack, Cravath, Swaia & Moore, for ABC. The FCC is charged with granting and renewing licenses, Mr. McCor-
mack pointed out, when they are in the public interest, convenience and necessity. The Com-
mmission cannot deny a license, he said, on isolated grounds.

Max Freund, of Rosenman, Goldmark, Colia & Kaye, for CBS, argued that the Commission is trying to regulate "cupidity." That is for the courts, he held. Purpose of the lottery law is to protect the public, he said, and giveaways do not plunder the public.

Significance was seen by all network at-
torneys in the fact that the Dept. of Justice did not join the FCC in appealing the lower court's decision. The Justice Dept. in the past has de-
graded that giveaways were not lotteries, they pointed out. Even the Port Office Dept. has ruled that giveaways do not violate the lottery laws, they added.

When Congress some years ago was asked by the FCC to amend the Communications Act to bar lotteries, they refused, the network attorneys said.

Key to the Commission's position was that enticing people to listen or view a broadcast for a prize was "consideration" in the meaning of the lottery law.

"When millions of people sit at home waiting for a telephone to ring . . . that is something of value to stations and the sponsor," Mr. Wol-
lenberg declared. "That is as much 'considera-
tion' as paying a price in cash for a lottery tick-
et," he said.

Mr. Wollenberg emphasized that the Com-
misson had no objection to station promotion for audience or advertising on the air. But, he went on, when the appeal is to the "cupidity" of masses of people to win some-
thing for nothing, then it is evil.

Peppered by Queries

Justices peppered Mr. Wollenberg with ques-
tions during argument. Gist of their inquiries, some far from solemn, con-
cerned the legal theory of "consideration" expounded by the FCC. They also sought information regarding the attitude of the Jus-
tice and Post Office Depts.

Associate Justice Felix Frankfurter ventured the opinion that the regulations were drawn because "people were putting up their time in ways hitherto usually going to the liking of the FCC." Alluding to the transit radio case, in which the court upheld the right of transit companies to install radio receivers in their vehicles, he observed: "Captive audiences are all right, but, such is not the case here.

But Justice Frankfurter's comments were not all favorable to the broadcasters' side of the argument. "All advertising on the air is a lure, isn't it?" he asked. And, answering the FCC's contention that listening or viewing was a "thing of value for the former Harvard U. law professor quipped: "Most people listen to a lot of that in vacuo anyway, don't they?"

Asked by Associate Justice William O. Douglas how a telephone contest differed from a studio contest, Mr. Wollenberg answered that that FCC viewed a studio show as attended by people who thought enough of the program to attend in person. This could be "evil," he added, but of "less evil" than telephone give-
aways.

Mr. Wollenberg said he felt that winning an automobile as a door prize in conjunction with attendance at a dance or show was a lot-
tery. This was in answer to a question from Associate Justice Robert H. Jackson.

In answer to several questions as to why the Dept. of Justice did not participate in the appeal, Mr. Wollenberg said it was remaining "neutral" because the case at issue involved licensing of broadcasting stations, solely an FCC function.

DEPT. OF JUSTICE CONTINUES PROBES

Two actions are underway: One involves 16mm movies for release to tv, the other preliminary investigation of advertising industry business practices.

Two separate anti-trust probes into broadcast-
ning and advertising business practices are pro-
ceding at the Dept. of Justice—the suit in-
volving alleged monopoly in release of 16mm movies for tv and the preliminary inquiry into advertising industry business practices.

A widespread report that the government will seek dismissal of its 16mm suit, now pend-
ing in Los Angeles federal court, could not be verified by departmental sources. In contrary there were signs that the government is going ahead with prosecution of the suit in what is called an effort to force release of 16mm fea-
ture films for tv use.

Assistant Attorney General Herbert Brownell told a news conference Thursday that no inferences of legal action can be drawn from the FBI probing into files of advertising and media trade associations [B+T, Jan. 18, et seq].

FBI agents were at NARTB last week mak-
ing a preliminary study of the filing system. It was evident these agents were merely gather-
ing material to aid in conducting a possible search of NARTB's files for detailed data cov-
ering such matters as 15% commission, agency recognition and cash discounts. NARTB has no agency recognition service nor does it en-
dorse the 25% cash discount list in its 1953-54 guide of the American Assn. of Advertising Agencies.

No Names

Attorney General Brownell declined to name any of the associations under investigation in the advertising probe. Confirming a statement made to B+T Jan. 15 by Stanley M. Barnes, Assistant Attorney General, the Attorney Gen-
eral said:

"For some time we have been looking into the matter of advertising commissions to deter-
mine if these involved any violation of the anti-
trust laws. This is simply a part of the general program of the Anti-Trust Division to look into various segments of the national econ-
omy to determine if any action is indicated. This does not mean that action will necessarily follow. No inference should be drawn as to whether legal action will follow the study of advertising practices."

He said the study covers all media in the advertising field. Asked if the inquiry was initialed by this Administration or the previous one, he said, "I understand that such an inves-
tigation was conducted in 1950-52 and was then closed without action. The current study was initiated during the last few months."

One factor behind the current advertising probe, he said, is that a court decision several years ago found illegal uniform commissions employed by real estate boards.

Files of the Federal Trade Commission's

GOP SETS RECORD RADIO-TV BUDGET

Republicans plan $3.8 million for this year's overall camp-
aign budget, highest radio-tv expenditure in history for a non-Presidential race.

REPUBLICANS will spend more on radio and television on the national level in the coming elections campaign than they have ever spent in a non-Presidential campaign year.

That much was known last week, although an actual breakdown of figures on the national level wasn't made available.

The Republican National Finance Committee approved a 1954 campaign budget of $3.8 mil-
lon for the National, Senate and House Cam-
paign Committees.

While no figures were given, it was acknowled-
ed that a "sizeable part" of the overall budget would go for radio and tv.

This figure alone was a record budget amount for a Congressional election year and about doubles the amount for an actual Presidential election year of 1950 ($1.95 million).

Finance committee chairman, F. Peavey Hef-
elfinger, said the figure was large because of GOP plans to expand campaign activity and because of the rising cost of television.

It was noted that another important contrib-
uting factor was the increase of tv stations.

National committee spokesmen spoke of tv costs as being 10 to 1 greater than radio.

MR. HALL

Current Republican thinking was re-
vealed by National Chairman, Leonard W. H., who advis-
ed Republicans to choose candidates for office with at-
tractive television personalities.

Mr. Hall told a GOP luncheon group in Providence that the committee had budgeted more for tv in the 1954 Congressional campaign than the total set aside for all campaign purposes in any prior off-year campaign.

He said his office investigated reasons for the GOP loss of a Congressional seat in New Jersey last November and concluded tv put a Democrat across in a normally Republican District.
A CHANGE
WORTH WATCHING!

There's a change on Channel 7 that's well worth watching, too!

On February 1, KECA-TV became KABC-TV... new and significant call letters to place special emphasis on Channel 7's proud position as the American Broadcasting Company's key television station covering Southern California.

Fresh, sparkling ideas in programming are turning more and more eyes to Channel 7. So give your sales outlook a change for the better. Choose...

CHANNEL 7
KABC-TV

The American Broadcasting Company • Los Angeles
...for bang-up results...

"ANNIE OAKLEY"
She never missed. And now the frontier's First Lady is sure-fire as television's first cowgirl star. Played by Gail Davis (Gene Autry's "perfect Western heroine") and filmed by the same top-caliber production team as Gene and the Range Rider, Annie mixes hair-trigger action and romantic interest to score with all the family. With Annie Oakley, you can't miss. She's available for local and regional sponsorship through CBS TELEVISION FILM SALES offices in New York, Chicago, Los Angeles, San Francisco, Atlanta and Dallas.

Distributor in Canada: S. W. Caldwell Ltd., Toronto
four-year investigation of the American Newspaper Publishers Assn., and other newspaper agencies, has been reviewed in the light of the Justice Dept. inquiry.

The FTC dismissed the case Jan. 20, 1930 after answer and trial, without assignment of reasons. The original charge reads as follows: "Combining or conspire to control channels of distribution and to enforce a standard differential, in connection with the placing of national advertising, more specifically, to compel national advertisers to employ respondent agencies or advertising agencies in the placing of national advertising in newspapers throughout the United States, to prevent said advertisers from advertising directly in said newspapers at net rates and to compel said advertisers to pay direct advertising at gross rates and in connection with the enforcement of a standard differential of 15% on the average or on the better rates, the periodicals as minimum compensation for the advertising agencies.

"As set forth in the commission's brief, respondents were charged with seeking through compulsorily bringing pressure to bear and otherwise:

"First, to prevent direct advertisers from obtaining national advertising at net rates and that, to avoid the resulting increased cost, they be restrained from employing advertising agencies.

"Second, to restrain publishers from stripping advertising space to direct advertisers at less than their gross rates; and

"Third, to eliminate from business agencies which do not receive the full differential as the commission remuneration on which share the differential with an advertiser.

On West Coast

While the department appeared to be going ahead with its 16mm movie suite despite rumors it might seek dismissal, a West Coast development seems to support the theory that the case will not be dropped. This centered around the grant of another one-month extension, until March 2, to Republic Pictures for completion of answers to government interrogatories.

Republic, incidentally, is one of the few studios making its films available to television, according to studio attorneys. They point out that extensive time and labor are required to supply data on every showing, plus revenues realized. Republic is the only studio that hasn't completed its reply, Columbia Pictures and a subsidiary, Screen Gems, having recently supplied their answers.

Radio, TV Caught In Intramural Row

House Operations Committee votes to ban broadcast coverage of its sessions unless a majority favors admitting microphones or cameras.

RADIO-TV was the innocent bystander which got hurt last week in a Capitol Hill political fight. When the shooting was over, the broadcast media were once more left with a restricted opportunity to look in on public hearings held by the House Government Operations Committee.

In a closed session, the committee members voted to bar radio and TV from all committee and subcommittee open hearings unless a majority of them voted to approve the presence of camera and microphone.

Actually the sudden move against radio and television was on the horizon, with a restricted opportunity to look in on public hearings held by the House Government Operations Committee.

In a closed session, the committee members voted to bar radio and TV from all committee and subcommittee open hearings unless a majority of them voted to approve the presence of camera and microphone.

Sen. Potter to Head Communications Unit

A NEW subcommittee on communications was selected Friday in the Senate's (Closed Circuit, Feb. 1). The chairman is Sen. Charles E. Potter (R-Mich.), a virtual newcomer to the radio-communications fold.

Other members are Republican Sens. Andrew F. Schoeppele (Iowa) and Dwight Griswold (Neb.) and Democratic Sens. John O. Pastore (R.I.) and Leute C. Hunt (Wyo.).

Subcommittee chairmen were announced for communications, trans- portation, and other fields covered by the Senate Interstate & Foreign Commerce Committee at a closed meeting Wednesday. The list of members was released Friday.

The subcommittee is expected to handle certain measures of less importance. Top matters in communications will be considered by the full committee, as in the past, it was understood.

The long-range effect, however, will be to extend Sen. Potter's familiarization with communications legislation and the issues involved in the industry.

FCC Rescinds Fayetteville, Assigns Bluefield VHF

Assignment comes after Commission finds itself in error in placing zone line.

FCC last week rescinded its order adding vhf ch. 4 to Fayetteville, W. Va. (BWT, Oct. 26, 1950). The decision was reached by the Daily Telegraph Printing Co. to assign vhf ch. 6 to Bluefield, W. Va., where the company owns WHIS, by substituting ch. 4 for ch. 6 at Beckley, W. Va., where Bluefield is located.

FCC action came after re-examination and conclusion by the Commission "that our present zone line in West Virginia is in error and that all of the state should be placed properly in Zone I."

The boundary line between Zone I and Zone II cuts across West Virginia, with the southern tip of the state falling within Zone II.

In the same action, the Commission reaffirmed that part of its previous decision denying the petition of High Point Enterprises Inc. (WHPE), to assign ch. 6 to High Point, N. C., by deleting that channel from Wilmington, N. C., and Beckley, and substituting therefor ch. 4, respectively, to coordinate vhf ch. 3 to Wilmington, N. C., was not disturbed.

The amended table becomes effective 30 days after publication in the Federal Register. From another allocation action, FCC made final immediately its proposal to assign uhf ch. 72 for ch. 60 at Baltimore, Md. The action permitted WWHT-TV Baltimore to shift from ch. 60 to 72.

Denies Puerto Rico Swap

The Commission last week also denied a petition by the Dept. of Education of Puerto Rico, seeking noncommercial educational use of vhf ch. 4 in place of reserved ch. 6 at San Juan.

Proposal to allocate ch. 68 to Petaluma, Calif., for ch. 56 was put forward last week by Delta-Sierra Education Television Corp., which proposes to file for reserved uhf ch. 42 for Stockton, Delta-Sierra to place its antenna on Diablo, which would conflict with the uhf ch. 56 allocation at Petaluma.

Request was filed last week by WTLA Talla-

hassie, Fla., to assign vhf ch. 2 to Havana, Fla., the new petition for a ch. 2 decision denying WTLA's previous petition to change vhf ch. 9 from Dothan, Ala., to Talla-

hassie.

Additional uhf channel was officially assigned to Sanibel, Ohio, a fortnight ago when the FCC finalized a proposal to add ch. 18 to the existing ch. 30 in that city. WHIZ-

TV operates on ch. 30.

Proposed frequency changes, announced by the Commission, include the following:

Tupelo, Miss.—Add ch. 5—by substituting ch. 11 for ch. 9 in Jackson, Tenn.

San Francisco, Ala.—Transfer reserved, educational ch. 7 to Munford. This conflict with proposal to assign ch. 11 to Lexington, Tenn., ch. 7 to Rock Island, Tenn., and ch. 5 to Sneedville, Tenn.

Rapid City, S. D.—Add ch. 3.

Clark Retires from FCC

KENNETH G. CLARK, regional manager, South Pacific Region, FCC's Field Engineering & Monitoring Bureau, retired Jan. 31 after 35 years of Federal service. Active in government radio regulation since 1917, Mr. Clark rose from the ranks and was promoted to manager of the South Pacific Region, with headquarters in San Francisco.

Page 46 • February 8, 1954
After only 52 days on the air, Sheriff Scotty announced free membership cards in his “Sheriff’s Posse” to his youthful audience. The offer ended 30 days later...January 22...with requests totalling more than 28,000, and more coming in!

Sheriff Scotty’s “Tales of the Wild West” at 4:15 p.m. each weekday is Denver’s top-rated Kids’ show. What’s more, Telepulse (November, 1953) rated it the 2nd highest of all multi-weekly shows in the city, day or night. Scotty’s enthusiastic “posse” is further testimonial to his overwhelming audience popularity.

Most important to participating advertisers, Scotty sells* merchandise.

Sheriff Scotty is only one of many top personalities in KLZ-TV’s local program line-up. Of the highest Telepulse-rated multi-weekly shows, all of the first 5 are KLZ-TV local originations. And...KLZ-TV rated 8 of the top 10 once-a-week shows, including, of course, first place...further evidence of Channel 7 dominance of Denver’s TV scene.

When you buy TV in Denver, buy the AUDIENCE station...KLZ-TV.
INFORMATION REPORT JOLTS OFFICIALDOM

Report to President says U. S. Information Agency is investigated too much. Suggests more TV in Voice and talks about government support to private broadcast industry.

A "SLEEPER" report on the U. S. information policy served official Washington with a jolt last week.
The report to Congress was made by the U. S. Advisory Commission on Information, created by Congress in 1948, and its members appointed by the President.
In effect, the report said Congressional investigators have so far harassed the U. S. Information Agency that it can hardly get its job done. USIA is headed by Theodore C. Streibert, former MBS board chairman. The agency operates the Voice of America.

Meanwhile, the Airborne, Air Routes & Ground Aids subcommittee of the Air Co-

ordinating Committee prepared terms of reference for the proposed ad hoc committee to study the question of revising standards concerning the marking and lighting of radio-TV towers, with particular attention to guy wires [BT, Feb. 11]. Final comments by representatives are due tomorrow (Tuesday), at which time members of the working unit will be named. These will include representatives of broadcasters, tower manufacturers and equipment makers, it was reported.

It was understood that only at the insistence of the FCC were broadcast representatives allowed to attend last Thursday's meeting. Attending were Noble C. Shumway Jr., Robert H. Paul and John J. McCarthy, FCC; Robert E. L. Kennedy, Asst. of Federal Communications Engineers, and A. Prose Walker and Abiah A. Church, NARTB.

Wollenberg Resigns FCC Counselship

J. ROGER WOLLENBERG, FCC assistant general counsel, resigned last week to join the Washington law firm of Hale, Doty & Schellenberg.

The move came three days after the 35-year-old Mr. Wollenberg argued the FCC's giveaway case before the Supreme Court (see separate story on page 40). Mr. Wollenberg was reared in San Francisco and was graduated from the U. of California law school in 1942 with an LL. B. He was editor-in-chief of the California Law Review in his last year. He served as a Navy lieutenant in the Pacific during World War II, and in 1946 became law clerk to Associate Justice William O. Douglas. In 1947 he joined the Dept. of Justice in the office of alien property and became assistant chief of the appellate section of the anti-trust division. In 1952, he transferred to the FCC as assistant general counsel in charge of the Office of Counselship and Administration.

As FCC's counsel in court, he represented the Commission in the Zenith Chicago ch. 2 and the Loganport and Peoples appeals before the U. S. Court of Appeals.

Added FM Programming Plan Draws First Comments to FCC

FIRST comments on FCC's proposal to permit specialized programming by fm stations in addition to regular broadcast operations [BT, Jan. 4 et seq.] were filed last fortnight. Deadline is Feb. 15, with replies due 10 days later.

Paul O'Bryant, vice president and general manager, WHIL Hemstadt, N. Y., wrote a letter in favor of the proposal. He said he believed the operation "will go a long way in enabling more fm licensees to operate within the financial and more in the public interest." A favorable comment also was received from George W. Hamilton, Syracuse, N. Y., and the Rural Radio Network of New York State.

Opposition was filed by a number of citizens who appeared to believe the Commission was proposing to reduce the number of fm channels. Others objected to what they called a "further invasion of their privacy." Referring to the transacting flight, these communica-

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GOVERNMENT
In 1952, the trucking industry employed 6 million people and had, in round numbers, a pay roll of 21 billion dollars. By 1975, its pay roll is expected to be 14 million persons, and its national paycheck $47 billion.

This is not wild-eyed prophecy, but a conservative projection of present trends in the transportation industry, based on the findings of the Paley Commission (President's Materials Policy Committee).

Expenditures for wages and salaries will account for the largest part of the $63 billion the trucking industry is expected to be spending by 1975. Other items included in this gross national outlay are: New trucks and tractors; new trailers and semitrailers; replacement tires; replacement parts and accessories, and motor fuel.

Source: “Trucks in 1975”, by Carroll J. Rouah. If you would like a free copy of this factual, documented study, write us today.

Chairman, American Trucking Associations

American Trucking Industry

American Trucking Associations, Washington 6, D.C.
of operation.

The proposal would end an automatic stay of a protested grant (of a station construction permit), which now is mandatory, and the hearing on charges required by the Act could be a paper proceeding instead of an oral case.

In the Senate, where Senate Interstate & Foreign Commerce Committee Chairman John W. Bricker (R-Ohio) has introduced a bill (S 2853) embodying the FCC request, there are no plans for hearings.

Senators indicated the bill would be classed as controversial and therefore scheduled for careful consideration when the committee can get to it. Also in question on the Senate side is the "urgency" of the proposed legislation.

In the House, Rep. Charles W. Wolverten (R-N.J.), chairman, House Interstate & Foreign Commerce Committee, has been expected to introduce a bill "by request," had not done so last week. Rep. Wolverten is busy handling an investigation of diseases.

According to a APCA report, the "controversial" aspect could be traced to some objections already being made by applicants for tv stations who claim their bids would not be accorded a full hearing by FCC if the legislation were passed. The proposal, if accepted, would place them back in the position they were in before the McFarland Act was passed, these applicants reportedly assert.

FCC Denies CMRU Bid For 40 Frequencies

REQUEST for 40 frequencies from the Citizens Radio Service to establish an exclusive manufacturers Radio Service, submitted by the Committee on Manufacturers Radio Use [B&T, Dec. 14, 1953], was denied by the FCC last week as "premature."

The Commission said it is studying the revision of the Special Industrial Radio Service rules (Docket 9790) to meet the radio needs of industry and that it would be best to approach this need on an overall basis, rather than through a piecemeal procedure.

Citing a Commerce Department report, the largest U.S. corporations (Alcoa, Ford, GE, Bethlehem Steel, etc.), suggested that if the Commission did not feel free to establish the manufacturers service with Citizen's Radio frequencies it should "re-examine" the fm band.

FCC Tries to Clear Fangled Ch. 11 Case

THE FCC took the first step in unraveling the stymied St. Louis ch. 11 hearing last week when it sent a McFarland letter to KSTM-TV St. Louis raising questions regarding its financial and legal qualifications.

If the uhf ch. 36 station satisfactorily furnishes the required information, the FCC said, it would designate it as one of the applicants in the St. Louis ch. 11 hearing and insert as one of the issues whether KSTM-TV has the right to be a applicant while it is a grantees. This is in line with one of the alternatives proposed by the U. S. Court of Appeals when it issued a stay order before the St. Louis hearing was due to start [B&T, Jan. 18].

The Commission has consistently refused to accept an application for vhf ch. 11 from KSTM-TV while it was the grantee of uhf ch. 36. KSTM-TV offered to relinquish its grant on the uhf channel if it succeeded in winning a grant on the vhf channel. The FCC has held, however, that an existing grantees first must surrender its license before the new channel was opened for another frequency in the same market. KSTM-TV appealed this decision to the court and won a temporary restraining order.

Involved in the St. Louis ch. 11 hearing are St. Louis Broadcasters Inc. (Ambassador Investment, 52%; Fanchon & Marco, 42%); St. Louis Telecast Inc. (60% owned by BEW), 220 Television Inc. (Harold Koplar and William Koplar Shenker) and CBS (KMOV).

Applicants Challenge FCC Hearing Rules

Norfolk competitors contend legal and financial questions should be made part of hearing.

FCC's hearing procedures were directly challenged last week by two applicants in the Norfolk, Va., ch. 10 hearing.

Both Beachview Broadcasting Co. and WAVY Portsmouth, Va., competing for the vhf channel, asked the Commission to order the examining the legal and financial qualifications of their opponents. Under the new hearing procedures which went into effect last year, the Commission determines the legal, financial and engineering qualifications of each applicant before designating them for a comparative hearing. Up to now, except for good cause, the Commission has refused to permit such issues to be introduced at the hearing.

Both Beachview (Dudley Cooper, Norfolk real estate and amusement parks operator, principal stockholder) and WAVY claimed that this practice violates their legal rights as applicants. The applicants' reasons for the actions:

- Mission Telecasting, 50% owned by KONO San Antonio, charged that the competing KMBC application for vhf ch. 12, filed last month, was not filed in good faith and asked the Commission to dismiss it. A third applicant, KTSA-San Antonio Express, dropped out two weeks ago [B&T, Feb. 1].

- Heart's Corp.'s WISN Milwaukee objected to the WMCAN-TV Milwaukee declaration that it intends to be a party in the Whitefish Bay vhf ch. 6 proceeding and its request that the WISN application be dismissed [B&T, Jan. 25]. Heart's said WCN-TV may not intervene without following regular procedures and that it had no standing to intervene anyway. It termed the demand that the Hearst application be dismissed as based on "extra-legal fantasies." WMIL Milwaukee, the second applicant in the WCN-TV application filed and later withdrawn by Enterprise Transmission Inc. for the same facility, Broadcast Bureau told the examiner that in view of the Commission ruling that the burden of answering the Commission charge that Enter-

FCC Authorizes Second Study Of Uhf Situation

THE FCC has authorized a second survey of the economics of post-freeze tv stations, both vhf and uhf, it has announced.

Covering the period Aug. 1, 1953, to March 1, 1954, the post-freeze stations which were in operation by Nov. 1, 1953, will be asked to furnish supplemental information with their annual financial reports, due April 1.

First survey, made of post-freeze tv stations on the air from April 1, 1952, to Aug. 1, 1953, indicated that financial success depended on the size of the market and the age of the station [B&T, Jan. 4]. As for uhf, the study showed that where uhf stations are the only outlets in their market and are at least 50 miles from existing vhf service they are doing as well as vhf service in revenue and network programs.

Work of the first survey, as respects uhf was challenged by some broadcasters because it covered only two uhf stations in pre-thaw tv markets.

At the time the first report came out, there were 23 uhf stations in pre-thaw markets.

FCC Withdraws Proposal For Applicant Advertisement

PROPOSAL that all applications for new tv stations must be "advertised" in a local newspaper was suggested by the FCC last year [B&T, July 6, 1953], was withdrawn.

The Commission said that it had received only three comments, all opposing. These included a referendum of the Federal Communications Bar Assn., which showed 64 members opposing, six favoring and two split. Others were from CBS and Washington attorney Leo Resnick.

The proposals were advanced to aid the Commission in processing applications, to pre-empt a tv station's right to a treat- ment to applicants and prospective—all of which have been met in other ways, the Commission intimated.

In keeping with the advertising feature, the proposed regulation would have provided for a 30-day cutoff date for competing applications following publication of the notice of the filing of the application.

FCC Comr. John C. Doerfer did not vote.
In its 15th year—and STILL GROWING!

from
16 KW
832 feet above
average terrain
channel 4
Very
High
Frequency
to
93 KW
1020 feet above
average terrain
channel 6
Very
High
Frequency

On January 4, 1954, WRGB increased its power from 16 KW to 93 KW; its antenna height from 832 feet to 1020 feet above average terrain, and, at the direction of the FCC, switched from channel 4 to channel 6. Now transmitting with the maximum signal permitted by the FCC, WRGB still sells the rich capital district, as it has for more than 14 years, plus Northeastern New York and Western New England. The more powerful signal adds some 10,000 square miles and more than 500,000 people to the old coverage area that previously delivered 301,750 sets.
WLS, WENR CHICAGO MERGE—NOW WLS

Former shareholders organize new corporation, WLS Inc., with 'Prairie Farmer' and AB-PT owning 50% each. Station will be ABC affiliate.

MERGER of Chicago share-time stations WLS and WENR—both of which operate on 890 kc with 50 kw—was announced Friday by James E. Edwards, president of Agricultural Broadcasting Co. (WLS), and Robert E. Kintner, president of ABC (WENR). Merger is subject to FCC approval, regarded as virtually automatic, since no other parties are involved.

Under the terms of the agreement, a new corporation will be organized as WLS Inc., with Prairie Farmer and AB-PT owning 50% each. Present studio facilities of WLS in the Prairie Farmer Bldg. will be utilized and the station, with call letters WLS retained, will become affiliated with ABC. Transmitter facilities, which is the same for both stations, will continue to be used.

Board of directors of the new company will be composed of three representing the WLS

Mr. Edwards

Mr. Harre

Mr. Snyder

group and two representing ABC. Officers of the new company are James E. Edwards, WLS president; Glenn Snyder, WLS, first vice president and general manager; Arthur M. Harre, ABC, second vice president and assistant general manager; George R. Cook, WLS, treasurer, and Mathew Vieracker, ABC, secretary.

Although details of the new corporation's structure were not revealed, it is understood that WLS will occupy a preferred stockholder's position.

WLS is owned by the Prairie Farmer, published bi-weekly, and began operating in 1924. WENR started in 1925.

Tv Starter Pace Seems Sluggish So Far in '54

PACE of new tv station debuts is off to a slow start this year—only five outlets have begun regular programming so far. Operating stations now total 359 with about 22 more saying they expect to start operation by the end of February.

Four stations were scheduled to start as follows:

WRDW-TV Augusta, Ga. (ch. 12), CBS, represented by Heyden-Reed, Feb. 8.

WARM-TV Saratoga, Pa. (ch. 16), represented by George P. Hollingbery, Feb. 9.


WBTV-TV Charlotte, N. C. (ch. 11), represented by George R. Ballough, Feb. 8.

Installation of antenna of KBID-TV Fresno is currently underway in preparation for its Feb. 13 starting date, Robert Wesson, station manager, reported. Microwave transmission equipment already is installed on nearby Bear Mountain.

WTRJ (TV) Schenectady, N. Y. (ch. 35), is continuing with construction of its 542-foot tower in spite of its bad weather. The CBS-TV affiliate plans to begin regular operation Feb. 15.

March 1 has been set as the starting date for WINK-TV Fort Myers, Fla. (ch. 11), A. J. Bauer, general manager, said.

WSIV (TV) Ellkhart, Ind. (ch. 52), plans to begin test patterns late this month, according to R. J. Gillespie, station relations director. The station will be affiliated with ABC-TV, NBC-TV and DuMont, serving the St. Joseph Valley.

First vhf station for Bay City-Saginaw, Mich., WNEM-TV (ch. 5), is preparing for a Feb. 15 debut as an NBC-TV and DuMont affiliate. Its 500-foot tower is in place.

The following stations have reported they expect to begin regular operations before the end of February:

KBID-TV Fresno (ch. 53); KBAY-TV San Francisco (ch. 20); KSAN-TV San Francisco (ch. 32); WOTC-TV Savannah, Ga. (ch. 11); WGSC-TV San Angelo, Tx. (ch. 37); WMGT-TV (TV) Adams, Mass. (ch. 74); WNEM-TV Bay City, Mich. (ch. 7); KDRO-TV Sedalia, Mo. (ch. 6); WMUR-TV Manchester, N. H. (ch. 9); WTRE (TV) Schenectady, N. Y. (ch. 35); WMFD-TV Wilmington, N. C. (ch. 6); KCEB-TV (TV) Tulsa, Okla. (ch. 23); WQED (TV) Pittsburgh (ch. 13), educational; KRGT-TV Weslaco, Tex. (ch. 5); WJPB-TV Fairmont, W. Va. (ch. 35); KPBC-TV Cheyenne, Wyo. (ch. 5); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2) San Juan, P. R.

For details see Telestatus page 107.

Chicago Trib's Paid Listings Profitable

Newspaper took in $100,000 for the radio-tv logs in '53, hopes to double that this year.

PAID listings in radio and television logs brought in $100,000 last year to the Chicago Tribune and 1953's total might well be doubled in 1954, if the present pace is maintained, the newspaper reported last Thursday.

The Tribune revealed its volume in connection with "recent differences concerning free newspaper publication of radio and television program listings."

The argument also was interpreted as an indirect reference to practices by some newspapers barring publication of radio-tv logs, save on a totally-paid basis, and the Tribune's feeling that the "Chicago Plan" represents a compromise. It was adopted by newspapers there in 1949.

Newspapers in at least two cities—The Nashville (Tenn.) Banner and Tennessean and Oklahoma City Oklahoma and Times—have discontinued listings except on paid basis, evoking protests from local radio-tv stations [B*, Jan. 25, Aug. 31, 1953].

Under the Chicago Plan, "applicable to any large metropolitan area," according to the Tribune, "free listings of major programs from Chicago's leading radio and television stations continue, but radio and television sponsor, stations and networks are permitted to direct attention to features of their programs and products in paid additional listings of not less than four lines or more than 50 lines each."

The Tribune's WGN-AM-TV claims to have set the linepace in this respect.

Arthur B. Olsen, manager of the newspaper's classified advertising department, last week cited the growth of the motion picture directory, as a "possible parallel."

Mr. Olsen said readership studies show that tv log listings have "top readership, challenged only by the weather report on page one."

The Tribune claims display advertising or paid mentions enable the advertiser to take advantage of this "established following to spotlight his show before an audience already interested in television."

Additional benefits may be derived, according to Mr. Olsen, from displays by additional sponsors, stations and networks in radio logs. In time, he added, makeup and type faces can augment radio-tv listings as in motion picture directives and "develop a comparable impression."

Paid Radio-Tv Logs Tried and Untrue—Weed

ARGUMENTS for paid listings of radio and tv schedules were termed "tried and untrue" by Joseph J. Weed, president of Weed & Co. and of Weed Television Corp., in commenting last week on decisions of newspapers in some cities to discontinue free listings of radio and tv programming.

Mr. Weed acknowledged it was the prerogative of the newspapers to make their own policies, but added that while radio and tv enjoyed "definite advantages" from free listings, the newspapers also benefited in "prestige and revenue." He pointed out that radio and tv are providing "sizable lineage in tune-in display ads," and said that surveys conducted by newspaper publishers have shown that the radio-tv logs are "among the most-read features."

"Radio-tv logs—in terms of public interest—are as much a public service as printing the weather," Mr. Weed declared. "And, in areas..."
That's the gist of a message from Thad Crandell, executive vice president of Fidelity Federal Savings and Loan Association of Nashville, who says:

“In the 1½ years we've used WSM-TV our total assets have grown from 13 million to over 20 million dollars. We interview every new customer who opens a savings account, and we've learned that WSM-TV has produced more of our new business than any other advertising medium we've used.”

For similar success, why not hook your product to WSM-TV’s selling power? See Irving Waugh or any Petry Man for details.
where such listings are not published, the field is opened wide for independent program week-
lies which obtain paid circulation and advertising
revenue that probably could have gone to the
newspapers. There are large cities—New
York being an outstanding example—where
newspapers are printing more extensive logs and
program data than heretofore. The ten-
dency to publish a full week’s listings on week-
ends is growing—and rightly so. The radio-tv
pages are still ‘alive’ long after the other sec-
tions of the papers are discarded.”

WTTM, Newspaper Start
Second Newscast Series

SO SUCCESSFUL has been a morning Mon-
day-Friday newscast by WTTM Trenton, N. J.,
from the editorial offices of the nearby Bristol
(Pa.) Daily Courier since it began Sept. 21,
that the radio station and newspaper have made
arrangements for a similar afternoon news-
cast, also on weekdays.

The afternoon newscast, for which contracts
have been signed, began last Monday under
sponsorship of Voltz Oil Co., distributor of
Chevron, and Norman’s Stationery Co.,
which has stores throughout New Jersey and
Pennsylvania. The newscasts supplemented
regular newscasts gathered and aired by the
station’s own local news staff, headed by Arnold
Severson, director.

WTMT General Manager Fred L. Bernstein
described the newscast as “another step for-
ward” for WTTM in its “complete coverage of the ‘new’ Delaware Valley area.”

GENERAL TELERADIO
SEeks WHQB-AM-TV

NEGOTIATIONS for the sale of WHQB-AM-
TV were opened for about $2.5 million to General
Teleradio Inc. were acknowledged last week by
John H. Cleghorn, general manager of the
Harding College station.

Details are being worked out, he said, by
W. O. Beaman, college business manager, and
Tom O’Neill, president of General Teleradio.
Terms under consideration, it is understood,
are a cash payment of about $600,000 and a 10-year note for the remainder. Broker is
Richard C. Josten.

WHQB operates on 560 kc with 5 kw day,
1 kw night, directional. It is affiliated with
MBS and is represented by John Blair & Co.
It began operating in 1925.

WHQB-AM began operating on vhf ch. 13
last September. It has an interim affiliation
with CBS-TV and is represented by Blair-TV.
It is the second vhf station in Memphis; the other is
pre-freeze WMC-TV (TV), owned by the
Memphis Commercial Appeal and Press Scimi-
tar (Scripps-Howard).

General Teleradio, a subsidiary of General
Tire & Rubber Co., Akron, Ohio, owns WOR-
AM-FM-TV New York, WNAC-AM-TV Bos-
ton, WNIR Providence, WONS Hartford
and 55% of uhf WGTH-TV Hartford, KHJ-AM-
FM-TV Los Angeles, KBRC San Francisco,
and KGB San Diego. General Teleradio is
also majority stockholder in MBS.

Reports that the WHQB stations were for
sale have been current for several months. Dr.
George S. Benson, Harding College president,
last month announced that a buyer was being
sought for the properties [BHT, Jan. 11].

Radio-Tv Aid Seattle
Civil Defense Alert

Radio and television stations cooperated in
the success of Seattle’s first all-out civil defense
test last Friday.

KOMO-TV there aired a special program
Wednesday with explanatory interviews with
Seattle’s Mayor Allan Pomeroy, Civil Defense
Director C. F. Greber, Coordinator of Vol-
teers Paul Revelle and Police Chief H. J.
Lawrence. KING-TV’s news editor, Charles
Herring, and other station personalities carried
civil defense information on news programs
throughout the week. Both stations scheduled five announcements a day during the week.

At Friday’s H-Hour all eight Seattle radio
stations broadcast a program piped directly
from the Civil Defense control center, using
Comelrad lines by permission of the FCC and
Air Force. During the 14-minute program
the all-clear sounded after ten minutes), Frank
McCullin, local Civil Defense public relations
director, interviewed the Mayor and other
officials, and defense wardens gave on-
the-spot reports of cooperation on the streets
and in shelters. Civilians who remained in
their cars heard the messages and the all-clear
announcement on their car radios.

WBZ-TV Slates Color Gear

WBZ-TV Boston, Westhouse-owned vhf ch.
4 station, will have equipment to telecast color
slides and film by June, W. C. Swartzle, sta-
tion manager, announced following a press
demonstration of NBC-TV’s Dinah Shore
colorcast. The station will continue broadcast-
ing NBC-TV color broadcasts as they are
made available Mr. Swartzle said, and will
arrange a schedule of viewing for sponsors,
agencies and other groups.

KMTV (TV) Local Color in ‘55

LOCAL color production on KMTV (TV)
Omaha will not be attempted until the latter
part of 1955, according to Owen Saddler, gen-
eral manager. The station already is equipped
to broadcast network colorcasts, Mr. Saddler
said. He also announced the appointment

of Eugene Kingman and Kendrick Wilson
as color consultants for the station. Mr. King-
man is director of Jostyn Memorial Art Mu-
seum. Mr. Wilson is director of the Omaha
Community Playhouse.

Special Program Marks
WOI-TV Boost to 100 Kw

A SPECIAL program marked the increase in
power of WOI-TV Ames, Iowa, to its maximum
100 kw on Jan. 30.

On the special program schedule were James
H. Jenson, provost of Iowa State College, li-
censee; Richard B. Hull, radio-tv director; Dr.
George Towne, ISC engineering extension serv-
ice; Keith Ketcham, WOI-AM-FM-TV chief
engineer, and Herb Hake, Iowa State Teachers
College radio director and featured person-
ality on several WOI-TV productions.

WCBS-AM-857 Offices Move

OFFICES of CBS-owned WCBS-AM New York
were to be moved over the past weekend from
CBS headquarters building at 485 Madison
Ave. to the sixth floor of the Look Bldg. ac-
tross the street at 488 Madison. Program department
remains in CBS Television Production Center
at 524 W. 57th St., but program direction
will be located in the Look Bldg. space. Move
puts WCBS-AM-857 offices adjacent to those of
CBS Television Spot Sales, which were moved
to the sixth floor of the Look Bldg. the pre-
ceding week. Telephone number remains
Plaza 1-2345, and mailing address remains
485 Madison Ave., New York 22.

Even on Tv There’s Radio

RADIO went on television in New York
last week to promote radio. NBC’s
WNBC bought 40 minutes on NBC’s
WNJF (TV) Saturday night to let view-
ers know what they miss if they don’t
tune to WNBC. The program, WNBC
Showcase, was slated from 11:20 p.m.
to midnight, and was designed primarily to
promote WNBC’s daytime programming.
YEAR-END REPORT ON
BELL SYSTEM NETWORK TELEVISION SERVICE

In 1953 the Bell System added some 17,000 channel miles to radio relay and coaxial cable routes for video transmission. About 50,000 channel miles of coast-to-coast and border-to-border network now connects some 240 stations in 150 cities with a potential audience for a single program of 100,000,000 people.

1953 moved ahead with—
- a record number of stations added to the Bell System television network
- an international video link with the connection of television facilities extending into Canada
- the first coast-to-coast color television transmission.

More television “firsts” and new developments can be expected in the year to come. The Bell System will continue to keep in step with the industry’s requirements for network service.
HERE is an architect's drawing of the new million-dollar WBT-WBTV (TV) Charlotte plant, expected to be completed in 10 months.

**WTOP in 2954**

WTOP Washington, affirming its belief in radio, tape recorded "minute messages to the future" spoken by representatives of local daily newspapers and network radio-station managers at the Washington Advertising-Club-Broadcast House luncheon, commemorating the station's new building. The tape will be sealed in the aluminum Freedom Sphere atop Broadcast House and will be played on WTOP radio 1,000 years hence—wherever you go there's radio.

**WBKB (TV) Offers Spots Around 'Breakfast Club'**

SPOT availabilities are being offered around for the 10:45 a.m. portion of the ABC Don McNeill Breakfast Club, which begins simulcast operation Feb. 22, according to WBKB (TV) Chicago, ABC oke station.

Spots will be offered to advertisers, as on the radio version, at 8 a.m., 8:15, 8:30 and 8:45 a.m., (CST), at a $250 package price covering five 20-second announcements Monday through Friday, or for $120 covering five 10-second announcements. Individual spots are pegged at $50 per 10-seconds.

Thus far, no advertiser on the radio version has exercised its option to pick up part of the tv end of the simulcast. It was reported that Swift & Co., sponsor of the 8:15-45 a.m. segment, has been given an extension of time to indicate its plans and that Philco Corp. will then follow suit with its decision.

**KTIP Porterville, Calif., Sold to Ralph Miller**

PURCHASE of KTIP Porterville, Calif., by Ralph F. Miller, advertising executive of the San Francisco Call-Bulletin for $50,000 from J. F. Tighe, automobile distributor and appliance dealer, subject to FCC approval, was announced last week. Purchase of fixed assets and real estate was negotiated by Blackburn-Hamilton Co., brokers. The 230 kw, ABC affiliate on 1450 kc has been in operation since 1947.

Mr. Miller was at one time national sales manager of KCRA Sacramento and prior to that associated with KVOS Bellingham, Wash.

**Jefferson Standard Names Covington, Tredwell, Spicer**

J. ROBERT COVINGTON and Kenneth I. Tredwell have been elected vice presidents of the Jefferson Standard Broadcasting Co., Joseph M. Bryan, president of the company which operates WBT WBTV (TV) Charlotte, N. C., has announced. Also promoted was C. Kenneth Spicer as controller and assistant secretary.

The appointments were announced at the firm's annual board of directors and stockholders meeting.

"Mr. Covington, assistant vice president in charge of sales and promotion, joined WBT in

**WBT-WBTV (TV) Begins Million-Dollar Plant**

THE NEW million-dollar home of WBT-WBTV (TV) Charlotte, for which ground was broken Jan. 25, is expected to be complete in 10 months, according to Joseph M. Bryan, president of the Jefferson Standard Broadcasting Co.

Mr. Bryan said the two-story brick, concrete and steel structure to be built in suburban Charlotte will be the first tv plant in the nation designed especially to accommodate color telecasts. Occupying a six-acre tract, the building will contain 47,000 square feet of floor space with room for expansion.

The building will contain two tv studios 40 by 40 and 40 by 60 ft, each with a 27-foot ceiling to accommodate lighting and scenery, with an adjacent storage area the size of both studios. There will be three radio studios. The building will contain storage space, photographic darkrooms and a lounge and cafeteria, adjoining an outside terrace. Parking space will accommodate 100 cars.

Thomas E. Howard, the firm's director of engineering, helped design the floor plan and interior.

**KMPT (TV) Makes Changes; Farha Named New Manager**

FRED M. FARHA, commercial manager of KMPT (TV) Oklahoma City, has been appointed general manager of the station, succeeding Byron Ross, who has resigned as president and general manager. A successor to the presidency vacated by Mr. Ross has not been named.

The board of directors of KLPR Television Inc., licensee of KMPT, along with Mr. Ross' resignation also accepted that of Monty Wells, assistant general manager, at a meeting Jan. 25. Mr. Wells' successor has not been named.

The change in management of the Oklahoma City ch. 19 outlet also brought a change in station policy. The station, which formerly would not accept beer or tobacco advertising, now accepts both. Also announced was KMPT's basic affiliation with DuMont TV Network.

**WBZ-WBZA Name Richards**

C. LUD RICHARDS has been named sales service manager for WBZ Boston-WBZA Springfield, it was announced last week by Paul E. Mills, manager of the two Westinghouse Broadcasting Co. stations. Mr. Richards formerly was sales promotion manager with WBCC Bethesda, Md., and sales manager for WQMS Washington.

He assumes his new post March 1.

**WHLI Business Rise**

WHILI Hempstead, L. I., enjoyed the biggest three-month sales period in its history during the last quarter of 1953, president and general manager Paul Godofsky reported last week. He said national spot business on the station was up 42% during 1953, and estimated that overall billings for January ran 18% above those for the first month of 1953.
**WITV (TV) Names Butcher as Head**

BLAYNE BUTCHER, a veteran of three decades of experience in the broadcasting field, has been appointed general manager of WITV (TV) Ft. Lauderdale (Miami), on ch. 17.

Mr. Butcher, who assumes the post immediately, has been serving as consultant for three tv station applicants in the East and the South. Before that he was business director-consultant to a Pennsylvania tv station and earlier served in top capacities with radio and tv stations on both coasts.

According to the announcement of his appointment, Mr. Butcher will have a leading role in WITV's plans, in progress since the ABC and DuMont affiliate went on the air last Thanksgiving Day as Florida's "most powerful" tv station.

The station expects to originate network shows the year around from its outdoor tv settings, which include a regulation football and baseball layout, an "Olympic-size" swimming pool and a "complete Wild West village."

Mr. Butcher's experience includes several years of agency assignments, including responsibilities for such shows as *Walter Winchell, Suspense* and other productions.

**WBKB (TV) Expands Operation**

WBKB (TV) Chicago will expand its program lineup and hours of operation starting today (Monday) with the addition of six new video shows, it was announced last Monday by Sterling C. Quinlan, vice president in charge of the ABC outlet. The station will move its sign-on time from 9 a.m. to 7 a.m.

**WOWO Goes to 50 Kw; Completes Pre-War Plan**

WOWO Fort Wayne, Ind., increased its power from 10 to 50 kw last Monday in ceremonies attended by Westinghouse Broadcasting Co. executives and representatives of the advertising industry. The dedication culminated a project undertaken in 1939 but held up by the war and regulatory problems.

As the 6th 50 kw aural broadcast station, WOWO and Westinghouse showed their faith in the future of the medium, it was explained at the inaugural broadcast and supper held in the Chamber of Commerce Bldg., Fort Wayne.

Chris J. Witting, WBC president, participated via tape recording. Other WBC participants included Joseph E. Baudino, WBC vice president and general manager; Carl W. Vandagriff, WOWO manager; Bruce Ratts, WOWO chief engineer, John F. Hardesty, WBC eastern sales coordinator, and David Partridge, WBC sales promotion and advertising manager, as well as representatives of Free & Peters, representing WBC radio and tv stations.

O. B. Capelle, Miles Labs advertising manager, took part, the firm having been on the station continuously since 1931. Other advertiser representatives came from Kroger Co., Perfection Biscuit Co. and Rowland's Furni-
BOOST TO 50 KW was celebrated last Monday by WOWO Fort Wayne. Among those around ice-moulded call letters were (l to r) Carl Vandegrift, WOWO manager, J. Elvin Becker, first manager of station, "Fort Wayne News" (WGL), and Joseph E. Baudino, Westinghouse Broadcasting Co. executive vice president and general manager.

In his inaugural address Mr. Vandegrift said the fulltime job facing the entire WOWO staff is to develop acceptance for the station among 1,700,000 potential new listeners and then convert people and service into buyers of advertisers’ products. He estimated the coverage has been doubled by the increase from 10 to 50 kw.

The project represents an investment of $230,000. The Westinghouse 50HG-2 transmitter is located 11 miles southwest of Fort Wayne on U. S. Route 24. Three 415-foot towers provide a signal that becomes directional at night, protecting KEX Portland, WLIB New York, last Monday launched a $306,000, five-week promotion campaign [B&T, Jan. 25].

The high point of the campaign, according to John H. Mitchell, vice president and general manager of the station, is a giant "Lucky 7" contest aimed at impressing viewers with the station’s channel number. The contest consists of cash awards ranging from $10 to $10,000.

Other features of the station’s promotional effort will be a $50,000 advertising campaign in Greater New York newspapers; an additional $35,000 earmarked for exploitation; $50,000 in airline devoted to special daily “Lucky 7” telecasts, and $90,000 for special studio facilities, added personnel for the contest staff, talent and miscellaneous expenditures.

WLIT Sets $100,000 in Expansion Plans

PLANS for expansion of station facilities, program department and sales department at WLIT New York at a cost estimated at $100,000 were announced last week by Harry Novik, general manager. He said the principal expense to be incurred is the cost of a new $75,000 transmitter.

The transmitter, nearing completion, is located in the heart of New York in the East River opposite 80th St. Mr. Novik said that the new transmitter will improve WLIT’s clarity and reception in the New York area by 50%. He added that the transmitter will be dedicated formally on Feb. 22 at ceremonies at Gracie Mansion, where Mayor Robert F. Wagner of New York resides, and at the Hotel Theresa in Harlem where WLIT maintains its Harlem radio center.

In line with its expansion program, WLIT recently announced the addition of three staff members to fill key posts in the station’s revamped operations. They are G. James Fleming, previously executive editor of the New York Amsterdam News, who has been appointed WLIT director of community news and special events; George A. Bernstein, formerly general manager of WOL Washington, who has been named sales manager and Hal Jackson, who will take over as broadcast engineer for the 11 a.m.-12 noon and 5:30-6:15 p.m. EST, Negro periods.

WABC-TV Puts $300,000 into Promotional Drive

In a move designed to focus public attention on its increased programming, new talent and improved technical facilities, ABC-TV’s WABC-TV New York, last Monday launched a $306,000, five-week promotion campaign [B&T, Jan. 25].

The high point of the campaign, according to John H. Mitchell, vice president and general manager of the station, is a giant “Lucky 7” contest aimed at impressing viewers with the station’s channel number. The contest consists of cash awards ranging from $10 to $10,000.

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Norman, KNBH (TV), Resigns

DON NORMAN, general manager, KNBH (TV) Hollywood, NBC-TV o&o station, resigned last week to become managing director of Television California, applicant for vhf Ch. 2, San Francisco-Oakland.

Joining NBC New York 10 years ago as account executive, he came to Hollywood in mid-1950 as KNBH sales manager, when Tom McFadden, station manager, was shifted to New York to head the network’s vhf spot sales division. About 18 months ago, Mr. Norman took over KNBH managerial duties. His successor was to be announced Friday [see AT DEADLINE].

KNX Raises Rates 10-15%

KNX Hollywood, CBS stations, has announced its first rate raise in seven years. Rate card No. 13 provides between 10% to 15% increase, depending on length and frequency of commercials, according to Bert S. West, director of West Coast sales, CBS Radio.

Baby Sitter WNEW

WNEW New York is turning baby sitter with a new quarter-hour program for parents awakened for the 2 a.m. bottle feeding of their infants.

Starting tonight (Monday) Art Ford’s all-night Milkman’s Matinee will devote a special quarter-hour segment (2:21:15 a.m.) to baby-care tips prepared in cooperation with Parents’ Magazine.

To date WNEW has signed four standard advertisers: Clapp’s Baby Foods, Mennen Baby Products, Borden Products, and Q-Tips, as well as three other highly specialized parent appeal products—Lullaby-Lite, an infant’s musical night light; Electronic Baby Sitter, a radio speaker which airs sounds from baby through any home radio, and Continental Insurance Co.—to participate on the program.

Albert Beck Dies

ALBERT L. BECK Jr., 32, WOWO Fort Wayne, Ind., salesman, was fatally injured early Tuesday when the auto in which he was riding went out of control. Mr. Beck died at 4:32 a.m., an hour after the accident, from a skull fracture and cerebral hemorrhage.

He was a passenger in a car which police said was driven by Raymond J. Krogh, WOWO production manager, who was held under $2,000 bond on a reckless driving charge. The right side of the Krogh car was sheared off as the vehicle sideswiped two trees.
AFM STRIKE THREAT GROWS GREATER

Local 802 — in New York where majority of network shows originate — is said to have Petrillo assurances that he will not intercede with local as he did in similar situation three years ago.

RADIO and television networks last week were haunted by an old refrain that plagued them three years ago — threat of a strike by the powerful New York Local 802 of the American Federation of Musicians (AFL).

At a special meeting in New York Wednesday night, Al Manutti, president of Local 802, was authorized by the membership to call a strike, if he deemed it necessary. Mr. Manutti was voted this authority by unanimous agreement of more than 700 musicians in attendance after he had presented a report on progress of the month-long negotiations with representatives of the radio and tv networks.

A network source minimized the significance of the strike authorization, indicating it was a bargaining-point maneuver, and said he felt there was no immediate prospect of strike action. Pointing out that another meeting with Local 802 was scheduled for last Friday afternoon and another session with AFM President James C. Petrillo in attendance was planned for today (Monday), he said discussions at these conferences might change the entire character of union strategy. But a union official contended that the local would not back down on a demand for “live” musicians on all live shows, which the networks have repudiated sharply, and that 802 has Mr. Petrillo’s assurance that he will not bring pressure on the local, as he has done in the past, if leaders are certain of the soundness of their position.

Effects Would Be Widespread

The widespread repercussions of such a strike, if called, is underlined by the preeminence of New York in network origination of programs using music. It was estimated that about 60% of such programs emanate from New York, though neither union nor network sources could confirm this figure. Various reference sources consulted by B&T indicate that New York accounts for 60%; Hollywood, 15%; Chicago, 10%, and other cities, 15%.

Mr. Manutti, according to a union official, was provided the right to call a strike Feb. 15 when the currently extended contract expires, after he had told membership that the union and the networks were “far apart” on provisions for a new pact. The main area of disagreement is said to center around Local 802’s “live” musicians demands, but there are said to be subsidiary considerations to be ironed out.

A source close to Local 802 told B&T Thursday that the New York musicians are prepared to call a strike if this condition is not met and that opinion within the union is that the networks will not accede to this demand. He pointed out that history is repeating itself insofar as Local 802 three years ago threatened to strike before the 1951 contract was completed, but held off at the insistence of Mr. Petrillo, who finally assisted in the formulation of an agreement.

But the parallel with 1951 does not continue, the source asserted, because President Petrillo

Again and again WBNS-TV’s Aunt Fran and Her Playmates set sales records with varied product promotions. The Streitmann-Felber Biscuit Co. recently reported a “quick turnover and fast sell out” of their Jumbo Size Circus Animal Cookies promoted on Aunt Fran.

This WBNS-TV popular, locally produced children’s program appears each weekday at 4 P.M.

All of this show’s commercial successes reflect children’s vast sales influence in the home. This is further proven by the fact that Aunt Fran has maintained a high “top ten” rating for the past year (Telepulse 1953-54), and an established reputation as one of Central Ohio’s most powerful sales builders.

You can cash in on Aunt Fran’s winning way with children by offering your products to her audiences who hold complete confidence in her recommendations.

For peak sales results, use WBNS-TV, the nation’s leading test market station.
has indicated he will rely heavily on the judgment of his local negotiators. One instance of this change of policy by Mr. Petrillo is said to have occurred last fall when he refused to intervene in negotiations with the Metropolitan Opera Assn., contending this was the province of Local 802.

Seemingly more germane to the network contract issue is the report that Mr. Petrillo has expressed regrets that he did not drive "a harder bargain" with the networks three years ago.

At the first session the union laid down demands for a 15% wage increase, an approximately 24% rise in the number of staff musicians, and expansion of employment opportunities by using "live" musicians on all live programs. The networks are reported amenable to the wage condition, but vigorously opposed to the two other proposals.

According to a union source, Local 802 leaders have become incensed at the networks' demand for the right to record all cues, bridges and mood music and for a continuation of the present unrestricted use of recorded music.

In addition to conferences with Local 802, network representatives have been meeting with John Tegroen, president of Los Angeles Local 47.

Mr. Tegroen is said to be pressing for a 25% increase in salaries for musicians under his jurisdiction. Mr. Petrillo, who attended the first meeting as president of AFM as well as president of Chicago Local 208, has been in Miami for several weeks on other union business. He is expected to return to New York today.

Network representatives at the meeting have included John M. Clifford, vice president in charge of personnel, and Charles Moore of the legal department; Neil Mortimer Weinbach, director of labor relations; and Omar Elder, attorney and assistant secretary. ABC: James E. Wallen, administrative vice president in charge of finance; WB: and William Potts, director of labor relations. CBS.

### PERSONNEL RELATIONS

### NETWORKS

**NEW YORK WELFARE HEAD CHARGES 'STRIKE IT RICH' SHOW SOLICITS FUNDS**

City's Commissioner, Henry McCarthy, says radio-tv program sponsored by Colgate-Palmolive on CBS-TV and NBC Radio, is acting as welfare agency and is drawing charity cases to New York. Walt Framer Productions owner denies solicitation charge.

A CRACK-DOWN on giveaway programs, already under FCC fire, was undertaken last week by the New York City Welfare Dept., when its commissioner ruled a program he considered "a national disgrace" needed a license from his office to continue operating.

He implied he didn't think it deserved one. But, it's reported that he will notify the producer today (Monday) that such a license is mandatory.

Target of Welfare Commissioner Henry L. McCarthy's opening attack was the radio-tv veteran, Strike It Rich, which Colgate-Palmolive Co. sponsors on CBS-TV (Mon.-Fri., 11:30 a.m. to noon, and Wed., 9:30 p.m. and, using a tape, from the tv show, on NBC Radio (Mon.-Fri., 11:11:30 a.m.).

Mr. McCarthy and his legal adviser, Philip Sokol, held that Strike It Rich makes a public solicitation for money to help those who appear on the program, is a "welfare agency" and needs a license for solicitations. They implied that other programs with similar formats fall into the same legal category.

Walt Framer of Walt Framer Productions, owner and producer of the program, denied Strike It Rich had ever solicited funds; said prize monies given for correct answers are paid by the sponsor, and denied that the law on which Mr. McCarthy based his ruling applied to the radio-tv show. Neither the networks, the sponsor, nor the agency, William Eesty & Co., had any official comment on the ruling.

There is no charge for a license, but one may be refused after an investigation, in which case the program can take the issue to court. If the commissioner sticks to his ruling and the program operates without a license, the city may take the case to court. In line with Mr. Framer's contention that the law does not apply to Strike It Rich, a spokesman for the program said that if the law is changed to make it applicable, then the program will comply with the law.

The commissioner, in a letter to Mr. Framer last Tuesday, said, "I urge you to consider seriously the propriety of attempting to continue to operate a radio program as a private welfare agency in the absence of legal sanction and the necessary equipment and qualifications for such work." He said it was "merely quibbling" for Mr. Framer to contend there had been no "solicitation" on the program.

Mr. McCarthy was quoted as telling newsmen that "programs like this are a national disgrace. They create the impression that destitute people in the U.S. have no place to go, and this in the face of the most comprehensive Community Chest and public and private welfare organizations in the world."

"Every time these poor souls have to expose their souls in public we are playing into the hands of the Communists. It is a return to the tin cup begging idea of charity."

'EASY MONEY' Brings Them

Mr. McCarthy contended 55 families had come to New York in search of "easy money" on Strike It Rich and had ended up on relief. His legal adviser said the program thus caused a "drain on the city."

This and not the solicitation-funds issue, according to a spokesman for the Framer organization, was the complaint made by Mr. McCarthy in a conference with Mr. Framer about two months ago. At that time, the spokesman said, solicitation was not mentioned.

Rather, he reported, Mr. McCarthy insisted that no people who are on or eligible for relief be used as contestants on the program—and, the spokesman added, the commissioner also wanted to pass on the contestants in advance.

Mr. Framer was reported to have refused the latter request but offered to submit the names of New York contestants in advance. This arrangement was said to have been followed until, a fortnight ago, a pastor appeared with a contestant who was found afterward to be eligible for relief. This irked the commissioner, the Framer spokesman said.

The Framer organization said Mr. McCarthy wrote on Jan. 26, referring to the program's "Heart Fund"—contributions received from viewers and listeners for distribution among participants on the show—that "a concealed rumor that has come to my attention has it that the "Heart Fund" has collected approximately one million dollars from its 20 million listeners and viewers. The recent investigation of 'charity rackets' conducted by New York State Senator Tompkins has highlighted the

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QUINCY, ILLINOIS  •  •  •  U.S.A.
need for strict accounting for all funds collected by any organization for charitable purposes.

"... As I understand it, the 'Heart Fund' is composed of monies collected from the public for disposition at the discretion of the officials of the program.

"This office is interested in the authorization under which these funds are solicited and collected, who is responsible for their allocation and whether any accounting is made of disbursements from the 'Heart Fund' for charitable purposes or expenses and to whom such accounting is made.

"Receipt of this information will enable us to determine whether this department has responsibility in the matter or whether some other official agency or investigating committee should take cognizance of it."

In response Mr. Framer wrote the commissioner last Monday that the welfare head had been "seriously misconstrued concerning the operation of the Heart Fund," which he said in 1951-52 received a total of $42,209.63 and as of Dec. 31, 1953, had a balance of $1,281.83 in undistributed donations.

Mr. Framer explained that the "Heart Fund" began April 1951 because of spontaneous reaction from program listeners and viewers. He said there had been no solicitation nor collection of funds and that donors had given specific directions for disposition of monies. A special bank account, separate from the program operation, has been set up, he said, and no part of the monies is used for expenses.

Mr. Framer said "complete and accurate records" are kept of all receipts and disbursements and monthly audited reports are sent to the sponsor and to its advertising agency. These records, he said, were available for inspection.

He added that it must be clear to Mr. McCarthy that the "unverified rumor" the commissioner had mentioned "is completely without basis and has only tended to mislead you and others. It is indeed unfortunate that rumors of this nature occur."

McCarthy Reply

To this Mr. McCarthy replied on Feb. 2 that "I am glad to have your statement." He continued: "While you appear to have taken certain steps to safeguard the integrity of these funds, these measures are far from adequate and do not provide the protection to the public which is expected from organizations which raise funds for charitable purposes." Commissioner McCarthy said, "There are two basic reasons for this," and listed them as:

1. Your program cannot and does not properly investigate the validity of the representations made by the participants on the show. The inducement to the public is, therefore, apt to be false and misleading and their contributions obtained under false pretenses.

2. The basis for the distribution where no beneficiary is named and which you state is the 'sound discretion of the program producers' is, in fact, wholly unsound. The producers of Strike It Rich are not persons who have been chosen for their positions in the broadcasting field on the basis of their qualifications as welfare specialists. The responsibility of receiving and disposing of trust funds intended for destitute persons should not be discharged

This means when you use WTRF-TV you start with a VHF market of over A MILLION AND A HALF BUYERS in 26 rich counties of West Virginia, Ohio and Pennsylvania. So follow the leaders now while choice availabilities are open.

PRIMARY NBC AND SECONDARY ABC (INTERCONNECTED)
The proposal is designed to put NBC Radio on better competitive footing with CBS Radio. The plan will be submitted for affiliates' vote.

**RELAXATION of the "contiguous rate" structure of NBC Radio, calculated to bring it more nearly into line with that of CBS Radio, was approved last week by the NBC Radio Affiliates subcommittee for immediate submission to all affiliates of that network.**

NBC officials sent out telegrams Thursday advising stations of the move and asking them to sign affiliation contract amendments incorporating the changes, which the network hopes to put into effect March 1.

The proposal encompasses two changes:

1. Cut from five to two the number of days on which an advertiser must sponsor a quarter-hour (or longer) time period in order to be eligible for the contiguous rate for an additional, equivalent period at night. For example, under the new plan an advertiser with two daytime quarter-hours could buy another quarter-hour on one of those evenings and, for the two quarter-hours falling in the same day, get the half-hour rate (60% of the hourly rate) rather than pay for each at the quarter-hour rate (40% of the hourly rate, or 80% for the two periods).

2. Any advertiser sponsoring at least a quarter-hour daytime can purchase an equivalent amount of evening time (on any evening) and, for the evening period, pay at "fractional" or "clock hour" rates. This means, for example, that a sponsor of a daytime quarter-hour may add an evening quarter-hour and, for the evening period, pay at 25% of the hourly rate. For his daytime quarter-hour the regular 40% of the hourly rate will prevail.

The latter plan is substantially the same as that in effect at CBS Radio, except that spokesmen for the latter network said in its case the evening time period must fall on the same day as the daytime period in order to be eligible for the lower rate.

The NBC Radio changes were approved by the affiliates subcommittee headed by Robert D. Sweezy, WDSU New Orleans, in an all-day session with network officials in New York Tuesday. Subcommittee members took the position that the revisions were necessary to put NBC Radio on a more even competitive footing with CBS Radio.

The contiguous rates were described as the principal subject covered at the session, although affiliates said network officials again made clear their intentions of strengthening the radio operation in every way they could.

**New Program Broached**

The possibility of launching a new program with a new sales format—somewhat like the participation sales plans employed on NBC-TV's Today program and NBC Radio's two-hour Weekend series, for example—was broached by network officials, but discussion for the most part was left for a subsequent affiliates-network session, participants reported.

The next meeting between the subcommittee and NBC officials was set for Feb. 25 in New York.

All subcommittee members were present except Paul W. Morency, WTCIC Hartford, and Richard Mason, WPTF Raleigh. Those on hand, in addition to Chairman Sweezy, were Vice Chairman E. R. Vadeboncoeur, WSYR Syracuse; Secretary-Treasurer Harold Essex, WJSJ Winston-Salem; Milton Greenebaum, WSAM Saginaw, Mich.; George Norton, WAVE Louisville; Clair McCollough, St. poorman stations, and Robert Hanna, WGY Schenectady.

The network delegation included President Sylvester L. (Pat) Weaver Jr.; Executive Vice President Robert W. Sarnoff; Finance and Services Vice President Joseph V. Heffernan; Station Relations Vice President Harry Bannister, and Station Relations Manager Tom Knode.

**DBS Begins Service To Southeast Fms**

Some 30 fm outlets in four southeastern states last Monday began receiving four and a half hours of programming five days a week from the Dixie Broadcasting Service, a new network made up of small, rural fm stations, according to Otis Parker, DBS vice president in charge of station relations and sales.

Mr. Parker, who also is president of Southern Radio Representatives, Atlanta, represents the stations in Georgia, Alabama, South Carolina and Tennessee.

DBS programs are originated on WGST-FM Atlanta, with feed by fm and relay. Other DBS officers are J. E. Patrick, president-general manager, and Zenas Sears and William Lowry, administrative vice presidents. Offices
are at 617 One Peachtree Bldg., Atlanta, with telephone Cypress 0053.

Mr. Parker said programming will feature the "three Rs—rural, race and religion," aimed at the small station market in the South and Southeast. Among talent will be news analysts by Robert Vogeler, American formerly a prisoner of the Communist. All stations reported "fine reception" of a test broadcast Jan. 25 and are "relayed over the setup," he said.

AT&T service is free to SRR member stations. There will be no option time and shows may be sold locally or if sold regionally or nationally, the station airing the show will receive its local net rate, he said.

**4 DTN Contracts Extended**

EXTENSION of contracts by four advertisers of programs over DuMont Television Network was announced last fortnight by Gerry Martin, director of network sales. Heading the list was Helene Curtis Industries Inc., through Ruthrauff & Ryan, which lengthened its sponsorship of Down You Go (Fri., 10:30-11 p.m., EST) through Jan. 23, 1955, and also stepped up its sponsorship of the show from alternate week to a weekly basis.

Other advertisers which extended contracts were Larus & Bro., Co., Richmond, through Warwick & Legler, and Carter Products Inc., New York, through Ted Bates & Co., for co-sponsorship through March 28, of The Plainclothes Man (Sun., 9:30-10 p.m. EST), and River Brand Rice, New York, through Donahue & Co., for sponsorship, through April 14, of Wednesday, 3:30-4:40 p.m. portion of Paul Dixon Show (Mon.-Fri., 3:30-4 p.m. EST).

**Four Sign for 'Today'**

SIGNING of four new clients for participations in NBC-TV's Today (Mon.-Fri. 7-9 a.m. EST and CST) was announced last week: Mutual Benefit Health & Accident Assn. of Omaha, 39 from Jan. 25 to April 23, through Bozell & Jacobs, Omaha; Bissell Carpet Sweeper Co., Grand Rapids, 11 from April 5 to May 27, through N. W. Ayer & Son, N. Y., C. F. Church Mfg. Co. Holyoke, Mass., four from March 1-26, and Brown & Haley Candy Co., Tacoma, Wash., one on Feb. 9.

**HERE COMES THE BONUS!**

(WICHITA AND MORE)

Windy, the bright spirit of TV in Central Kansas, is rushing in with your KTVH BONUS...that's yours for the asking! That is...asking for time on the one TV station that not only blankets the important Wichita-Hutchinson market but gives you a vast, exclusive Central Kansas BONUS coverage...BONUS sales...BONUS profits! KTVH business offices in Wichita and Hutchinson; studios in Hutchinson; Howard Peterson, General Manager.

**Here Comes the Bonus! (Wichita and More)**

**AT&T Plans Radio Relays**

APPLICATION to construct a radio relay system from Amarillo, Tex., to Albuquerque that would initially provide two westbound video channels between these cities, starting late in the summer, was filed last week with the FCC by AT&T's long lines dept. With the eventual goal of a "supercommunications highway" from Amarillo to Los Angeles, the phone company plans call for a second section—an eastbound channel from Los Angeles to a point near Baker, Calif., providing network tv service to Las Vegas, Nev., to be constructed following completion of the first link. Final section between Baker and Albuquerque will be built at some later date.

**AT&T Links Another Four**

FOUR more tv stations were connected to the Bell System's intercity network of tv transmission facilities Monday: WSCS-TV Charleston, S. C.; KOMU-TV Columbia, Mo.; KWFT-TV and KFDX-TV Wichita Falls, Tex. Total of 268 stations in 167 cities are now interconnected, AT&T said.

**Folts Joins ABC Radio**

HARRY FOLTS, for the past two years manager of WINS New York, joins ABC Radio as an account executive. He previously was assistant general sales manager of WLW Cincinnati.
ABC MEETS WITH AFFILIATES IN CHICAGO; OUTLINES SPLIT SPONSORSHIP, TV PLANS

Indications are that a majority of ABC's radio affiliates will go along with its controversial split sponsorship plan. More than 125 radio-tv affiliates hear the network's promotion and programming ideas.

ABC's radio-tv programming and promotion plans, including its controversial split sponsorship radio format, were aired last week before more than 125 affiliates at Chicago's Drake Hotel at the third in a series of regional closed sessions.

The sessions were described generally as harmonious, and while some affiliates voiced concern with the split sponsorship plan, the majority indicated they would go along with it.

ABC outlined its plans, as at the recent Los Angeles and New York sessions (B&T, Feb. 1, Jan. 18), as a "reasonable" solution to the competitive radio picture involving NBC and CBS and despite a protest from Station Representatives Assn. that they in effect constitute a "rate cut."

Robert Kintner, ABC president, expressed gratification with the three sessions held thus far. He claimed "heavy gratification with the competitive radio picture involving NBC and CBS." He reaffirmed ABC faith in radio's future potential.

Among new ABC-TV fall prospects are Sammy Davis Jr. and Joel Gray, personality finds. ABC-TV is trying to develop fresh tv talent, Mr. Kintner explained. He reaffirmed ABC faith in radio's future potential.

ABC President Robert Kintner (c) held court for broadcasters from three ABC affiliates at a pre-luncheon reception last Monday in Chicago for network's radio-television affiliates. Conversing are (l to r): Warner C. Tidemann, general manager, WJBC Bloomington, Ill.; Harold L. Dewing, president of WCVS Springfield, Ill.; Mr. Kintner; Leslie C. Johnson, vice president-general manager, and Maurice Corken, assistant general manager in charge of national sales, WHBF-AM-TV Rock Island, Ill.

and asserted, "We haven't been programming for radio homes only but also for tv homes." ABC, he added, won't abridge tv cities and advocates "easy or individual listening where people are doing other things."

ABC, Mr. Kintner said, is "trying to get 20 or 30" of its own "key packages" for fall. He felt the days of expensive nighttime radio shows (viz., $10,000) are numbered because they can't compete for the audience. For nighttime radio, the solution is "the development of personalities." Mr. Kintner said ABC hopes to have "commercial sales" for the tv part of ABC's simulcast Breakfast Club before it opens.

Robert Weitman, ABC vice president in charge of programming and talent, described plans for a weekly motion picture industry tv network program under an agreement evolved by ABC-TV and the Motion Picture Producers of America (B&T, Feb. 1).

The Chicago meeting opened Monday morning with a general session and details of the network's general plans. Afternoon was devoted to radio and Tuesday morning to tv.

Representing AB-PT Inc., besides Messrs. Kintner and Weitman, were Leonard Goldensen, AB-PT president, and vice presidents: Alexander Stronach, tv network; Charles Ayres, radio network; Ernest Lee Jahncke, station relations; Frank Marx, engineering.

In the ABC Chicago contingent were James Stirton, vice president, tv network; Sterling Quinlan, new vice president in charge of ABC's o&o WBKB (TV); Don Roberts, manager of ABC Radio, Chicago.

Spot Invasion Charge

Alleged invasion of spot radio by networks cropped up during the Monday radio sessions, with affiliates questioning network executives. The affiliates reportedly were told advertisers won't, in most cases, buy 202 stations (as on the radio network) on a spot basis; that network split sponsorship guarantees business for ABC affiliates outright; that spot buying does not mean saturation buying.

At one point an affiliate broadcaster asserted the network's plans would amount to "more business at our expense." He was told that this would make radio "more flexible" and "less expensive to buy," and that it would be a "larger pie to cut up." It was explained that ABC felt its three split sponsorship plans to be "competitive" or at least placed it in a position to compete more favorably with NBC and CBS.

These are the three plans ABC has asked affiliates to approve: (1) advertisers would be permitted to sponsor half of quarter-hour daytime serials, and the station permitted to sell other half of program at one compensation to the network; (2) advertisers would be per-

Page 64 • February 8, 1954
Here is amazing MANEUVERABILITY never before achieved!

NEW! for Film and TV Cameras

NEW! CIRCULAR STEERING
Entirely new steering mechanism makes possible easy, smooth, sharp turning on own axis or in any desired arc. Wheels can also be locked parallel for straight tracking in any direction.

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NEW! MANEUVERABILITY
The extreme flexibility of the steering mechanism makes possible fast positioning in small, crowded studios.

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Weights only 500 pounds. Cameramen and grips appreciate easy dollying, turning, raising and lowering boom.

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Cinemobile is built low down for better balance, greater stability and smoother rolling.

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“WORLD’S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT”
PRE-LUNCHEON reception for ABC radio-television affiliates in Chicago last week found this threesome together at the close of the Monday morning general session. L to r: Robert Weitman, ABC vice president in charge of programs and talent; Charles T. Ayres, vice president, and Mort Watkins, vice president and general manager of WCPO-AM-TV Cincinnati.

mitted to buy a minimum of four quarter hours scheduled between 8 and 9 p.m., with the station permitted again to sell unsponsored time in each sponsored program; (3) participating sponsors would be able to buy, in the 2:35-4 p.m. period, a minimum of three one-minute commercials per week. (Later is occupied by the Martin Block show.) Station compensation varies in each case.

Most of the controversy, it was understood, centered around the ramifications of these plans. Stations were urged, in the case of the Block show, to carry the first 25-minute segment, even though it might be only partly sponsored, for continuity purposes, at least at the outset.

**ABC-TV Standardizes Rates for Service Fees**

Rates for ABC-TV facilities, personnel and production services for network programs from its New York, Detroit, Chicago, Los Angeles and San Francisco production centers have been standardized, according to a new production manual (No. 3) which was effective Feb. 1.

Facilities charges for camera rehearsal range from $70 per hour for one camera to $420 for four cameras, including personnel and technical equipment. For dry rehearsal on set the fee is $100 an hour. Use of an ABC TV theatre costs $450 a day in addition to rehearsal charges. Film and teleop facilities are charged for at the rate of $150 an hour. The rate for remote facilities is $1,260 for an eight-hour day, portal to portal. Facilities charges are commissionable at 15% to recognized agencies.

Hourly rates for production services include scenic designer, carpenters and painters at $7; and shopper, $6; props and prop procurement $4.75; costumes, $3; wardrobe mistress $3; wardrobe handler $3; make-up artist $6; hairdresser $6; graphic artist $5.50. For time not included in studio rehearsal rates, associate director is $40 per hour; floor manager $4.50; technical director $7.50; engineers $6.50; stagehands $4.75. Sound effects rate is $15 per hour; records, $10 per program. Rehearsal halls cost $7.50 an hour; screening rooms $8.

If production services are ordered two weeks or more in advance and bills paid within 10 days of submission, a discount of 5% will be allowed. But orders placed less than four days before broadcast will bear a 25% penalty. "For example," the manual explains, "if full anticipated production services requirements are ordered three weeks before broadcast; makeup is ordered one week before, and a late prop order is given two days before: The prop will bear a penalty; the makeup bill will be charged at regular rates, and the remainder will earn a discount."

**MBS Promotes Collins**

COPP COLLINS, former press representative for MBS on the West Coast and more recently in New York, last week was promoted to manager of public relations for Mutual.

Frank Zirule, director of public relations and press information, who made the announcement, said the appointment was in line with a general expansion of network activities. He pointed out that Harry Algus had been elevated to the post of manager of press information a few weeks ago.

**WTRI(TV) Signs With CBS-TV**

WTRI (TV) Schenectady has been signed as an alternate interconnected affiliate of CBS-TV, effective immediately, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. The uhf ch. 35 station is owned and operated by the Van Curler Broadcasting Corp. R. B. Wheeler is general manager.

**KVOC to Intermountain**

INTERMOUNTAIN Network Inc., Salt Lake City, last week announced a change in network affiliation at Casper, Wyo., with KVOC replacing KSPR there effective Feb. 15. KVOC also will become a dual affiliate with MBS and ABC, the announcement said. KSPR joins CBS Radio Feb. 15 [BET, Feb. 1].

'Stumpus' on Intermountain

UTAH stations of the Intermountain Network will carry The Stumpus Boys Show, a musical quiz program, at 8:30 a.m. Monday through Friday under sponsorship of AG Food Stores independent grocery chain, which has 155 outlets in Utah. KALL Salt City has announced. The show is being supported by a merchandising campaign, the station reports.
MAJ. EDWIN ARMSTRONG, FATHER OF FM, OTHER RADIO INVENTIONS, DEAD AT 63

Renowned radio inventor was credited with fm, the regenerative circuit, the superheterodyne receiving system and the super-regenerative circuit. His latest successful project was multiplexing signals on a single fm band.

John Scott Medal awarded by the Board of Directors of City Trusts, Philadelphia, 1942; Edison Medal of the American Institute of Electrical Engineers, 1943. He was made a Chevalier of the Legion of Honor of the French Government in 1919.

Born in New York

Born in New York Dec. 18, 1890, young Mr. Armstrong's interest in electronics was awakened in his knee pants days when his father, manager of the American branch of the Oxford U. Press, brought him a book of inventions that included the story of Marconi's achievements. At Columbia U., he specialized in electrical engineering, receiving his bachelor's degree in that field in 1913, and his master of science in 1929. In 1934, he became professor of electrical engineering at Columbia, the post he held at the time of his death. It was estimated that in recent years Maj. Armstrong had devoted much of his time to patent suits against RCA, NBC and other manufacturers of transmitting and receiving equipment and broadcasting companies. Several million dollars is said to be involved in these suits. Whether they will be continued or dropped could not be learned immediately. There was no information forthcoming regard-

The greatest (and that goes for all competitors in our field!) school in modern radio and television advertising is BROADCASTING*TELECASTING.

Tell its top buying and selling readers your story in B*T's pace-making "classroom." The cost is low, the profits so high—in prestige, power and preference.

*We're packed with surveys to prove it! Ask for 'em.
him hurt the thing most dear to him in all the world.

On the Friday before his death, it was learned, Maj. Armstrong had been notified that his wife, who for some time had been living in Connecticut, was going to seek separate maintenance. She reportedly had complained of having neither the companionship which she expected, nor the care and attention her husband had once given her. And, for some unknown reason, Wednesday afternoon at New York’s Fifth Ave. Presbyterian Church.

Dr. Thornton Tenfield Jr., of the First Presbyterians Church of New York, who conducted the funeral service, praised the major for his strength of character, his determination to “carry on when there is little hope of fulfillment” and his “persistence to fight his way through life like a mountain climber overcoming unconquerable obstacles.”

Also lauded was Maj. Armstrong’s loyalty to his country, his business associates and his friends.

Among those present at the service were Brig. Gen. David Sarnoff, RCA board chairman; John V. L. Hogan, president, Hogan Labs; Elliott M. Sanger, executive vice president, WQXR New York; C. R. Runyon Jr., president, Radio Engineering Labs; Dr. Frank D. Packen- thal, president, Columbia U. Press; John Dun-ning, dean, Columbia School of Engineering; Thomas J. Styles, associate of Maj. Armstrong at the Marcellus Hartley Research Labs; T. H. Mitchell, president, RCA Communication, and Harold Beverage, director of radio research, RCA Labs.

A special program of tribute to Major Arm-strong was broadcast by WNHC New Haven last Monday, shortly after news of his death became known. His invention of fm was hailed during the broadcast as “an inspiration to thou-sands of pioneering spirits who carried the radio art to its highest level of achievement.”

The FCC Thursday adopted a resolution praising Maj. Armstrong’s “outstanding con-tributions” in the radio field and saying his “invaluable technical work and accomplish-ments will constitute an everlasting monum-ent in tribute to his memory.”

Major Armstrong Felt Reds Stole His Ideas—McCarthy

FM-INVENTOR Maj. Edwin H. Armstrong, who fell to his death Monday (see story page 67), last week was said to have expressed a fear that the Russians were stealing his inventions.

The “Red” angle was brought up by Sen. Joseph R. McCarthy, R-Wis., last week.

Sen. McCarthy said the fear was expressed when the major was questioned by a repre-sentative of the Senator’s investigations sub-committee. He said another government agency was making an investigation into the major’s death. The Senator did not identify the agency.

According to Sen. McCarthy, Maj. Arm-strong was questioned when “an Undersecre-tary of one of the [Federal] departments told us he wanted to talk to us.”

He quoted Maj. Armstrong as saying the U. S., after the Yalta Conference in 1945, gave Russia a destroyer with the latest radar equip-ment. He said the radio scientist had been “mortally afraid” that secret radar discoveries by him and other scientists “were being led to by the Communists as fast as they could be de-veloped.”

The Senator said the major had worked in Fort Monmouth, N. J., at the Army Signal Corps Labs at one time.

High Cost Boon To Pay-See Tv—Abrams

HIGH COST of both color television receivers and color television broadcasting was explored last week in two talks by Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., New York.

Mr. Abrams told company stockholders at Emerson’s annual meeting in New York that universal public acceptance of color tv receiv-ers will not come until some time in 1955 when prices can be expected to come down to the level that the public will be able to afford.

On Friday Mr. Abrams predicted before a New York meeting of Robert Morris Assoc., an organization of officers of the leading banks in the country, that the high cost of color tv broadcasting will result in wide acceptance of pay-as-you-see television by the industry and the public.

Mr. Abrams told stockholders that when prices of color tv sets become “reasonable,” a new boom will be started in the industry which may last for several years. In response to a question, he said that he did not expect the prices of color tv sets to approximate the cur-
STROMEYER NAMED CBS-HYTROn CHIEF

Bruce and Lloyd Coffin retire from active direction of the tube manufacturing division.

Dr. Peter Goldmark becomes president of CBS Labs.

CHARLES F. STROMEYER was elevated last week from executive vice president to president of CBS-Hytron, tube manufacturing division of CBS, and Dr. Peter C. Goldmark was promoted from vice president to president of CBS Labs, the CBS engineering research and development division.

The announcement by Dr. Frank Stanton, president of CBS Inc., also revealed that Bruce A. and Lloyd H. Coffin, brothers who built the Hytron organization from a two-man hand operation into one of the nation's foremost manufacturers of electronic tubes, are retiring from active direction of the division's affairs but will continue to serve as members of the board of the parent CBS Inc.

President Since 1921

Bruce Coffin has been president of the Hytron operation since its formation in 1921 as Hytron Radio & Electronics Corp., and Lloyd Coffin has been treasurer. The company merged with CBS in 1951 and since that time has been operated as a CBS division with Bruce Coffin continuing as president and his brother as treasurer.

"In their capacity as directors of CBS Inc.," Dr. Stanton said, "Messrs. Bruce and Lloyd Coffin will continue to make available their 35 years of knowledge and experience in the electronics field."

Mr. Stromeeyer, the new CBS-Hytron president, has been associated with the company since 1942. He started as chief engineer and assistant to the president, later became vice president in charge of manufacturing and engineering, and in January was named executive vice president. Associated with electronic research and manufacturing throughout his business career, he has been awarded several patents for developments in electronic circuits and tubes and has undertaken a survey of the European electronics industry. He is a member of the Institute of Radio Engineers.

CBS-Hytron's main plant and administrative offices are at Danvers, Mass., and the division also has manufacturing plants at Newburyport, Salem, Mass., Lowell, Mass., and Kalamazoo, Mich. It is a major producer of electronic tubes, transistors and germanium diodes, including both radio and television picture tubes as well as the CBS-Colortron, color picture tube developed in the CBS-Hytron Labs during the past year. The new president resides at Marblehead, Mass., with his wife and two sons.

Dr. Goldmark, in his new post, fills a vacancy which has existed since Adrian Murphy left the presidency of the CBS Labs Div. to become president of CBS Radio in March 1952. He has been associated with CBS since 1936 and a vice president and key figure in the Labs Div. since 1949.

He is credited with primary roles in many developments in color television and high-fidelity sound reproduction, including the CBS field-sequential system of color TV and the original field-sequential camera; the Chromacoder camera and the Chromacoder, unveiled last year, which are described as simplified and economical equipment for producing color under the FCC-approved compatible system, the long-playing "LP" microgroove record; and the Columbia "360" high-fidelity phonograph, whose sound system subsequently was incorporated into a line of am, fm, and TV receivers produced by CBS-Columbia, the set manufacturing division of CBS.

Dr. Goldmark became chief television engineer of CBS shortly after he joined the organization. He is a Fellow of the IRE, the Society of Motion Picture Engineers, and the British Television Society. In 1945 the Television Broadcasters Assn. awarded him a medal for his color television work, and in 1946 he received the IRE's Morris Liebman Memorial Prize for electronic research.

The retiring president of CBS-Hytron, Bruce Coffin, is a member of the Electronics Advisory Committee of Lowell Technological Institute, a director of Merchants National Bank of Salem, Mass., and president of Salem Hotel Corp. Lloyd Coffin is a director of RETMA, a director of Naumkeag Trust Co. of Salem, and vice president of North Shore Babies Hospital.

CBS-Columbia Plans Color TV Seminars

"THE FIRST in a series of color television training seminars for selected distributor personnel from key markets will be inaugurated by CBS-Columbia today (Monday)," it was announced last week by Charles J. Kayko, administrative vice president of the company.

The color training sessions, which will continue through 1954, will be held at CBS-Columbia's plant at Long Island City, N. Y., over a five-day period. During that time, a scheduled 35 hours of instruction and demonstration will be presented by members of CBS-Columbia's color engineering and field engineering department.

The seminars will consist of discussion and demonstration on basic color principles, the CBS-Hytron Colortron tube, signal transmission, basic circuitry, components and installation-maintenance procedures.

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The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

February 8, 1954 • Page 69
**COLOR CONVERTER EXHIBITED IN D. C.**

'Simple, inexpensive' method of converting standard black-and-white tv sets modifies compatible signal into field sequential pictures.

METHOD of converting black and white tv receivers for color reception was shown last Thursday in Washington.

System is simple and inexpensive, its developers, Airtronics Research Inc., declared, to a news contingent at its first public showing.

Trick consists of translating the compatible National Television System Committee color signals into field sequential black and white pictures, then using a color wheel to add color. This is similar to the now superseded CBS field sequential system.

Pictures, demonstrated on a 15-in. DuMont receiver, were slightly lower in definition than the same program on a tri-color tube, but were considered acceptable by those who viewed the demonstration at ARl's Bethesda, Md., laboratories.

Method was developed by Robert P. Benjamin, 24-year-old electronics engineer on the staff of ARI. Mr. Benjamin began working seriously on the project immediately after the first of the year, following the FCC's approval of the NTSC color standards (B*W, Dec. 21, 1953). First working demonstration for colleagues took place Jan. 15, it was reported.

On a mass production basis, ARI officials estimated that the unit, including the color wheel and motor, could be merchandised for $50 to $100. This compares to the current $175 price for tri-color tubes, it was pointed out.

Company plans to continue development, but does not intend to engage in the manufacture of the device. It will welcome inquiries regarding licenses, William T. Whelan, chief engineer, said.

Circuits to translate NTSC signals into the field sequential pattern are contained in a five-inch-long unit known as a booster device. This is connected to the black and white set at four points. The color wheel, which can be run at a 1/50th horsepower motor, is synchronized with the field sequential signals.

Drawbacks of the mechanical color wheel, which were emphasized by the opponents of CBS's mechanical field sequential system, have been largely overcome, ARI pointed out, by use of 60 fields per second as compared with CBS's 155 fields per second. This permits the color wheel to be revolved at a slower speed—600 rpm compared to 1,440 rpm under the CBS system.

Workable up to 17-in. ARI officials said the device should work satisfactorily with monochrome picture tubes up to 17-in.

System seemingly is the reverse of the CBS development in which camera gear wherein scenes are "shot" on a field sequential tv camera with a whirling disc and then translated into the NTSC standards before being broadcast (B*W, Oct. 12, 1953).

ARI was founded in 1946 in the Washington suburb to do mechanical and electronic research and development work under government ordnance contracts. It consists of a 200-man staff, and is headed by Joseph E. Butler, former Navy commander who participated in the Navy's special devices unit program at Sands Point, Long Island, N. Y.

Up to the present, the consensus among radio-tv manufacturers was that the cost of converting a black and white tv receiver to color would be as much as the price of a color tv set. Present standards are compatible, permitting monochrome receivers to receive colorcasts in black-and-white.

Although there has been some talk of conversions for color—FCC Comm. George E. Sterling referred to the possibility in his speech to Boston IRE members two weeks ago (B*W, Feb. 1)—only one company announced that it planned to offer units to the public. This was Signalco, Indianapolis, N. Y., tv manufacturer. It said it had developed a "slave" unit which would convert a black and white set, to sell for about $250.

**INTERNATIONAL**

Guatemala Expels American Newsmen

NBC's Bannell, 'New York Times' Gruson forced to leave as Guatemala, reportedly Communist- infiltrated, cracks down on opposition.

TWO U. S. NEWS correspondents, one of them NBC's Marshall Bannell, were expelled from Guatemala last Tuesday. The other newsmen was Sydney Gruson of the New York Times. It was understood no charges had been placed against Mr. Bannell, although Mr. Gruson reportedly was accused of having "systematically" defamed and slandered the Guatemalan government.

A day later, Rep. Frances P. Bolton (R-Ohio) told the House the event was "of great magnitude" because that government is Guatemala "to say the very least, hostile to the interests of free peoples everywhere." She charged the country's government was communistic.

Rep. Bolton said: "... Freedom of communication is basic to better understanding among all peoples . . . any interference with the free transmission of news by any accredited American correspondent indicates a very unfriendly act on the part of a foreign government."

**Jackson Statement**

Another member of Congress, Rep. Donald L. Jackson (R-Calif.) called the exclusion "another example of the exercise of powers of a police state which is becoming a common occurrence in Guatemala."

Through the State Dept., William R. McAndrew, manager of news and special events for NBC, filed with the Guatemalan government a formal protest against Mr. Bannell's ouster.

The UP reported Thursday that Guatemala's President Jacob Arbenz called on left-wing revolutionary parties to "close ranks" against "reactionary forces" bent on "turning back the clock."

President Arbenz told the U. S. Senate, State Dept. officials and American monopolies and "newspaper chains" to conduct a concerted campaign against Guatemala.

Coincident with these developments, U. S. Ambassador John Peurifoy left Guatemala for Washington. A government spokesman for Guatemala denied that the country was embarking on a course of suppressing freedom of information. But it was reported that the Washington decision to call in Ambassador Peurifoy ahead of schedule was connected with the expulsion of the two U. S. newsmen and what was judged to be a campaign against the opposition press and radio.

Meanwhile, NBC-TV has scheduled Guatemala, another in a series of programs on world trouble spots, for presentation Feb. 14 (2:2:30 p.m. EST) with Mr. Bannell doing the commentary. The program, on film, will describe communist infiltration of the Guatemalan government. Mr. Bannell is expected to be in New York this week for the broadcast.
CKCO-TV, CHSJ-TV PREPARE DEBUTS

TWO more tv stations are slated to go on the air in Canada. They are CKCO-TV Kitchener, Ont., scheduled for Feb. 21 on ch. 13 and CHSJ-TV St. John, N. B., March 15 on ch. 4. The Kitchener station will be CANADA Canada's eighth tv outlet. The St. John station will be the first tv operation in Canada east of Montreal.

CKCO-TV will be linked with Toronto via microwave, according to the Canadian Broadcasting Corp. and will be a basic outlet of the CBC-TV mid-eastern region.

CHSJ-TV plans test patterns on March 1. George Opp, manager, CHSJ-AM-TV, reports 1,000 tv sets in the area.

Tv Sales Record Set in Dec.

DECEMBER saw the highest television set sales in Canada's history—51,767—brining the 1953 total to 365,400 sets, according to the Radio-Television Mfrs. Assn. of CANADA Canada. With sets sold and imported prior to 1953, this brings the tv set total in Canada to about 620,000 at the end of January 1954.

Last year 606,804 radio receivers were sold in Canada, compared to 568,884 in 1952. Imports by individuals in 1953 brought new radios to 672,000, as compared to a 631,866 combined total in 1952. Canadian Assn. of Radio and Television Broadcasters estimates about 9,350,000 radio sets have been sold in Canada since 1924.

Manufacturers forecast radio set sales in 1954 at 315,000 to 650,000.

Tv set sales in 1954 are expected to be 395,000 to 775,000. At present about one home in three in Ontario has a tv receiver, the highest ratio in Canada.

Killgore Tells Effect Of Radio in Indo-China

DRAMATIC effect that the construction of six radio broadcasting stations in Indo-China had on people in that area has been described by H. Scott Killgore, director of INDO-CHINA sales for Emerson Radio & Phonograph Corp., upon his return from an official mission to that country on loan as a communications consultant to the U. S. Foreign Operations Administration.

Mr. Killgore, who supervised the construction of the six stations in Indo-China and other facilities in Formosa, noted that since house-to-house power lines are virtually unknown in Indo-China, it is impossible to have radio sets in homes. He said this obstacle was overcome by placing in the center of each village a loudspeaker powered by a gasoline-driven generator, and he added that people "flock from miles around to listen avidly to broadcasts for hours."

CARTB Plans Seminar For Agency Executives

A ONE-DAY seminar for advertising agency executives to learn more about the broadcast medium is planned by the Canadian Assn. of Radio & Television Broadcasters.

CARTB The seminar is expected to be held at Toronto on April 19 and would cover data on Canadian stations, their coverage, receiver statistics, operation of network radio, selective or spot radio, how radio station representatives operate and preparation of commercials.

Also on the tentative agenda are discussions on syndicated programs, sponsored program promotion, how to prepare radio programs to clients, and the many facets of the administration of commercial time on radio stations.

Because there are many newcomers to the radio departments of advertising agencies in Canada, the CARTB is planning this one-day training course on the operations of commercials on local and network radio stations.

Tappe the Loyal

BECAUSE he was "the only one in attendance from the U. S." for the second straight year at the yearly meeting of the Atlantic Assn. of Broadcasters in Halifax, N. S., Lou Tappe, Canadian representative for SESAC Inc., New York, was honored by the AAB, which declared a "Lou Tappe Day," and presented Mr. Tappe with a souvenier and slicer. He was cited thusly: "To honor the guy who has traveled the greatest distance most faithfully to our Maritime meetings, giving him all the rights and privileges of a Herring Choker, and the right to travel in Nova Scotia without a passport or even a smattering of the language."

CFPL Management Changes

WITH FULL-TIME am-fm-tv operation of CFPL London, changes in top management have been announced by Walter J. Blackburn, president. Douglas C. Trowell was appointed sales manager of CFPL.

W. Cliff Wingrove, formerly manager of CKTB St. Catharines, has been appointed assistant manager of CFPL, and Robert Reinhart, operations manager of CFPL-TV, has been moved to assistant manager of CFPL-TV. Murray Brown remains manager of CFPL-AM-FM-TV. Olen A. Robitaille, chief engineer of CFPL, becomes engineering director for the three stations.

AAB Elects Lyons President

FRED A. LYNDS, president of CKCW Moncton, was elected president of the Atlantic Assn. of Broadcasters at the recent meeting at Halifax, succeeding E. Finlay of CHSJ, St. John. Mr. Trowell was re-elected vice president; John Hirtle, CBK, Bridgewater, as secretary, and Arthur Manning, CJCL Truro, treasurer. AAB will be represented on the national Canadian Assn. of Radio & Television Broadcasters by Messrs. Lyons, MacDonald and Redmond.
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DEWEY SUBMITS TV PLAN AT ALBANY

Educational system to be built and operated by private education groups is outlined in message to New York State Legislature.

PROGRAM for the construction and operation of educational television stations in New York State by privately-organized education corporations was outlined by Gov. Thomas E. Dewey last Tuesday in a message to the State Legislature.

He recommended the enactment of legislation empowering the Board of Regents, which supervises all schools in the state, to charter private groups for the operation of educational tv stations. Gov. Dewey said the board of regents, which proposed last year that the state provide funds for the construction and operation of a network of 10 tv stations, has approved the plan for privately-operated outlets.

A committee appointed by Gov. Dewey last year to study the question of developing state-financed educational tv outlets rejected this proposal [B&T, March 2, 1953]. Gov. Dewey later suggested the appointment of another committee to bring together various education groups for the purpose of encouraging them to use more free time available on commercial stations and to establish non-profit corporations to construct and operate the non-commercial channels allocated by FCC to New York State.

Cities New York City Action

He pointed out in his message to the legislature last week that recent developments make the appointment of such a committee unnecessary. He cited as one such development the organization of the Metropolitan Education Television Assn. by leading educators in the New York area for the purpose of operating an educational, non-commercial television station [B&T, Feb. 1]. Gov. Dewey added that similar groups have been organized in the Buffalo area and in the Albany-Schenectady-Troy area.

"I am convinced," Gov. Dewey told the legislature, "that we have a sound and sensible solution for the best use of this medium through private operation in the public interest under a state-wide plan of mutual cooperation, all under the supervision of the Board of Regents."

State Sen. Francis J. Mahoney and Assemblyman Eugene F. Bannigan, the Democratic minority leaders, announced after Gov. Dewey's speech that the Democrats still favored state construction of a pilot educational television. Identical bills to appropriate $500,000 for such an operation were submitted to the legislature last Tuesday by Sen. William Rosenblatt of Brooklyn and Assemblyman Sidney F. Asch of the Bronx, both Democrats.

Sprague Gives Law Course

STUART SPRAGUE, counsel for the All-Industry Local TV Music License Committee and one-time associate legal counsel for NBC, is giving a course on "Radio and Television Legal Problems" at the New York U. School of Commerce, starting this month.

AWARDS

The annual contest for "outstanding merchandising cooperation in promoting Mennen products" is being awarded to Milton Allison, eastern manager for CBS Radio Sales, and to John Akerman, Mennen advertising manager. The award is for the outstanding radio network news coverage of a news event or series, outstanding local television coverage of a news event or series. The Headliners is an informal organization dedicated to honor those men in newspaper, magazine, newsreel, radio and tv whose achievements were outstanding during the year. Entries should be sent to Mall Dodson, executive secretary, Headliners, 2307 Broadwalk, Atlantic City, before April 1.

Awards Invites Entries

Stations and Networks

Deadline for entries is April 15. Deadline for March 15.

K. Richards, administrative vice pres- NARTB, will serve as a judge for both c Interest and Sloan awards.

judges on the radio-television advertiser soc-

Walter, director of public affairs and NBC Chicago, and Arthur P. Harra, of WENR Chicago. Serving on the jury, besides Mr. Richards, are J. Bartlett, director of radio-television center, U. of Illinois; Bill Jennings, radio-television director, board of education, and Ned H. Dearn- old, National Safety Council. Nunn, advertising director, Standard Oil Company of Indiana, will be a judge on news-magazine, outdoor and transportation es.

NATIONAL Safety Council has an- it will again administer the Alfred radio-television awards for highway safety quest of the Alfred P. Sloan Foundation.

Council also reported this is accept- ing soundings for its annual Public Interest honoring public information media of the year.

Public Interest Awards cover (1) radio networks and stations, (2) trade and magazines, (3) daily and weekly newspapers and syndicates and (4) advertisers, not competitive. The Sloan awards contrast, competitive. Deadline for March 15.

Entries to be submitted to Mall Dodson, executive secretary, Headliners, 2307 Broadwalk, Atlantic City, before April 1.

Weekend Fete Set For VOD Winners

FOUR co-equal national winners in the seventh annual Voice of Democracy Contest were announced Tuesday by Robert K. Richards, NARTB administrative vice president and chairman of the VOD committee. The four winners and their sponsoring stations are: Philip Max McCoy, 16, Argentine High School, Kansas City, KCK; Elizabeth Ellen Evans, 10, John R. Buchtel High School, Akron, WADC; Joseph Gerdes, 11, Harrisburg Catholic High School, WTPA (TV); Joel Howard Cypress, Wichita Falls High School, KWPT.

The four winners were selected from among over 1,200 entrants for their radio-television coverage of a news event or series.

As part of the awards trip the four winners will participate in a weekend celebration in Washington. They will receive $500 scholarships at the annual awards luncheon Feb. 24 at the Shoreham Hotel, Washington.

PROBLEMS at the NARTB, Director of Radio-Electronic TV Mfrs. Assn. and the U.S. Junior Chamber of Commerce. Over a million high school students competed in the event, which is endorsed by the U.S. Office of Education and National Assn. of Secondary-School Principals. School, city, county and state eliminations were followed by auditions in which 12 finalists competed by means of blind record-ings.

casing, consistently outstanding news report- ing by a radio station, outstanding network television coverage of a news event or series, outstanding local television coverage of a news event or series. The Headliners is an informal organization dedicated to honor those men in newspaper, magazine, newsreel, radio and tv whose achievements were outstanding during the year. Entries should be sent to Mall Dodson, executive secretary, Headliners, 2307 Broadwalk, Atlantic City, before April 1.

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As part of the awards trip the four winners will participate in a weekend celebration in colonial Williamsburg, Va., joining many leading Americans in the annual Democracy Workshop. Many VOD state winners have been invited to the ceremonies.

National winners will arrive in Washington Feb. 18, and will motor to Williamsburg the next day. Their week-long visit will include personal conferences with leading government officials and President Eisenhower.

Sponsoring organizations are NARTB, Radio-Electronics-TV Mfrs. Assn. and the U.S. Junior Chamber of Commerce. Over a million high school students competed in the event, which is endorsed by the U.S. Office of Education and National Assn. of Secondary-School Principals. School, city, county and state eliminations were followed by auditions in which 12 finalists competed by means of blind record-ings.
Advertisers

Dorothea Mahlstedt, former brand publicity manager for Lever Bros. and previously in editorial, public relations and publicity in radio-tv, named director of women's press and radio relations for Grocery Mfrs. Assn., N. Y.


H. C. Roark, General Mills Inc., Minneapolis, named to newly created post of southern grocery products sales manager.

J. A. Fouche, manager of advertising and merchandising, Seiberling Rubber Co., Akron, appointed assistant general sales manager. John J. Walbeck, manager of passenger tire sales, will succeed Mr. Fouche as manager of advertising and merchandising.

Mr. Fouche  Mr. Walbeck

John D. Schuman, assistant advertising manager, Norge Div. of Borg-Warner Corp., Chicago, appointed advertising manager of that division.

Thomas F. Maschler, advertising and sales promotion manager, H. R. Basford Co., S. F., adds duties as merchandising manager.

Arthur Kuhl, public information office, Petroleum Administration for Defense, and Ray Gremp Jr., firm's sales div., to public relations dept. of Standard Oil Co. of Indiana, Chicago.

Edward M. Reynolds, vice president and research director, Doherty, Clifford, Steers & Shenfield, N. Y., to Lambert Pharmacal Co., Jersey City, in newly created post of director of market research, budgets and media.

Ralph Dansiger, art director, Norman D. Walters Inc., N. Y., appointed director of advertising for the Toy Guidance Council, N. Y.

Hugh F. Bohner, sales manager, Hassenfeld Bros. Inc., Pawtucket, R. I. (toys), and its subsidiary, Empire Pencil Co., Shelbyville, Tenn., named vice president and director of sales and advertising for both companies.

Tom Gibbons, director of advertising and sales promotion, Coleman Co., Wichita, Kan., (Coleman gasoline lanterns), died Jan. 24.

Agencies


Arch MacDonald, creative director for Pillsbury account, Leo Burnett Co., Chicago, to join John W. Shaw Adv. Inc., same city, as vice president and creative director.


Jack Creamer, sales account executive, ABC-TV New York, to Young & Rubicam, N. Y., where he will serve under Nat Wolff, vice president of radio-tv dept.


Ben Rubin, formerly with Sorenton & Co., Chicago, to executive staff of Al Paul Lefton Co. same city.

Richard S. Lee, Gray & Rogers, Phila., to Jay J. Dugan, Adv., same city.


Norton H. Jonathan, assistant publicity director, Mid-Continent Airlines Inc., to Robert B. Wesley & Assoc., Chicago.

Eratmust H. Kloman Jr., formerly with Dept. of State, Washington, to public relations dept., Gray & Rogers, Phila.

Shirley Sklov, graduate of the U. of Manitoba and Laval U., Quebec, to promotion and publicity dept., S. W. Caldwell, Ltd., Toronto.

R. H. Frederickson, former advertising manager, Miller's Department Store, Klamath Falls, Ore., starts own advertising agency, that city, at 1632 Austin St.

Henry P. Teall, 58, assistant secretary of BBDO, New York, died Feb. 1 after a short illness.

Stations

Herbert L. Krueger, vice president-station manager, WTAG Worcester, to lecture on NARTB at evening school conducted by Advertising Club of Boston Feb. 9.

C. R. Dodsworth Jr., sales staff, WLWD (TV) Dayton, Ohio, appointed director of sales, succeeding William J. Williamson, who has resigned. Jim Venable to WLWD's sales staff and Gene Peterson named continuity director, same station.

Jack Healy, sales manager, KNUZ-TV Houston, named local radio sales manager, KPRC Houston.

Gordon Laughhead Jr., account executive, KCRI Cedar Rapids, Iow., to W N A X Yankton, S. D., as sales promotion manager.

Harvey L. Glascoc Jr., formerly sales manager, WMAL TV Washington, to WWDC that city, as account executive.

W. Clifford Wingrove and D. C. Trowell named assistant manager and sales manager, respectively, CFPL London, Ontario; R. A. Reinhart named assistant manager, CFPL-TV and Glen A. Robitaille named director of engineering, CFPL-AM-TV.

Carlo F. Zanns, sales staff of Bolling Co., national radio-tv sales representatives, to sales staff, WPIX (TV) New York.

Jim McKnight, formerly of WTAG Worcester, and John H. Fitzgerald, formerly of the Boston Herald Traveler, to sales staff, WBZ Boston and WBZA Springfield.

Lee Parker, commercial manager, WNAO Ra-

The Latest

THE LATEST

Wacky Story

Versatility!

Whether YOUR products are:

Crackers . . . like Premium
Cigarettes . . . like Pall Mall
Automobiles . . . like Ford
Railroads . . . like New York Central
Hotels . . . like Sheraton
Rentals . . . like Swiftton Village

Wacky's

50 GRAND OF SALES POWER WILL DO THE JOB
The L B Wilson Station . . . Cincinnati Ohio

February 8, 1954  *  Page 75
leigh, N. C., to sales staff, WRAL same city.

A. H. Constant, former manager, KONA (TV) Honolulu, named general manager, KAFY-AM-TV Bakersfield, Calif.

Harry Tenenbaum elected vice president of WTVM (TV) Belleville, Ill., and continues as assistant secretary-treasurer of that station in which he also is stockholder. Mr. Tenenbaum erroneously was identified as B.T., Feb. 1 as Mr. Tenenbaum, assuming the aforementioned duties with WSJV (TV) Elkhart, Ind.

Howie Odell, former football coach, U. of Washington, Seattle, signs for twice-weekly sports series on KOMO-TV same city.

Jack Storey, account executive, KYNO Fresno, joins KBIF that city, in similar capacity.

A. L. McCulision, forecaster who plotted weather predictions for late Wiley Post's around-the-world flight, to KOTV (TV) Tulsa as weatherman.

Richard J. Gourley, formerly promotion manager, WSPD-AM-TV Toledo, appointed to newly created post of director of public relations and advertising, Edward Lamb Enterprises Inc.

Bob Brown, sports director, WAYS-TV Charlotte, to WWJ-TV Detroit as announcer and m.c. on Junior Keynotes, Sunday afternoon show.

J. R. Hackney, named publicity-promotion director, Gordon E. Morehouse, regional sales director; Maurice Nelson, traffic manager, and Herman Haefele, engineer, all at KHOL-AM-KVOK-KEAR-Kearney, Neb. Other additions: Edward Dunn, to film dept., V1 Aspegren, to continuity dept. and Marnsen Gary and Robert Bottrell named cameramen.

John Rasco has been appointed director of news and special events, KGW Portland, Ore.

William J. Fitzpatrick, commercial manager, WCRB Waltham, Mass., appointed assistant managing director in charge of special events and production, WBMS Boston.

John R. Skelton, audio and video engineer, KSFO-KPIX (TV) San Francisco, named assistant to manager, KSAN that city.

Don Selby has been appointed production manager, WMGT (TV) North Adams, Mass.

Bob Kahle, announcing staff, WMBG-WTVR (TV) Richmond, promoted to director of merchandising and promotion and Bob Grove, same stations, named sports director, WTVR (TV). John Shand, program director, WMBG, to program and production manager, WTVR (TV), and Connie Rianhard, film director, WTVR (TV), to sales manager and promotion director, WMBG-WCOD (FM). All stations are owned and operated by Havens & Martin Inc., Richmond.

Athen Mendenhall, assistant program director, KOVO Provo, Utah, to KDYL-AM-TV Salt Lake City, as announcer.

Mark Rogers returns to announcing staff, WBBM Chicago.

Dick Wheeler, formerly program director, KOCA Kilgore, Tex., named announcer and assistant to news editor, WFAA-TV Dallas.

Robert Carano, WJHE Gallipolis, Ohio, named program director, WBBX Chillicothe, Ohio.

Martha Brown, assistant traffic manager, KTHK Houston named traffic manager; Beverly Baird, recent U. of Houston graduate, becomes assistant traffic manager.

Van Fleming, free-lance radio newscaster and writer, recently returned from year's writing and travel tour of Europe, to KBID-TV Fresno, Calif., as news director.

Klaus Landsberg, vice president of Paramount Television Productions Inc., and general manager, KTSL (TV) Hollywood, was elected Jan. 31 the Los Angeles Medical Assn.'s annual award on that station's Ask the Doctor, in recognition of his "advance of medicine in public service and for KTSL's farsightedness in presenting a program of this type."

George Cranston, manager, WBAP Fort Worth, named to serve as a member of Texas State Commission on Educational TV.

Fern Hawks, in charge of publicity and public relations, WHBF Rock Island, III., named to serve as area liaison for Television Information Committee of NARTB.

Alan Lissner, program director, KBIG Catalina, Calif., named a judge on advisory council of the Academy of Musical Recorded Arts & Sciences, recently organized in New York to promote creative recorded music.


Fred Fiske, WWDC Washington, announcer, has been declared the winner of that station's nationwide audition of 151 disc jockeys' recordings in its search to find a new radio personality.

Harold P. Kane, general manager, WIOC Jamestown, N. Y., appointed Chairman of annual fund drive of Southern Chautauqua County Chapter of American Red Cross.

Lou Riespenhoff, public service director, WEMP Milwaukee, elected a vice president, Milwaukee Chapter of Sigma Delta Chi.

WES FESLER (I), who resigned as U. of Minnesota football coach to become vice president and partner of WDGY Minneapolis-St. Paul, inspects the equipment of WFMJ-TV Youngstown, Ohio, his hometown, with Len Nason, WFMJ-AM-TV commercial manager.

Networks

Joan Thompson, executive secretary, programming and production dept. of Du Mont Television Network, appointed coordinator of religious programs, succeeding Duncan MacDonald, who has moved to NBC-TV [B.T., Jan. 25].

Claire Collins, ABC traffic department, appointed supervisor of radio and tv sustaining traffic for ABC.

Eugene W. Moss, formerly of WABC-TV New York and WOR same city, appointed assistant sales promotion manager of CBS-TV Film Sales.


Walter Dunson, acting guest relations manager, CBS Hollywood, confirmed in position. Ernest K. Kashi, acting supervisor, script division, and William Steinmetz, acting supervisor, publicity division, both CBS Hollywood, confirmed in their positions.

Elmer Davis, ABC news analyst who has been ill from high blood pressure, last Wednesday attended his first White House news conference in several months. He is appearing on Sunday radio-tv programs from New York but is unable to handle weekday schedule.

Art Linkletter, CBS Hollywood personality, for his work with American youth, received second annual Benjamin Franklin Achievement Award at Graphic Arts banquet sponsored by Printing Industries Assn. and Los Angeles Club of Printing House Craftsmen.

Irving Gillin, director of CBS-TV's The Search, father of girl, Barbara Jane, Feb. 1.

Robert Hurleigh, MBS Washington commentator and former director of WGN Chicago news div., honored with testimonial and farewell dinner by Chicago Press Club at Sherton Hotel Jan. 28.

Tom Henry, account executive, MBS Midwest Operations, father of girl, Carol Ann.

Film


Ernest Scanlon, recently resigned treasurer of Cinerama Productions Corp., New York, and now its Los Angeles consultant, has in addition joined United Productions of America, Burbank, Calif. as financial consultant.


Carl Marcus, publicity director and head writer, Sportvision Inc., Hollywood, assigned with U. S. State Department, Norwich West, former director of public relations, San

BROADCASTING • TELECASTING
Francisco Seals baseball club, to Sportsvision, S. F., as director of publicity and sales promotion.

Gene Autry, film, radio and tv cowboy star, visited studios of WMT-TV Cedar Rapids for special guest appearance on Leo Greco & His Pioneers show.


Manufacturers

J. Chapman Lane Jr., advertising staff representative, Westinghouse Electric Corp., Pittsburgh (Electronic Tube Div.), promoted to manager of advertising and sales promotion for that division.

William E. Deger, supervisor of sales order dept., Ampco Corp., Chicago (motion picture projectors and tape recorders), promoted to division manager of mid-west sales.

William Murphy, 20th Century-Fox film editor, has been elected president of American Cinema Editors. Named vice president and treasurer, respectively, were George Amy, Meridian Pictures, producer of CBS-TV Serdict Playhouse of Stars, and Fred Berger, William Boyd Productions, producer of NBC-TV Hopalong Cassidy. Eda Warren, Paramount Pictures, was re-elected secretary.


Thomas Griesser, previously vice president of Wort Co., Philadelphia (electronics mfg. firm), appointed assistant to administrative vice president of CBS-Columbia, tv receiver manufacturing div. of CBS Inc.


Richard S. Smith, Ohio district sales engineer, Solia Electric Co., Chicago, named district sales engineer for new branch office in Los Angeles.

Lawrence R. Thielken, formerly of RCA Service Co., to Ampex Corp. (magnetic recording equipment), as service engineer in New York district office.

Rating Services

Charles W. Besosa and William H. Quinn, client service executives of A. C. Nielsen Co., promoted to positions of account executives of this research organization's New York office.

Program Services

Harvey Marlowe, formerly program manager, WOR-TV New York, named vice president in

charge of production and sales, Stage Rentals Inc., same city.

Ulysses Kay, music consultant for BMI, to appear as guest conductor of the Tucson Symphony Orchestra Feb. 23.

Professional Services

Thomas C. Flyn, named account supervisor on Allen B. DuMont Labs account for David O. Alber Assoc., N. Y.

A. Walter Socolow, Monroe E. Stein and Charles B. Seton, all with wide backgrounds in broadcast legal problems, form Socolow, Stein & Seton, with offices at 580 Fifth Ave., N. Y.

Tom Dowd, of Washington law firm, Pierson & Ball, suffered a broken leg when kicked by a horse Jan. 30.

Representatives

William B. Rohn, sales manager, WINS New York, and Edwin Pfeiffer, sales representative, WDEL-TV Wilming-

Nick Malonna, account executive, WABC New York, to radio sales staff of Edward Petry & Co., N. Y.

John I. Peterson, vice president in charge of tv sales, George P. Hollingbery Co., N. Y., was guest speaker at the Wheeling, W. Va., Advertising Club's Tv Clinic Feb. 4.

Government

Frank McNaughton, co-producer with Martha Rountree and Oliver M. Presbrey of Washington Exclusive on DuMont tv Network, has started duties as a member of Sen. Paul H. Douglas (D-Ill.) administrative-research staff.


Trade Associations

Robert W. Saroff, executive vice president of NBC, appointed to the board of directors of American Arbitration Assn.

Robert J. Burton, vice president of BMI and general manager of BMI Canada Ltd., will serve as chairman of the radio and tv div. of the fund-raising drive of The Legal Aid Society.


Richard Page, newswriter and reporter, WFBL Syracuse, elected president of Syracuse Press Club.

Jack Beardall, owner-manager, CFCC Chat-
ham, Ontario, given life membership in Royal Astronomical Society of Canada in recognition of his work at CFCC in broadcasting weather forecasts.

John F. Becker, former radio-tv and film consultant to the National Foundation for Infantile Paralysis, the Muscular Dystrophy Assn., and the Presbyterian Church General Assembly, named to direct the American Cancer Society's radio-tv activities during 1954.

Ted Nelson has taken a five-month leave of absence from his radio-tv agency, Ted Nelson Assn., N. Y., to serve for second year as director of the annual Page One Ball of the New York Newspaper Guild held May 14 at the Hotel Commodore.

Glen Jocelyn, vice president and creative director, Mogge-Privett Inc., elected president of Copy Club of Los Angeles. David R. Fenwick, account executive, Calkins & Holden, Carlock, McClinton & Smith, named vice-president, with Kenneth Striker, creative director, McCann-Erickson Inc., secretary-treasurer.

Dave Showalter, director of public affairs, CPKNX Hollywood, appointed Southern California Broadcasters Assn. representative on the Advisory Committee for Education at Los Angeles State College.

B. George Barber Jr., commercial manager, WGBG Greensboro, N. C., elected a lieutenant governor of Advertising Federation of America's recently organized District Three.

Francis C. Coughlin, continuity director, WGN Chicago, elected a director in Chicago Press Veterans Assn.

Frank W. Crane, managing director, Advertising Club of Los Angeles, named managing director, Southern California Broadcasters Assn.

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ANNOUNCER BROCHURE
SHORT biographies and photographs of its nine announcers, who combined represent a total of 123 years of broadcasting experience, make up a promotional brochure sent to agencies and advertisers by WAVE-AM-TV Louisville, Ky. Emphasizing “quality,” WAVE points out that the 123 years the announcers represent are years of “know-how in entertaining, informing and selling.”

DATES WITH MARilyn
CALENDAR featuring near-life-size picture of Marilyn Monroe and described as “one of the BIGGEST calendars ever produced” is being distributed by Westinghouse Broadcasting Co.’s WBZ Boston WBZA Springfield to point up the stations’ claim that WBZ-WBZA “is the BIGGEST advertising buy in New England.”

KROW NAMES CUCKOO
THE MASCOT of the KROW Oakland, Calif., Nick and Noodnick program, a mythical cuckoo whose call is used as time signal, is no longer nameless. He will be known as “Cuthbert the Cuckoo,” the name judged the winner in a contest conducted by disc m.c.s.

AGGIES GAMES RE-RUN
KTVQ (TV) Oklahoma City has found a solution to the problem of showing its viewers the Oklahoma A&M basketball team in action. Because distance prohibits live telecasts, films of past contests are run after being carefully prepared for the station transmitter and studio and, at times, as the Hotel London during a cocktail reception. The party returned to Toronto on the evening train. Hosts were CFPL-TV and All-Canada Television Facilities, the station’s representatives.

‘THREE LIVES’ PROMOTION
KFSD San Diego’s monthly program schedule emphasizes its Tuesday, 7 p.m. program, i Led Three Lives, which the station claims to be the only such promotion in San Diego. The red and yellow, easy-to-read pamphlet is divided into eight sections, half of each page devoted to promotion of the program dealing with Herbert Philbrick’s ordeals as citizen, FBI man and Communist.

‘FIDELICIDE’ CAUTION
AN AD placed in Los Angeles Times Audio Fiesta edition for KFAC that city, carries the plea, “but don’t filter your music.” The ad points out that KFAC’s effort and equipment for the broadcasting of fine music are wasted unless the listener’s receiver is capable of reproducing that music in its full range and perspective. The ad concludes: “We hope you’re enjoying KFAC’s superb music to its last delicate decibel. We hope your radio isn’t committing that cardinal sin of this hi-fi-conscious era—fidelicide!”

MUSIC FOR MANY
WTTM Trenton is helping to teach music to 2,700 students of the overcrowded Pennsbury, Pa., public schools by an experimental project in educational radio. A local music teacher teaches a class of 20 pupils in the station’s studios while 2,700 others listen with their regular classroom teachers in their respective schools. F. E. Walker, WTTM director of public affairs, worked out the series hoping to alleviate the overcrowded school conditions. The series will be extended to include other public schools in the listening area if all goes well, according to Fred J. Bernstein, general manager of the station.

COMIC BOOK CENSURE
AN ASSAULT on the horror type comic books has been launched by Ruth Welles, women’s commentator on KYW Philadelphia. Mrs. Welles began her attack by reading portions from books she had purchased at a newsstand and she plans to explore the effect of these books from the point of view of the child psychologist, as well as interviewing representatives of the PTA and other groups. The station reports favorable public reaction and promises of support from listeners.

FREE TRUCKING BOOKLET
A FREE, documented study of the trucking industry, titled “Trucks in 1975,” is available on request to the American Trucking Assn., Washington 6, D. C. The booklet, by Carroll J. Roush, contains facts relating to employment, salaries, expenditures, expectations and trends in the trucking industry.
You can't miss

With Brian Donlevy in

"DANGEROUS ASSIGNMENT"

145 markets have already proved Brian Donlevy cuts a mighty big figure as a salesman!

Here are some "DANGEROUS ASSIGNMENT" ARB averages (not high spots) for the entire first run. San Francisco: average 24.6 for a 42.8% share of audience. Detroit: 21.5 for a 53.6% share. And Boston: 16.1 for a 44.1%!

"DANGEROUS ASSIGNMENT"s re-run record is even more remarkable: it consistently reaches more customers at lower cost per thousand than it did on its first appearance. In Columbus, Detroit, and San Francisco, for example, the program reached respectively 3% more, 6% more, and 33% more people!

39 self-contained half-hour episodes, "DANGEROUS ASSIGNMENT" is backed by the most comprehensive and effective promotional package in the industry—further proof of NBC FILM DIVISION'S stature and leadership in Syndicated Television.
VITAPIX DIDN'T WAIT FOR HOLLYWOOD TO MAKE UP ITS MIND...NEITHER DID MORE THAN 30 LEADING TV STATIONS...

"THE BLACK FOREST" starring Peggy Ann Garner Akim Tamiroff

"DOUBLE-BARRELED MIRACLE" starring Lee Bowman Dore Ashley

"CHECKMATE" starring Jeffrey Lynn Angelica Hart

"THE BIG LIE" starring Lee Bowman Ramsey Ames

"THE SILENT RIVER" starring Peggy Ann Garner Akim Tamiroff

"AMIABLE LADY" starring Betty Oakes Richard Ney

Only Feature Pictures ever Filmed for TV

TODAY, TV viewers are enjoying these full-length motion pictures even before theatre audiences. Vitapix has proved that the television industry, by combining the best of TV and motion picture techniques, and utilizing Hollywood star talent, has a formula that answers the viewers' demands for new Motion Pictures as well as the sponsors' demand for film value.

NO WEAK WEEKS. Here's a film series maintaining a uniformly high level. Top Hollywood production and direction, plus names like these—Peggy Ann Garner, Akim Tamiroff, Martha Scott, Arleen Whelan, Jeffrey Lynn, Lee Bowman, Ann Rutherford, Jackie Cooper, Don Ameche—assure top ratings every week.

TOP BOX OFFICE AT THE CASH REGISTER. Because Vitapix Feature Motion Pictures provide the station with a TV FIRST, it has outstanding advertising and merchandising value. Hollywood knows the box office of a "Prevue" and a "Premiere." So does the sponsor.

The current series of 26 pictures presents drama, mystery, comedy and adventure, 70 or 54 minute running time, black and white or color. Vitapix Uniform National Pricing Formula Applies. For availabilities and prices, phone collect.

Watch VITAPIX

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"PRODUCTION costs in television will go up, but better television will be a result," predicts William Dozier, executive vice president of Cornwall Productions as well as executive producer of dramatic programs for CBS Television in New York.

"Television sets and stations are steadily on the increase so that additional needed money will be available as advertisers will be willing to spend more money to reach this vastly increasing audience. More money will permit better production. Our greatest concern is to spend wisely. We will try to get more on the screen and eliminate all waste off the screen. This can only be achieved by more careful preparation, and that is our aim."

To Cornwall, Mr. Dozier gives his counsel and executive guidance without letting this work interfere with his work at CBS. Cornwall Productions was organized with Ella Raines as president and Mr. Dozier as executive president. Financing was arranged and distribution was taken over by Matty Fox’s Motion Pictures for Television—Mr. Dozier and Mr. Fox were friends from their days at Universal. The film venture started last year when Ella Raines, whom Bill Dozier had known in Hollywood for years, approached him about a tv show, *Janet Dean*.

"For several years," he said, "I’ve toyed with the idea of a television series with a nurse as the leading character. A series with a nurse has an unlimited scope without forcing—on all social levels, in all locales. I thought *Janet Dean* would fit like a glove."

Thus Cornwall Productions was born. Joan Harrison was named producer of the nurse series and Walter Blake appointed production supervisor. Three Hollywood directors—Peter Godfrey, Robert Boyle and James Neilson—have turned out the first block of 13 films in the series and have already begun shooting on the second block of 13, with the first of the films to be aired in March.

In his capacity at CBS-TV, Mr. Dozier is responsible for the supervision of such shows as *You Are There*, *Studio One*, *Suspense*, *Danger*, *The Web* and *21st Precinct*.

Born in Omaha, he attended schools there and was graduated from Creighton U. with a B.A. in 1929. He spent one year at the Creighton Law School before moving on to California, where he continued his law training at the U. of Southern California for another year. In 1934 he began his first job at the Berg-Allenberg Agency as a writers’ and story representative. He handled such writers as James Hilton, Sinclair Lewis, H. G. Wells, Kathleen Norris and Erle Stanley Gardner, among others.

In 1941 he went to Paramount Studios as head of the story and writer department, and in 1944 joined RKO as executive assistant in charge of production under Charles Koerner. He was appointed associate head of production at Universal-International in 1946, and his later activities in Hollywood were as a producer at Columbia Pictures for two years and later as executive assistant to Samuel Goldwyn. With Joan Fontaine, his former wife, he formed an independent company which produced two pictures—"Letter From an Unknown Woman" ("It was tremendously successful critically, but a financial flop," says Mr. Dozier) and "You Gotta Stay Happy" (which made money). Then late in 1951 CBS and television called.

Mr. Dozier says he is happy in the "new" medium. He feels television gives to creative persons a much higher degree of gratification than do motion pictures, and that these creative people need the stimulus of opinion—good as well as bad criticism—and get it faster and from more people than in motion pictures.

Mr. Dozier was married to Ann Rutherford, motion picture and tv star in October 1935. They live in a New York apartment. His hobbies include golf, tennis, Scrabble and gin rummy. He is an expert cook, too.
ZIV'S NEW TV CHAMPION

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THE BEHIND-THE-SCENES DRAMA OF OUR LAW ENFORCERS

HURRY! ALREADY SOLD IN 14 MARKETS!

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ZIV-TV

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HOLLYWOOD
a sports jackpot for tv

By Leo Kovner

A sports fan who had never owned a camera hit it when he decided he could do a better job of football coverage than what he'd seen on tv. Film is the way he does it.

FROM a gleam in the eye of William J. (Bill) Parry Jr., president of Sportsvision Inc., the nationwide delayed sports telecast film group has come a long way.

Shortly before the start of the 1950 football season, Sportsvision existed only in the mind of Mr. Parry, an Oakland, Calif., labor relations expert and former college basketball player. Still a sports fan, he felt he could do a better job of football coverage than what he'd seen on tv, despite the fact, as he now cheerfully admits, "I'd never even owned a Kodak until then."

With the financial aid of friends and relatives, he quietly formed Sportsvision Inc., and with the ink scarcely dry on the incorporation papers, proceeded to the offices of Kenneth (Tug) Wilson, Big 10 Conference commissioner. He explained to Mr. Wilson that he was after the delayed, not the live telecast rights. Evidently his enthusiasm and obvious knowledge of sports were enough to carry the day, because he wound up with a year's contract for the Big 10 games. Using this, he was able to sign up the Pacific Coast Conference and other national collegiate football powers.

From Cold to Hot

Next, without knowing a single executive, he and partner Walter Botelho walked into the offices of ABC-TV New York. After the normal struggle to reach the appropriate executive in the ABC organization, they were able to show their contracts and convince the network they had tied up tv film rights of many major universities. With the start of the football season just two weeks off, ABC-TV took the Sportsvision series, signing Pontiac division of General Motors Corp. as sponsor on 49 stations.

Since then, Sportsvision has never lacked a sponsor. In 1953, the firm's schedule of Pacific Coast Conference, Big 10, Big 7 and independent games and features was used by such advertisers as Tidewater Associated Oil Co., San Francisco; Phillips Petroleum Co., Bartlesville, Okla.; Franz Bakeries, Seattle; plus a number of local and participating stations more than 100 tv stations in various parts of the country.

The sports film group wound up in the red in 1950, despite an $85,000 gross. However, by conclusion of the 1952-1953 fiscal year, ended Sept. 1, 1953, the company was in the black with a gross over $500,000. This uncompleted fiscal year, the biggest in the firm's history, promises much more black ink in Sportsvision's ledgers.

Recently, for the third consecutive year, Sportsvision was awarded a contract as exclusive tv film producer and sales representative for all Pacific Coast Conference inter-collegiate athletic contests for 1954-1955. Normally a tv film group, Sportsvision, as a step toward year-around tv programming of intercollegiate sports, will televise live most spring events (baseball, crew, tennis, golf, wrestling, boxing, swimming, etc.) of the U. of California and Stanford U. over KGO-TV San Francisco, under terms of another recent contract between the tv firm, acting as PCC representative, and the station. Even on those live tv telecasts which Sportsvision does not produce, the firm acts as conference representative in negotiations with the producer for all PCC games approved for live telecast by the NCAA.

William Parry has picked up a lot of tv know-how over the past few years, and he needs it. Every weekend during the past football season over 130,000 feet of film from important games all over the country was processed in the firm's Hollywood production offices. There, after a strenuous session of printing, writing, cutting and adding sound and commentary, eight weekly features would go out to the stations.

These included All American Game of the Week, Phillips Big 10 Game of the Week, Phillips Big 7 Game of the Week, Tidewater Associated PCC Game of the Week, Big 10 Football Highlights and PCC Football Highlights.

In some instances, stations wanted prints within a matter of hours after the game. Sportvision's boast about piercing the "time barrier" is close to an accurate description of the firm's operation in meeting these demands. When Notre Dame beat U.S.C. 48-14 last Nov. 27, a release print was in New York for televise over WABC-TV shortly after noon the following day. Since the program was scheduled for that evening, the completed print of the game, which had been played less than 24 hours previously, actually had to wait for air time.

Local Mobilization

To do this job during the football season, Sportvision mobilizes an average of eight crews a week across the nation. If possible, these men are recruited from the vicinity of the game selected by the company's executive group to be covered that week, but if competent personnel cannot be found, a crew is flown in from Hollywood.

Each crew contains three cameramen, two to shoot from the press box and one from the sidelines. One press box camera records every play, while the other shoots such slow motion as is required. The sideline camera is used for play closeups and crowd color. Beside cameramen, crews include spotters and recorders, who make notation on the ball carrier, yardage gained or lost, tackle and other pertinent data on every play of the game. This is used later in writing the narrative.

After out-of-town games, the undeveloped material, together with notes, is loaded on a plane for Hollywood, where a full crew is waiting to work on the footage under direction of production manager Donald R. Schwab. Also waiting are full crews at Acme Film Laboratories and Universal Recorders, two Hollywood firms which cooperate.

(Continued on page 95)
UPI proudly Presents... A distinctly New and Authentic 1st RUN Family-Situation Adventure Series... with a Salty Tang!

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starring

PRESTON FOSTER as Cap’n John of the good tug Cheryl Ann

WATERFRONT* with its authentic locale really lives. The people of the docks, the tugs, the gulls, the noises, and the smells of the wharf all come alive as you work, fight, worry and love with the men and women who are all part of this colorful WATERFRONT.

WATERFRONT — The only TV film series today that could not possibly be done live. (It was shot on location at picturesque Los Angeles Harbor, San Pedro, California.)

WATERFRONT — with the largest running cast of recurring characters of any TV series, live or filmed.

WATERFRONT — where every foot of film was shot especially for this production.

WATERFRONT — the only TV series available whose locale and characters develop an endless supply of action-adventure and family-situation plots.

WATERFRONT — IS A PRESTIGE BUILDER FOR THE WHOLE FAMILY. A NEW SERIES, STARTING WITH 26 FIRST RUN 1 1/2 HOURS, FRESH AND ALIVE WITH REAL PEOPLE.

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additional modern

film studio
Kling now offers the largest and most modern motion picture facilities in the midwest. Complete in every way, this new production center, with three giant sound stages, brings to the midwest facilities equal to the most demanding film requirements. Kling . . . for the largest film facilities in the midwest!
BIG BANKS GO INTO

their investments are key to

BIG investment money has discovered Hollywood's zooming tv film industry.

At last the investment giants are starting to lend official recognition to this industry.

They are lending their recognition in a language Hollywood understands—money.

Signs of tv interest began to appear a year ago among representatives of the major money marts. Their interest took the form of experimental loans where they were at least reasonably sure that video packages might return suitable profits.

Now the money hold-out days appear to be near an end, judging by the way top-flight investment units are opening their safes. Hollywood's television industry, it appears, has finally arrived in Wall Street.

A B+T roundup of current tv film production reveals such investment houses as Bankers Trust, Chemical Bank & Trust, California Bank (Los Angeles), Walter Heller & Co. and Stillman & Stillman.

Many obvious and often exciting trends are catching the astute eyes of these barons of finance as they probe deeper into what makes Hollywood cameras click—especially the tv cameras.

Right at this moment, they note, 26 solvent film companies are producing 44 television series in Hollywood. They are either sponsored, syndicated or contracted for by distribution firms, advertisers or networks.

The 1954 Hollywood schedule, a quick check reveals, involves more than $50 million in tv film production. This doesn't include commercial spots but merely the half-hour shows. Many are in story board or script stage and aren't included in the $50 million figure, plus some projects in the pilot stage.

More Tv Than Movies

While major studios are enjoying renewed activity as they concoct new ways to hold the sudden revival in movie patronage, Wall Street and the money marts of other centers are cognizant that the West Coast colony is turning out more film for television than for theatres.

Big financiers note, too, that large-scale operations may solve some of the economic problems that inevitably appear in any new industry. With financial backing, some of the production and distribution operations will be combined. Already there are definite signs of a trend toward fewer but stronger and better-financed operations.

Several new firms have appeared in recent months but the total number of Hollywood independent tv film production units is dropping noticeably. In many instances their demise has been due to lack of capital.

At the same time there have been many expansion projects among production and distribution companies. Others are in the negotiation stage. Several production-distribution combinations have strengthened their position in the industry.

Then there's color tv—exotic, expensive and exciting in the best Hollywood tradition. The color era is a dollar-and-cents matter, however, to those who handle the nation's investment money. Al-
TV FILM FINANCING

stability in western tv filming

ready the cans are stacked high with color film produced in antici-
pation of the color era.

But color is a long-range matter to those whose investment prob-
lems are of an immediate type. They figure, as a rule, that color
tv film programs will be in the minority for at least three years
despite the publicity that accompanies current color casts. After
color equipment in the home is at least two years off, on a mass basis, and they figure it will be
merely a show-case item for dealers in the months just ahead.

Investment men are aware that many advertisers are in no hurry
to dash into color films at this time nor are they likely to be stamped into costly production costs for some time to come.

No man charged with the placement of money in American industry is likely to ignore the interest agency and advertiser execu-
tives are showing in color tv demonstrations. Re-packaging of
many products in anticipation of color has not gone unnoticed.

With all these symptoms of a new color era, though, financiers
will watch set manufacturing and circulation closely and at the
same time carefully watch the growing popularity of black-and-
white service. They are keeping check, too, of the imminence of
tape-recording for black-and-white and color television.

Measurements of Growth

Financial men measure Hollywood's tv growth in many ways—
particularly the type of work that talent and technicians are per-
forming. Now aware that more workers are employed in televis-
ion than in theatrical film production, they have learned that over
half of Screen Actors Guild's 8,000 members are appearing in tele-
vision films though total "man days" may be greater in regular
movie activity due to the speedier production in the video industry.

A check by B*T recently showed that tv films employ about 40% of
Hollywood directors; over 50% of assistant directors; 40% of
film editors, cameramen and sound technicians; over a third of
established screen writers and 40% of the members of IATSE's 18

Bankers Trust, New York, was one of the first investment houses
to get into the Hollywood tv field, providing Mark VII Productions Inc. with funds for its NBC-TV Dragnet series. It is understood
to have provided $600,000 for the last 26 NBC-TV Hopalong Cassidy films.

In addition Bankers Trust has backed other television production companies and additional deals are being negotiated.

Chemical Bank & Trust Co., New York, is another to meet the
changing times, backing Telemount-Mutual Productions Inc. in
the first 13 films of Cowboy G-Men tv series. The deal reportedly
included a cash payment of approximately $275,000 to Walter
Heller & Co., Chicago factoring firm, which had previously sup-
plied money for the series.

Deal for Chemical Bank to provide financing of $1,200,000 for
39 tv films in the Authors Playhouse series was negotiated late last
month by Eugene Solow and Brewster Morgan, heads of the pro-
duction company.

The half-hour dramatic plays, each budgeted at around $30,000
will be adaptations of published works by American name authors,
YOUR*

*52 star-studded half-hours
of top TV plays

SIR CEDRIC HARDWICKE
SIRRAINE DAY
STAR SHOWCASE

with your host, Mr. Edward Arnold

* rollicking comedy / taut drama
* tender romance / exciting adventure
* spine-tingling mystery and intrigue

A successful, tested program . . .
first run in over 150 markets

Your* Star Showcase, with Edward Arnold as host, is a proved program—with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is new to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your* Star Showcase offers local and regional advertisers 52 different, top quality, network-calibre programs with a proved, impressive audience record. The series boasts ratings of 20.3 in Chicago . . . 30.5 in San Antonio . . . 22.9 in Cleveland . . . 32.6 in Kalamazoo . . . 47.4 in Charlotte, etc.

Your* Star Showcase is a series to which the phrase “presents with pride” truly applies. It is great drama. It is a weekly parade of marquee names . . . sparkling scripts . . . tight direction . . . lavish production.

On all counts, Your* Star Showcase can be the showcase for your product. Call, write or wire for the complete story.

*Advertiser or brand name.
†Videoex, February, 1953

Television Programs of America, Inc.
729 Seventh Avenue, New York 19, N. Y. • 1041 N. Formosa Avenue, Hollywood 46, Calif.
WHY HOLLYWOOD TV FILMING ATTRACTS BIG MONEY

- Zooming Production: Hollywood is turning out more film for TV than for movies.
- Trend to Consolidation: By merger of some and death of others, little companies are giving way to big ones.
- Stable Market: Fewer films are being produced on speculation and more on order from sponsors, distributors.
- Stable Employment: More talent and technicians are employed in films for TV than in films for movies.

with shooting to start early in March at California Studios for September delivery. Star talent will be cast in the top roles.

Matthew Fox, chairman of the board of Motion Pictures for Television Inc., is said to have Chemical Bank support in his firm's $30 million program of film production for syndication. Production of Duffy's Tavern, to be produced as a series of 117 filmed programs at a rate of 39 per year for three years, will represent a total expenditure of approximately $5 million, it was pointed out. The firm has six additional top name series on its schedule for syndication, with all, including Duffy's Tavern, to be filmed in color as well as black-and-white.

Milton Gettinger, New York attorney, who passes on motion picture and TV film loans made by Chemical Bank, said in Hollywood late last month he was looking into the RKO Radio Pictures Inc. situation. More than a year ago he made an undisclosed cash offer for Howard Hughes' stock in the production-distribution company "for myself and not for anybody else".

Active for many years in the financing of independent pictures, the Heller organization recently increased its revolving fund by $1 million for expansion in the TV field. It also closed a deal with Television Programs of America for financial backing in the forthcoming Ellyer Queen TV film series.

John Ireland has been set for the title role in that production. Shooting will start this month (Feb.) at Motion Picture Center. Norman and Irving Pincus will produce the series under Norvin Productions banner, a subsidiary of TV Programs of America.

When TV film producers Jack Gross and Phil Krasne bought out associates Gerald King, Milton Blink, Sam Costello and Ben Frye (BT, Oct. 5, 1953) in United Television Programs Inc. last October for "in excess of $250,000", the purchase financing was handled by Stillman & Stillman, New York factoring concern, and bank representative Vilem Zwillinger. Stillman & Stillman is reportedly also handling production cost financing on the Lone Wolf TV film series now being shot by Gross-Krasne Inc. at its California Studios for syndication by UTP.

Messrs. Gross and Krasne acquired the well-equipped California Studios in a U. S. referee-in-bankruptcy sale for more than $200,000 in Nov. 1952 (BT, Nov. 24, 1952). It was part of the estate of the late Harry Sherman, movie producer.

The newly organized American National Studios Inc. syndicate which bought the 4½-acre Eagle-Lion Studios in mid-December for more than $1 million has set aside another $1 million as a revolving fund for "outside" film deals. This is in addition to its own planned large scale production.

Group Among Hollywood's Largest

This group is one of the largest in Hollywood's TV film history. It brings some key financial figures into the industry (BT, Dec. 21). Bernard Proctor, who sold his syndication PSI-TV (BT, Dec. 14) a few months ago to Ely Landau, head of Ely Landau Inc. and Martin Ross, president of Emperor Films, heads ANS as president and executive producer, with Fred Levy Jr., Los Angeles realtor and financier, board chairman. Mr. Levy represented the Ralph E. Stoltz-backed syndicate in its negotiations to purchase RKO Radio Pictures Inc., in fall of 1952. The deal, however, fell through.

Edward Conne, one of the organizers of World Broadcasting System and more recently partner in Conne-Stephens, TV film production company for the Proctor packages, is executive vice president in charge of ANS studio operations. William Stephens is production chief.

Other principals who serve on the board include Edwin W. Pauley, independent oil operator and political figure; Daniel F. Reeves, broker and president of Los Angeles Rams, pro football team; Bertram C. Gamble, president of Gamble Skogmo Co., Minneapolis Gamble's Western Auto Supply Stores; Edward D. Matz, president of Kure- ley Kate Corp.; Chicago (stainless metal sponge); and F. R. Long, independent oil operator and vice president of Mohawk Oil Co., Los Angeles.

Messrs. Landau and Ross in their newly formed National Telefilm Associates Inc., have set up an entirely new concept in TV film production-distribution. It embraces use of franchise holders as distribution agents and production financiers.

Besides distribution of the old Bernard Proctor product along with Mr. Landau's own filmed shows, the new firm will move into the production field on its own. NTA will also help finance outside production and work straight distribution deals for independent producers.

California Bank, Los Angeles, with several branches in Southern California, is known to have financed segments of the TV industry, and state-wide Bank of America has done likewise, with both now starting to expand their financing operations in video.

Those are some of the projects underway in Hollywood as financiers look into the West Coast colony with new interest. They are turning an appreciative eye toward some of the profit sheets of both producers and distributors.

With 83 stages available for rental to Hollywood TV film producers, a survey by BT shows that better than half of these stages actually are being used for video productions. The list of stages in use includes 10 each at California Studios and KKO Pathe; nine at Motion Picture Center; 18 at Republic Pictures; eight at Samuel Goldwyn Studios; seven at General Service Studios; six at First National Studios (formerly Eagle-Lion); five at Hal Roach Studios; three at Walt Disney Studios; three at KTTV (TV); two at Kuko Studios (formerly Charles Chaplin Studios); one each at Filmcraft Productions and Jerry Fairbanks Studios. Two more studios have stages under construction.

Not included are two stages at Columbia Pictures, devoted exclusively to Screen Gems Inc. video filming and the one stage and...
more sponsors ... more profits!

Build profitable sell-out programs with the new combined* Studio Telescription Library

Throughout the country, stations building programs with Studio Telescriptions are finding an enthusiastic market among advertisers. For in no other way is a sponsor able to participate in such popular, top talent shows without high production costs.

The Studio Telescription Music Library, over 1,100 three minute films produced especially for TV, is vital to profitable, versatile programming. With this service you have America's leading musical stars working for you and your clients... winning audiences and selling products.

The unbelievably low monthly cost is returned to you many times over in higher ratings, more sponsors and lower program costs. Find out today how the Studio Telescription Library, with its complete programming and merchandising service, will make your profits soar.

*consisting of Studio Musi-Films and Snader Telescriptions.

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From Station Break to Feature...the NEW "BALANCED" TV Tripod is doing a whale of a job every day!

"BALANCED" TV Tripod mounted on 3-wheel portable collapsible dolly illustrated.

We threw the book away and engineered a brand new "BALANCED" tripod for every photographic and video need. The result—a revolution in effortless operation, super-smooth tilt and 360° pan action.

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DOLLLIES...Complete line of 35mm and 16mm equipment available for rental.


WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

KING STUDIO INC., Chicago, has taken over the old Charles Chaplin Studios on Sunset Blvd. and La Brea for its expanded Hollywood operations. Although the Chicago firm has already moved its Hollywood animation and editing departments onto the lot, the entire layout is undergoing extensive remodeling and renovation, according to David S. Garber, studio manager.

A third sound stage is being constructed and many other new features will be added for TV film production, it was said. King's own production activities, under supervision of Lee Blevin, will start this month.

The purchase of the old Warner Bros. Studios lot on Sunset Blvd. in late December [BT, Dec. 28] by Paramount Pictures Corp. to house its subsidiary KTBA (TV) has given credence to the long standing report that the motion picture company will become active on a major scale in TV film production for syndication.

Now being remodeled, with many innovations to be added, it is generally believed the 10 acre site will become the production center not only for the station's film syndication through Vitapix Corp. which KTBA recently joined [BT, Dec. 21] but for other such production. Consensus is that Paramount Pictures will set up a new subsidiary, similar to Columbia Pictures' Screen Gems Inc., producer of NBC-TV Ford Theatre.

Springboard to Future

At time of the property purchase, Klaus Landsberg, vice president of Paramount Television Productions Inc., and station general manager, indicated such activity when he stated the new facilities will permit expansion of KTBA's programming along national syndication lines and also be the "springboard for future operation".

In addition to four large stages, the acreage includes a 100 by 140 foot storage building which, if necessary, could be converted into film shooting space; a completely equipped building for broadcasting purposes (it formerly housed KFWB when owned and operated by Warner Bros.); an office building and another structure now occupied by Warner Bros. Cartoons Inc., under five-year lease arrangement.

Desilu Productions, producers of CBS-TV I Love Lucy and Our Miss Brooks and headquartered at Motion Picture Center, in addition to providing physical production facilities and personnel for other such companies (three at the moment), has an estimated $5 million in product set for this year. There is also available money for future packages it might develop.

Revue Productions, subsidiary of MCA Inc., and headquartered on Republic's lot in north Hollywood, budgeted around $3 million for five series, with three more in planning stage. Revue produces ABC-TV Pride of the Family, Pepsi-Cola Playhouse, syndicated City Detective and Kit Carson series (Coca-Cola), CBS-TV Meet Mr. McNutley and has started an as yet untitled feminine newspaper correspondent series starring movie star Joan Crawford. The Pepsi-Cola renewal for 13 weeks of the ABC Pepsi-Cola Playhouse, involves approximately $325,000 in production budget.

Ziv TV executives a few months ago revealed it, too, has around $5 million earmarked for Hollywood film production in
1954. Two new shows, *Corliss Archer* and *Mr. District Attorney* are scheduled to go into production almost immediately at California Studios.

With the addition of these programs, plus resumption of *Cisco Kid* the company will have five shows in Hollywood production before start of spring. Currently being shot is *My Favorite Story* and *I Led Three Lives*. It is expected that Ziv TV will utilize its three leased stages during the peak production period.

A total of 74 half-hour shows at cost of about $1,093,000 will be produced for Guild Films syndication in the next four months, Reuben Kaufman, president, announced late last month upon his return to New York from Hollywood.

Expressing full confidence in the continued advance of TV during 1954, he noted that the current budget for the company’s three TV film series will be about half its total production allocation this year. Plans call for 26 new episodes of the *Liberace Show*; 34 new episodes in *Life With Elizabeth*, and 14 for *The Joe Palooka Story* bringing this series to 26.

That’s the Hollywood production picture as television enters another new year—a year that’s certain to show a skyward-bound trend line on the economists’ video charts, judging by the consensus of those who analyze filmland activities.

There’s business in the Hollywood air, and it’s big business. And where there’s big business there are investment houses.

Hollywood has arrived in Wall Street, and vice versa.

### A sports jackpot for TV

*(Continued from page 84)*

...create closely with Sportsvision in rapid processing of prints for releases.

From the airport the film is rushed to Acme, occupying the first floor of the same building in which Sportsvision is located. There, using special equipment and processes, a work print is ready in 2½ hours. Upstairs, in Sportsvision, a crew of four negative cutters, five positive film editors, two assistant film editors, five writers and five members of the firm’s executive staff quickly cut the print down to important plays, plus crowd and game color inserts.

( Most members of Sportsvision cutting and writing crew are part-time staff members, holding down jobs in the motion picture and other industries during the week and picking up an extra paycheck from Sportsvision for their weekend work.)

A narrative script is written and checked simultaneously with the film negative against the completed work print, after which the work print and script are rushed to Universal Recorders. There, one of Sportsvision’s three commentators—Tom Harmon, Bill Brundidge or Jack Shaw—records the sound track. Play-by-play script is usually in skeleton form, merely indicating to the commentator what is going to happen so he can accurately “call” the play as if it were actually happening.

With narration, sound and music transcribed on tape and synchronized with the cut negative, Acme finishes the release prints on another special machine, capable of turning out six half-hour prints an hour. Meanwhile, Sportsvision’s staff checks air express schedules and speeds the print to the airport for the stations wanting quick release.

The rush prints out of the way, the staff takes a deep breath and concentrates on production of other football programs. These include the regional *Highlight* series, not shown on the air till later in the week.

Roughly, complete cost to Sportsvision to produce each football game on film, from shooting the game to shipping the prints to the stations, runs from $3,500 to $5,000.

The firm maintains headquarters in San Francisco, its production department in Hollywood and sales offices in Hollywood, Chicago and Seattle. In addition to distribution of its own sports features, Sportsvision plans to handle sales for both sport and non-sport TV features made by other producers in the future.

Time was when, with the end of football, Sportsvision would strip its operation down to a skeleton crew for the rest of the year. However, besides its new California-Standard live TV spring sports series, the firm is branching out and offering TV stations a group of diversified sports features including *Play Golf with the Champions*, *Sports 30* and *Sports Quarter*. The last two are, respectively, half- and quarter-hour features on all sports, beginning Christmas week on a local and participating sponsor basis.
Murder in Minutes for TV

THOUGH Charles Michelson believes he has introduced a TV film production concept he likes to call "the assembly-line technique" in his five-minute series, Capsule Mysteries, he is worried about semantics.

He is quick to disabuse clients and colleagues of the notion that "assembly-line," as he means it, refers to a product made in a hurry for mass consumption. He stresses that his interpretation connotes that Capsule Mysteries were produced with stop-watch precision and coordinated movement to exploit to full advantage the split-second time-table that had been established for use of sets and availability of actors and production personnel.

To point up the importance of timing in Mr. Michelson's first venture in the TV filmed programming field, he arranged a four-week period of "dry run" for all personnel before actual production began so that everyone would know what was required of him during the real thing.

Mr. Michelson, a veteran of the radio transcription field of 18 years standing, conceived the idea of a five-minute mystery TV film series last April and assigned Gil Braun to write the scripts. Mr. Braun is a long-time radio and television writer, whose credits include Plainclothesman, Ellery Queen and Famous Jury Trials on TV, and Frank Merriwell and Avenger on radio.

"I felt that in order to give the series the quality it deserved it required a lot of new faces and a lot of sets," Mr. Michelson explained. "I am very proud to say that in the 39 episodes we have completed of Capsule Mysteries, we used 153 actors and 62 sets. When you consider that each episode runs about 3 1/2 minutes, with the rest of time open for commercials, you can see we attained a wide scope of visual appeal and a wide range of acting talent."

In order to make full use of the sets in Montreal, where the series was produced, Mr. Michelson effectuated "the assembly line technique." If, for instance, various scenes from various episodes were to be...
shot in a forest, he arranged for the production to be completed on all scenes before the set was dismantled.

Mr. Michelson reported that *Capsule Mysteries* will be distributed by Charles Michelson Inc., starting on or about April 1. He said he has had inquiries from various advertisers, including one company that is considering sponsorship in 40 markets.

Mr. Michelson hesitated to make a definite claim that *Capsule Mysteries* was the only filmed dramatic series of five-minute length, but said he believes he established "a first" with its production. He was influenced to start the project, he said, because he felt it could fit into various programming schedules and into various advertisers' budgets.

Rates per five-minute program range from $17.50 in small markets to $98.75 for some stations in Los Angeles, Chicago and New York. Mr. Michelson noted that the price in the large metropolitan areas has been kept down proportionately in order to give *Capsule Mysteries* the widespread initial exposure he feels it deserves.

Program-wise, Mr. Michelson contends that a five-minute show is a life-saver on many tv stations that run feature films of irregular length. Mr. Michelson believes the series can be programmed in various ways, either as a straight five-minute show, as a ten-minute program or as a 15-minute stanza. He mentioned that one station planned to use *Capsule Mysteries* as a half-hour show, utilizing three episodes plus a panel that discusses each mystery.

**COLORCASTING**

Advance Schedule
Of Network Color Shows

**CBS-TV**

Special, sustaining color program every Friday, 5:30-6 p.m.

**NBC-TV**

Feb. 9: *Judge for Yourself*, 10-10:30 p.m., Tuesday (P. Lorillard through Lennon & Newell).

Feb. 14: *Meet the Press*, 6-6:30 p.m., Sunday (Revere Copper through St. Georges & Keyes alternating with Pan World Airways through J. Walter Thompson Co.).

Feb. 16: *Camel News Caravan*, 7-7:45 p.m., Tuesday (R. J. Reynolds through William Esty Co.).

Feb. 20: *Hit Parade*, 10-10:11 p.m., Saturday (Lucky Strikes through BBDO alternating with Crosley Div. of Avco Mfg. also through BBDO).

Feb. 23: *Circle Theatre*, 9:30-10 p.m., Tuesday (Armstrong Cork through BBDO).

Feb. 28: *Excursion*, 4-4:30 p.m., Sunday (sustaining).

March 8: *Ding Dong School*, 10-10:30 p.m., Monday (sustaining).

March 10: *Eddie Fisher*, 7:30-8:45 p.m., Wednesday (Coca-Cola through D'Arcy Adv.).

March 13: *NBC Opera* ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).

March 15: "Name That Tune*, 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Preshley alternating with Specter through Sullivan, Stauffer, Colwell & Bayles).

[Note: This schedule will be corrected to coincide with each issue of B.T]
IT'S HEADLINE NEWS!

UNITY leads again with two 1ST PLACES in BILLBOARD'S TV Film Awards Poll...

WESTERN UNION

W. F. MARSHALL, President

Mr. Arch Mawer, Unity Television Co.

1501 Broadway, N.Y.

Delighted to inform you that you have won two first places in the Billboard's annual industry-wide TV film service awards poll for feature film distributor who did best job of marketing its product in 1953 and for distributor of feature films who offered best service in 1953 for sales assistance. Details in January 30 issue of the Billboard out Tuesday Jan 26. Heartiest congratulations.

Sam Chase, Radio TV Editor.

The Billboard, New York 10201

Leadership Marketing Service

1ST PLACE ★ 1ST PLACE ★

FEATURE FILM DISTRIBUTOR FEATURE FILM DISTRIBUTOR

Who Did Best Job of With Best Service for Marketing in 1953! Sales Assistance!

... so thank you BILLBOARD and special thanks to Every Station in the Nation for those Top Awards...

write, for the new

Unity 1954 catalogue

UNITY TELEVISION CORPORATION

1501 Broadway, New York 36, N.Y. • Longacre 4-8234
West Coast Representative • Unity Television Corp. of California • 8951 Sunset Boulevard • Hollywood 46, Calif. • Crestview 4-6955
Station Authorizations, Applications (As Compiled by B*T)

Jan. 28 through Feb. 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Television Station Grants and Applications
APRIL 14, 1952
Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>uhf</th>
<th>uhf</th>
<th>Total</th>
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<tr>
<td>Educational</td>
<td>12</td>
<td>27</td>
<td>39</td>
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Total Operating Stations in U. S.:

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<th>Commercial</th>
<th>uhf</th>
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<th>Total</th>
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<tbody>
<tr>
<td>Educational</td>
<td>12</td>
<td>27</td>
<td>39</td>
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</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>uhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational</td>
<td>12</td>
<td>27</td>
<td>39</td>
</tr>
</tbody>
</table>

Applications Dismissed:


New TV Stations:

Applications by FCC

WARM-TV Scraton, Pa.—Usa-Tel Inc. Licenses to operate commercially on uhf ch. 36 for the period ending April 25. Granted Jan. 26; annulled Feb. 21.

STATIONS DEDICATED

KRYV (TV) Denver, Colo.—Mountain States TV Co. FCC dedicated station on uhf ch. 46 in view of impossible completion. Dismissed Jan. 28.

MON-TV Great Falls, Mont.—Montana Farmer Inc. FCC dedicated station on uhf ch. 46 at request of attorney. Dismissed Jan. 27.


WHCH-TV Charlottesville, Va.—Charles Barham, owner and operator. FCC dedicated station on uhf ch. 64 at request of applicant. Dismissed Jan. 29.

New Am Stations:

Applications by FCC

Shoegary, Wis.—Lake Shore Broadcasting Co. Granted uhf ch. 60 to Zimber. Estimated construction cost $11,855, first year operating cost $46,000, revenue from Principal in applicant includes Director David A. Bensman (60%) and the two 2% stockholders, Mr. and Mrs. Bensman are owners of a radio- record store and record manufacturer. Granted Feb. 3.

Paducah, Tex.—Paducah Broadcasting Co. Granted uhf ch. 62 to Clark. Estimated construction cost $18,275, first year operating cost $28,200, revenue from Principal in applicant includes President and Director Norman E. D. Rayburn (100%); shareholders include Franklin G. Austin (1%), Dr. George B. Hobbs (1%), C. H. B. Wilson (1%), W. L. Hutschton (5%), § owner Reid Farm Supply. Granted Feb. 3.


WARM—Mario, Ark.—Central Kansas TV Inc., vhf ch. 54 (46-40 mc). Estimated construction cost $100,000. antenna height above average terrain 965 ft., estimated operating cost $423,750, first year operating cost $10,000, revenue from Principal in applicant includes President Chanteau, John W. D. Tack (95%), Treasurer Dr. Paul Flowers (5%), physician; Richard T. Keary (5%), owner of Great Bend Daily. FCC found Great Bend city limits. Geographic coordinates 38° 25' 54" N. Lat., 98° 46' 24" W. Long. Transmitter antenna GE. Legal counsel Cohn & Marks, Washington. Dismissed the request of Engineer and President of Radio Equipment Co., Washington. Principals include President C. E. Waddle (26%), owner; President C. L. Roberts (9%), oil drilling. Secretary Manager Ed Zimmmer, treasurer. Hiaw-Thymns Television Inc. and C. O. Delgion (17%). Granted Jan. 26.

Broadcasting • Telecasting

February 8, 1954 • Page 99

For the Record
FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., 7-4242

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NEW FM STATION

ACTION BY FCC

Deland, Fla.—John B. Stetson Univ. granted CP for new Class B fm station on ch. 239 (97.7 mc); erecting antenna height above average terrain 340 ft. Granted Feb. 3.

EXISTING FM STATIONS

ACCTIONS BY FCC

WDRO-FM Orlando, Fla.—Orlando Bestc. granted CP for new Class B fm station on ch. 239 (97.7 mc); erecting antenna height above average terrain 340 ft. Granted Feb. 3.

ORGANIZATION

ACCTIONS BY FCC

KDBA Batavia, Ark.—White River Bestc. Inc. granted voluntary assignment of CP for new fm station on ch. 240 (96.9 mc); erecting antenna height above average terrain 340 ft. Granted Feb. 3.

WPJW Very Beach, Fla.—Indian River Bestc. Co. seeks voluntary assignment of CP for new fm station on ch. 244 (98.9 mc); erecting antenna height above average terrain 300 ft. Granted Feb. 3.

KFVD-TV Nampa, Idaho—Frank Hurt & Son Inc. granted assignment of CP for vhf ch. 6 to Idaho Bestc. & TV Co. (KXGM, KTVI-TV Boise). Consideration is the no charge made to KFVD-TV by KTVI-TV for use of its 64 kw, 1500 foot antenna during interim operation from June 7 to August 15, 1963; also a 5 1/2 kw, 1500 foot antenna at 1530 kc, 1250 ft. Granted Feb. 3.

KFAX (TV) Monroe, La.—Delta TV Inc. granted acquisition of control by William H. Bryson, Inc. Purchase of 49% of stock from Howard E. Griffith for $20,320, and now own 58.04% interest. Granted Feb. 3.

WFEA Manchester, N. H.—N. H. Bestc. Inc. granted voluntary assignment of license to Public Information Inc. for $100,000. Sole owner's Parris E. Railham, 34% stockholder WCVY (TV) Attleboro, Mass.; 34.3% stockholder WCAP Allen- town, Pa.; 33% president-secretary, 24% stockholder WWNH Beckley, W. Va.; secretary-president, 14% stockholder WCAP Manchester, N. H. Granted Feb. 3.

WGTV (TV) Savannah, Ga.—Atlantic Video Corp. granted voluntary transfer of control through sale of all stock to Walter Reade Theatres Inc. for $20,300. Principals include President Walter Reade, Jr., 44% stockholder WMCJ Mobile, and WANA Anniston, all in Ala., will now be sole owners. Granted Feb. 3.

WETV (TV) Miami, Fla.—Miami TV Co. seeks voluntary assignment of license to Paul J. Pasto through sale of 45% interest by Middle Georgia Bestc. Co., WMBN-WMBV Warner Robins, Ga., to Pasto for $70,000. WNXJ will now own 51.5% and W. A. Picard, 48.5%. Granted Feb. 3.

WGWY-AM FM Bangor, Me.—Murray Carpen- ter, Jr., seeks voluntary assignment of license to Murray Carpenter & Associates. Principals include President-Treas- urer Murray Carpenter (53%), Secretary Marie Carpenter (22%), Treasurer Harriet Carpenter (9%), stockholders, WNWJ (AM), WNWJ (FM). Granted Feb. 3.


KWTO-FM Jefferson City, Mo.—Charles C. Seabolt, Inc. granted CP to change fm station on ch. 245 (102.0 mc) to Jefferson City on ch. 246 (102.1 mc). Granted Feb. 3.

KGAL (FM) Seattle, Wash.—KONA (FM) granted CP to change fm station on ch. 246 (102.1 mc) to Seattle on ch. 246 (102.1 mc). Granted Feb. 3

KFAX (TV) LaPlace, La.—Delta TV Inc. granted acquisition of control by Harry B. Cloete, 56% stockholder WCOX Baton Rouge, La., for $96,000, and now own 56.04% interest. Granted Feb. 3.

WCPG (FM) Burlington, N. C.—Pittsburgh Bestc. Co. granted voluntary assignment of license to WQPR (FM) Burlington, N. C., for $18,000. Granted Feb. 3.

WOLC (FM) Salt Lake City, Utah.—レーBestc. Co. granted voluntary assignment of license to WOTO-AM (FM) Salt Lake City, Utah, for $10,000. Granted Feb. 3.
COMMERCIAL RADIO MONITORING COMPANY

MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV

Engineer on duty all night every night

JACKSON 3302

P. O. Box 7637 Kansas City, Mo.

D. M. DeSoto & Associates

30 Years' Experience in Radio Engineering

MUNSEY BLDG.

REPUBLIC 7-2347

WASHINGTON 4, D. C.

Member AFCCB*

PROFESSIONAL CARDS

JANSKY & BAILEY, INC.

Executive Office

National Press Building
Offices and Laboratories

1339 Wisconsin Ave., N. W.
Washington, D. C.

Adams 4-2414

Member AFCCB*

JAMES C. McNARY

Consulting Engineer

National Press Bldg., Wash. 4, D. C.

Telephone District 7-1205

Member AFCCB*

—Established 1926—

PAUL GODLEY CO.

Upper Montclair, N. J. MO. 5-5000

Laboratories Great Neck, N. J.

Member AFCCB*

Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 7-8215

WASHINGTON 4, D. C.

Member AFCCB*

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

1216 WYATT BLDG

WASHINGTON, D. C.

Metropolitan 8-4477

Member AFCCB*

RUSSELL P. MAY

711 14th St., N. W.
Sheraton Bldg.
Washington 5, D. C.

Republic 7-3994

Member AFCCB*

WELDON & CARR

Consulting Radio & Television Engineers

Washington 6, D. C.

Dallas, Texas

1001 Conn. Ave.,
4212 5th Buckner Blvd.
Member AFCCB*

PAGE, CREUTZ,

GARRISON & WALDSCHMITT

CONSULTING ENGINEERS

710 14th St., N. W.

Executive 3-5670

WASHINGTON 5, D. C.

Member AFCCB*

KEAR & KENNEDY

1302 18th St., N. W.

Hudson 3-9000

WASHINGTON 6, D. C.

Member AFCCB*

A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS

HIGHLAND PARK VILLAGE

DALLAS, TEXAS

JUSTIN 6108

Member AFCCB*

Aeronautical Consultant

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February 8, 1954
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Suggestions: Write 30 words per ad. Minimum charge $2.00. - Minimum display $15.00 per inch.

No charge for blind box number. Send box replies to: BOX 3366, B.T.

BROADCASTING ANNUAL OF 1956

Diane, DeSales St. N. W., Washington 6, D. C. Advertisements: $1 per transcription or bulk packages submitted, $1.00 charge for mailing (Forward remittances separately). All transactions, photos, etc., are sent to box numbers as shown. Be sure to specify personal and background photo and box number. Box 301C, B.T.

Manager

Office manager for Rocky Mountain area radio and television station. Must have experience in radio station accounting and office management. Must be a steady reliable family man who desires to make a permanent home in the west with a growing organization. Excellent starting salary with opportunity for right man to participate in the success and growth of the organization. Possess good personal and business character. Salary, draw and board. Box 250C, B.T.

Salesmen

Have opening for aggressive experienced salesmen in important market. Box T14A, B.T.


Commercial manager. Unusual opportunity for aggressive salesman. Approximately 50 per cent of sales made by telephone. Must have ample office space. Box 356C, B-T.

Outstanding financial opportunity for two aggressive and experienced advertising men. One territory requires extensive traveling, the other home office. Excellent opportunity. The Marvin Company, 110 West Washington Boulevard, Chicago, Ill.

Help Wanted

Announcements, salesmen, 1st engineers or any combination immediately. Midwest. Box 919A, B-T.

Technical

Engineer, 1st class operator for am transmitter, recording, nuncios, maintenance. Excellent position. Send complete resume. Box 125C, B-T.

1st class radiotelephone engineer for expanding radio station. Send complete resume. Box 299C, B-T.

IMMEDIATE OPENINGS.

Commercial manager. Excellent opportunity for aggressive, well-qualified salesmen in Boston. Must have office. Box 250C, B-T.

Productions-Programming, Others

Am twice-year-old beautiful, versatile idea man will go on record. Box 49C, B-T.


Experienced engineer, announcer, salesmen. Excellent opportunity for hard worker. Excellent starting salary. Send resume. Box 269C, B-T.

Ideal opening for aggressive, well-qualified announcer, salesmen, engineers, repairmen. Box 278C, B-T.


Help Wanted—(Continued)

Top morning DJ from major market. Send tape, radio photo, minimum guarantee. KGU, Honolulu.

Baseball announcer, KTIB in Tyler, Texas will broadcast All-Star games in the Big State League. Class B loop. Need topflight sports man to carry names. Send complete details to M. F. Danbom, Radio Station KTIB, Tyler, Texas.

Two good announcers for southeastern 1 kw new am station. Good chance for advancement with excellent starting salary. Write, wire or call WBRO, Waynesboro, Ga.

Competent and reliable, negro announcer and DJ for successful station with all night programming. Full time opportunity. Send complete resume. Box 301C, B-T.

Announcer, chief engineer, announcer, DJ, sales and general. Excellent opportunity. Send resume. Box 107C, B-T.

Announcer, chief engineer for station in New York. Box 289C, B-T.

Theater manager wanted for new station near Chicago. Box 299C, B-T.

Staff engineer for established Midwest am and tv station. Major expansion program in progress. Prefer experienced man. Automatic increases, other benefits. Send resume and starting minimum. Box 269C, B-T.


Announcer, control board operator-network station, West Virginia. State age, experience. Box 213C, B-T.

Announcer, control board operator-network station, West Virginia. State age, experience. Box 213C, B-T.

Immediate openings for play-by-play sportscaster. Toledo, Ohio. Box 269C, B-T.

Immediate opening for copywriter. WVOS, Liberty, N. Y.

Television

Floor ground floor opportunity. Midwest radio station commencing construction vhf tv station. Now seeking good experienced and reliable key staff personnel for the following jobs: Chief engineer, announcer, play-by-play, play-by-play and photo editor, copy chief, artist, news and sales. This is a not a part time job. It's a full time deal. It is an opportunity to become an integral part of the new station and the market combination radio-television operation. Please include full information in letter and present salary status. Box 299C, B-T.

Needed experienced tv salesman excellent opportunity for real pro. Box 275C, B-T.

Salesmen

Salesman for NBC (La.) regional. vhf tv CF must have proven ability local and regional sales, some national contact. Replies confidential. Detailed resume. Box 360C, B-T.

Help Wanted—(Cont'd)

Immediate availability for an aggressive man looking for a good job in television. One tv station market in midwest's highest farm income plus liberal commission. Write Box 326C, B-T.

Announcers

(2) staff work, heavy news, for well established NBC affiliate. Must be experienced. Pay commensurate with background and experience. Box 190C, B-T.

Situations Wanted

Manager

All-round man Friday. At present general manager. Experienced engineer, announcer, salesman. Present income $1500. Box 285C, B-T.

Experienced chief engineer seeks management type of position with good station in Texas or southwest. Excellent administrative and technical experience. Will consider buying stock. Box 297C, B-T.

Thoroughly experienced mature manager available for relocation because of tv merger. Top references, nationally respected. Box 325C, B-T.

Eighteen years New York metropolitan experience in sales of radio, producer-director, program director and to date, production manager (independent W113X) tv station. Make offer. Box 326C, B-T.

Salesmen

Television-sportscaster. Employed both. Ready for larger market. Box 268C, B-T.


Experience time salesmen with outstanding record, New York area. Excellent agency contacts. Desire immediate replies. Box 269C, B-T.

Announcers

Announcer-singer. Six years experience, good commercial voice. Tape on request. Box 115C, B-T.

Theatrical-Continental

Staff announcer, 27, one-and-half years experience, single, college graduate, play-by-play baseball. Desire Midwest. Consider all. Box 260C, B-T.

Ambitious veteran, 30, single, desires radio or tv, salary, excellent opportunity with college, radio school. Humorous ad-lib, characteristics, short on expense. Box 285C, B-T.


Sportscaster, 5 years experience, employed. City dropping baseball. Seeks year-round sports operation. Radio, tv, baseball necessary, salary, talent. Box 268C, B-T.

Baseball announcer wants B, AA, AA, or AAA ball, plus other sports affiliation. Metropolitan market. Now employed. Top references, excellent talent. A left field fan available. Box 290C, B-T.

Sportscaster, employed radio-television, college graduate, all sports, 25, married, will sell, immediate reply. Box 284C, B-T.

Announcer, 3 years Midwest experience. Commerical & complete resumes news and music College. Family. Desires permanent position in Midwest. Box 286C, B-T.

Announcer, 3 years, draft exempt, strong news, strong commercials, gather, edit, deliver, character voices, consider permanent position only. Prefer Midwest. Box 310C, B-T.

Experienced female announcer-continuity writer. Excellent rating with Dallas radio. Box 297C, B-T.

Females western states. References. Box 312C, B-T.

Experienced announcer-engineer. First phone, Chilton Street, Rochester, Minne-apolia, Minn.

Experienced announcer-engineer. First phone, Chilton Street, Rochester, Minne-apolia, Minn.

Experienced announcer-engineer. First phone, Chilton Street, Rochester, Minne-apolia, Minn.

Experienced announcer-engineer. First phone, Chilton Street, Rochester, Minne-apolia, Minn.

Announcer, negro, Excellent DJ, commercial reporter, ham. Box 291C, B-T.

Announcer, negro, Excellent DJ, commercial reporter, ham. Box 291C, B-T.

Announcer, negro, Excellent DJ, commercial reporter, ham. Box 291C, B-T.

Announcer, negro, Excellent DJ, commercial reporter, ham. Box 291C, B-T.

Announcer, negro, Excellent DJ, commercial reporter, ham. Box 291C, B-T.

Announcer, negro, Excellent DJ, commercial reporter, ham. Box 291C, B-T.

Announcer, negro, Excellent DJ, commercial reporter, ham. Box 291C, B-T.
Situation Wanted—(Cont’d)

Five years TV experience as production manager for large midwestern independent network plus one year as production director of successful southern station. Desire position in northern market. Excellent references. For details please write Box 300C, B-T.

Program director, 14 years experience, all phases of station including management. Presently in Florida and wish to remain. Desire permanency and opportunity. Would like tv opportunity. Make offer. Box 380C, B-T.

For Sale

**stations**

Idaho radio station. Making money. All or part for sale. Opportunity for right person or party. Box 357C, B-T.

560 wsm daytime radio station for $25,000 cash. Write or call Ed Billhop, Dalhart, Texas.

Free our list of radio buys is now ready. Ask for your copy today. J. L. Stoll & Associates, 460 Melrose, Los Angeles 26, Calif.


Equipment, etc.

RCA BTF-1C 1 kw fm transmitter; GR 1700A station monitor, spare tubes for both. Bargain. $4500. Box 360C, B-T.

Fm equipment for tv conversion. 1 kw power amplifier, GE type 2BP-3-A, used (less final tubes), 3 kw power amplifier GE type 2BF-3-A, used (less tubes), GE 250 watt exciter. New, original packing GE 3 kw amplifier, type BF-3-A. GE 13 kw amplifiers, type BF-3-A. James W. Wallace, KPQ, Wenatchee, Wash.

Wincharger tower with lights, guys and insulator, 260 feet. Ready for shipment. Make offer. Wally King, 2632 42nd Ave, Madison, Wisconsin.


Best offer. 240 ft. Tuscon self-supporting tower, fm. Above ground. WOKY-TV, 904 W. Wisconsin Avenue, Milwaukee, Wisconsin.

GE fm transmitter, 3 kw; two GE fm frequency and modulation monitors; Communications Research, tett auto-dryer and dehydrator; two Fairchild 500B recorders; one Fairchild 500 equalizer amplifier. WSAI, Cincinnati, Ohio.

Disc Jockey's Cream of Wit classified $6,000. Laughlines alphabetically. Publisher, Sebring, Florida. $350.

Call letter specialties—money getting promotions! Write RA-TEL, Box 79E, Richmond, Va.

Wanted to Buy

**stations**

Small or medium market station in middle Atlantic states. Gives all particulars, first letter. Response will be held in strict confidence. Box 200C, B-T.

Responsible group of broadcasters, financially sound and experienced in all phases of broadcasting are interested in purchasing a Wisconsin radio station. All replies will be answered and information forwarded will be held in confidence. Box 290C, B-T.

Alabama, Arkansas, Missouri, Mississippi, Kentucky, Tennessee, single station market, approximately $35,000, total terms. Box 301C, B-T.

Equipment, etc.

Harness for RCA 4-section fm pylon antenna. Must be late model suitable 94.1 mc. from aluminum (not steel) pylon. Wire KPPA, Berkeley, Calif.

Approved modulation monitor. Send complete details and price to Chief Engineer. R. A. Wileman, K-Station, York, Texas.

Am transmitters, 1 kw and 5 kw. Towers of all types. Send complete information. William Blizard, WMJM, Cordele, Georgia.

REL model 640B fm receiver in good working condition. Contact Manager, WONW, DeSoto, Ohio.


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Miscellaneous

**stations**

Attention station managers. If you have any information as to the whereabouts of James V. Boulwett, call me collect. John T. Cashley, General Manager, WBUI, Lexington, N. C.


Interested in films? "Pilma in Review" gives you public reaction through screening committees National Board of Review of Motion Pictures. Authoritative articles. Write Box 190, Grace Station, New York 28, N. Y.

**Help Wanted**

There's always an opening for qualified radio personnel in one of Oklahoma's 46 radio stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association. Do not send resumes or deals.

**Television**

**Managerial**

Experienced TV-AM Manager Available

Background includes 12 years managerial experience in major markets with network-affiliated stations, 8 years chief engineer. Built vhf channel 6 station from inception. Designing, engineering, purchase of equipment, selected all personnel, negotiated network affiliation, 5 and operated both am and tv affiliate until sold recently (new ownership stock arrangement precluded continuation of managerial position). Age 40. Married. Two children. Good salary. Highest references from industry leaders. Prefer south or southwest. Can invest reasonable amount. Box 19544.

**Production-Programming, Others**

ASSISTANT RESEARCH PROMOTION DIRECTOR

in New York office of leading television network. Needs basic knowledge of radio and television research techniques with ability to write and deliver sales presentations. State salary requirements. Write Box B-T

921, 221 W. 41st St., N. Y. 3, N. Y.

**For the Record**

(Continued from page 100)

The proposed major broadcast fee would apply to am, fm and tv stations for construction permits; modifications of construction permits or modifications of licenses; assignment or transfer of licenses; changes in power, frequency, location, and operation; licenses for new stations; assignments of licenses; assignment or transfer of permits or licenses; and special services. (See story p. 48 B-T, Feb. 1, 1954.)

The second survey of nonnetwork TV stations—The Commission authorized second survey of financial experience of nonnetwork TV stations, both vhf and uhf. The period to be covered was 6 months, from Mar. 1, 1953 to Aug. 31, 1953. The post-freeze stations which were in operation by Nov. 1, 1953, will be asked to furnish this supplemental information in connection with
By Hearing Examiner Thomas H. Denabuse
By memorandum opinion and order granted to so much of the petition of Puget Sound Bscst. Co. for leave to amend filed Dec. 15, 1953, as seeks to change proposed operating costs and proposed programming; denied in all other respects; ordered that such parts of the amendment tendered with petition as change proposed operating costs and proposed programming are accepted; and in all other respects the amendment is rejected; further ordered petition of KXXA for leave to amend filed on Dec. 21, 1953, denied, and the amendment tendered with that petition rejected (Docket 9690 et al) re ch. 7 in Seattle.

By Hearing Examiner H. Gifford Irion
Continued from Jan. 28 to Feb. 9 hearing in re applications of Gulf Coast Bscst. Co. and Baptist General Convention of Texas. for ch. 6 in Corpus Christi. (Docket 10438-39), for ch. 3, corrected in certain respects.

By Hearing Examiner Claire W. Hardy
WREC Bscst. Service, WMPS Inc. Memphis, Tenn.—by memorandum opinion and order, ordered that (a) evidence relative to programming of either applicant for periods prior to the year 1951 may not be introduced for comparative purposes, and (b) the words "at cost" appearing in Point 1 (d) (3) of the points of reliance of WMPS, shall be stricken therefrom (Docket 10761-92). (Ch. 3).

By Hearing Examiner Fannye N. Litvin
The Brush-Moor Newspapers Inc. Stark Tele- casting Inc. for City of Cities Telecasting Inc. Carters- ton, Ohio.—Granted joint petition for extension of time to file proposed findings and briefs in re application of Jefferson Amusement Co. for ch. 4 at Fort Arthur, Texas. (Docket 7078).

By Hearing Examiner James D. Cunningham
Chief Broadcast Bureau—Granted petition for extension of time to file proposed findings and briefs in re application of Jefferson Amusement Co. for ch. 4 at Fort Arthur, Texas. (Docket 7078).

By Hearing Examiner Millard F. French
Sangenhour Valley TV Inc., Springfield, Ill.—Continued from Feb. 1 to Feb. 9 the hearing in re applications for ch. 2 (Docket 10701 and 10703).

January 29 Applications

HMSA Movement of CP

KSCI Sacramento, Calif. and Wood Swezy—Modification of construction permit (BP-8671) as modified and modified which authorized new standard broadcast station for extension of complete- tion date (BMP-6417).

WINK Ft. Myers, Fla., Fort Myers Bscst. Co.—Modification of construction permit (BP-8771) as modified, which authorized erecting new antenna and mounting tv antenna on top (increase in height) for extension of complete- tion date. Contingent on grant of application for extension of time (BMP-8419).

WSVA Harrisonsburg, Va., Shenandoah Valley Bscst. Corp.—Modification of construction permit (BP-8771) which authorized change in power from 1 kw day and night to 1 kw, day and change type of transmitter for exten- sion of completion date (BMP-6418).

KOFO-TV Tucson, Ariz., Old Pueblo Bscst.—Mod. of CP (BPCT-1168) as mod., which auth- orized new tv station for extension of completion date to 8/5/54 (BMPCT-1779).

WINK-TV Ft. Myers, Fla., Ft. Myers Bscst. Co.—Mod. of CP (BPCT-875) as mod., which author- ized new tv station for extension of completion date to 3/11/54 (BMPCT-1774).

WIRK-TV West Palm Beach, Fla., WIRK Inc.—Mod. of CP (BPCT-892) as mod., which auth- orized new tv station for extension of completion date to 4/29/54 (BMPCT-1774).

KIDO-TV Boise, Idaho, KIDO Inc.—Mod. of CP (BPCT-896) as mod., which authorized new tv station for extension of completion date to 4/9/54 (BMPCT-1776).

WTVO Rockford, Ill., Winnabago TV Corp.—Mod. of CP (BPCT-891) as mod., which auth- orized new tv station for extension of completion date to 5/5/54 (BMPCT-1776).

KMBK-Kansas City, Mo., Midland Bscst. Co.—Mod. of CP (BPCT-892) which authorized new tv station for extension of completion date to 8/24/54 (BMPCT-1779).

WTRY-TV Athany, N. Y., Patroon Bscst. Co.—Mod. of CP (BPCT-895) which authorized new tv station for extension of completion date to 8/24/54 (BMPCT-1779).

WNYT-TV Rochester, N. Y., Genessee Valley TV Corp.—Mod. of CP (BPCT-1187) as mod., which authorized new tv station for extension of completion date to 8/1/54 (BMPCT-1780).

For the Record

Routine Roundup...

January 29 Decisions

With regard to the filing of their Annual Financial Report Form 324 by April 1, it will augment the first quarterly report, due April 15, 1954 which covers the preceding post-freeze period. Action Jan. 28.


By Hearing Examiner Herbert Sharfman

The further hearing tentatively scheduled for Feb. 1 in re applications of Scripps-Howard Radio Co., Washington, D. C. and WJW Co., Cleveland, Ohio, which was scheduled for Feb. 4 (Docket 10512 et al), (Action of 1/28/54).
Scale of Miles:

(_______)

Prospects to the Inch!

No figures to put in that blank space yet—but letters pour in every day from points all over the area shown above. In different ways, they say: "WHIO-TV with 316,000 watts and the World's Tallest TV Tower comes in here perfectly clear." It's amazing! New tower and the boost in power only in use since December 1st of '53. Check with George P. Hollingbery representatives. They'll have complete information very soon.
**TELESTATUS**

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets (2) target dates. Triangle (△) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report separately figures are shown for each as claimed. Set estimates are from the station. Further queries should be directed to the source.

**ALABAMA**

Birmingham—

- **WABF** (13) CBS, ABC, DuM; CBS Spot 64; 250,000
- **WBRC** (6) NBC; Raymer; 114,300
- **WJLN** (48) 12/15/54—Unlicensed
- **WGNM** (49) 12/15/54—Unlicensed
- **Decatur**—
  - **WMRL** (13) 12/5/54—Unlicensed
- Mobile—
  - **WALA** (10) ABC, NBC, CBS; Headley-Reed; 50,000
- **WKAB** (48) CBS, DuM; Forjee; 44,450
- Montgomery—
  - **WCOM** (20) ABC, CBS, NBC, DuM; Raymer; 22,300
  - Montgomery Bestco. (13), Initial Decision 10/6/53

**ARIZONA**

Mesa (Phoenix)—

- **KTVX** (11) CBS, NBC, DuM; Aver-Kenyon; 82,889
- Phoenix—
  - **KOL** (19) ABC, Hollinger; 82,889
  - **KCOY** (10) ABC, Blais; 82,889
  - **KPHO** (5) ABC, CBS, DuM, Katz; 82,889
  - **KCOF** (13) CBS, DuM; Forjee; 18,100
  - **KVOA** (4) NBC; Raymer; 18,100
  - **KIVA** (11) DuM; Forjee; 17,902

**ARKANSAS**

Fort Smith—

- **KFSM** (22) ABC, NBC, DuM; Pearson; 71,500
- Hot Springs—
  - Southern Newspapers Inc. (9) 1/20/54—Unlicensed

**BROADCASTING • TELECASTING**

**FOR THE RECORD**

**WCFB-TV** Rochester, N. Y., Star Bestco. — Mod. of CP (BPCT-1309) which authorized new tv station for extension of completion date to 8/1/44 (BPCT-1595)

**WNAQ-TV** Raleigh, N. C., Sir Walter TV Co. — Mod. of CP (BPCT-1305) as mod. which authorized new tv station for extension of completion date to 5/29/54 (BPCT-1753)

Pittsburgh, Pa., Telecasting Inc. — Mod. of CP (BPCT-996) as mod. which authorized new tv station for extension of completion date to 9/12/54 (BPCT-1777)

WOKY-F Milwaukee, Wis., Barbiel Bestco. Inc. — Mod. of CP (BPCT-1391) as mod. which authorized new tv station for extension of completion date to 8/3/54 (BPCT-1787)

**CP**

WCBY Columbus, Miss., Birney Imes Jr. — Construction permit to change frequency from 1340 kc to 1350 kc; increase power from 250 w to 5 kw; 2 kw, hours of operation to daytime only, using non-directional antenna; Amended to change type of transmitter, and change name of licensee to Columbus Bestco. Inc. (BPCT-1397)

**WLNA** Valley, N. H., Northern Bestco. Corp. — Construction permit to install new transmitter for extension of completion date to 8/3/54 (BPCT-1787)

**Renewal of License**

KECC Pittsburgh, Pa., Commercial Bestco. Inc. (BPCT-1331)

**Kenya Valley** Calif., Ellsworth Prich and A. J. Prich and misc. to Central Conn. Bestco. Inc. (BPCT-2866)

WITC Hartford, Conn., The Travelers Bestco. Inc. — Construction permit to install new transmitter for construction of new station to 18,500 watt to 5 kw, hours of operation to daytime only, using non-directional antenna; Amended to change type of transmitter (BPCT-1795)

**WDLA** Valley, N. H., Yale County Bestco. Corp. — Construction permit to install new transmitter for extension of completion date to 8/3/54 (BPCT-1793)

**FORT WORTH and DALLAS**

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area

NOW

319,000 TELEVISION HOMES

IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

**KRLD-TV is your best buy**

The BRANHAM Company

February 8, 1954 • Page 107
Peoria—
» WJTL-TV (43) ABC, CBS, NBC, DuM; Head-
ley-Reed: 124,825
Quincy—
» WQTV-TV (10) ABC, DuM; Petrty: 196,405
Rochester—
» WIBB-TV (7) (See Hamilton Mo.)
» WGEN-TV (10) ABC; Walker: 96,600
Rock Island—
» WREX-TV (13) ABC, CBS; H-RI: 173,020
» WTVO (39) CBS, NBC, DuM; Weed: 106,000
Springfield—
» WSPN (20) ABC, CBS, NBC, DuM; Young: 61,169
INDIANA
Bloomington—
» W1BY (4) ABC, CBS, NBC, DuM; Meeker: 363,040
Elkhart—
» WSBV (52) H-R: 6/3/53-1/1/54
Evansville—
» WPDE (65) Venard: 41,750
Fort Wayne—
» WPTF-TV (33) ABC, CBS, NBC, DuM; Ray-
er: 46,856
» Anthony Wayne Bstg. Co. (69), Initial De-
scription: 10/19/53
Indianapolis—
» WIBC-TV (6) ABC, CBS, NBC, DuM; Katz: 833,500
» WYKE (50), 3/7/53-2/54
» Universal Bstg. Co. (6) Bolling: 1/26/54-3/1/54
Lafayette—
» WKPT-TV (59) Rambeau: 50,250
Muncie—
» WLRB-TV (49) ABC, CBS, NBC, DuM; Walker: 54,500
Princeton—
» WRAY-TV (62) Walker: 35,000
South Bend—
» WSBT-TV (54) ABC, CBS, NBC, DuM; Ray-
er: 65,685
Terre Haute—
» WPHI-TV (10), 10/7/53-Unknown
Waterloo—
» WNT (15) 10/6/53-2/1/54
IOWA
Ames—
» WHO-TV (5) ABC, CBS, NBC, DuM; Weed: 181,345
Cedar Rapids—
» KCRG-TV (8) H-R: 100,000
» WMT-TV (2) CBS; Katz: 194,276
Des Moines—
» WOC-TV (5) NBC; Free & Peters: 230,361
» KGTV (17) Hollenberg: 39,624
» WHO-TV (12) NBC; Free & Peters: 9/1/53-
Spring '54
Fort Dodge—
» KDFX (11) Pearson: 41,000
Kansas City—
» KGLO-TV (2) CBS, DuM; Weed: 10/14/53-
Spring '54
» KXGO (26), 10/20/53-Unknown
» KJTV (9) CBS, NBC, DuM; Katz: 80,000
» KCOM Bstg. Co. (4) 11/1/54-Unknown
Waterloo—
» KWWL-TV (7) NBC, DuM; Headley-Reed:
301,480
KANSAS
Hutchinson—
» KTVH (12) CBS, DuM: H-R: 80,362
Manhattan—
» KSCC-TV (8), 7/24/53-Unknown
Pittsburg—
» KGAM-TV (7) ABC, CBS, NBC, DuM; Katz: 30,000
Topeka—
» KTV (43), 11/5/53-Unknown
» WIBW-TV (13) CBS; Capper Sls.: 43,978
Wichita—
» KAKE Bstg. Co. (10), Initial Description: 10/16/53
» KEDO (16) ABC, NBC; Petrty: 55,655
KENTUCKY
Ashland—
» WKTQ (59) Petrty: 8/14/53-Unknown
Henderson—
» WKCT (90) CBS; Meeker: 31,000
Lexington—
» WLAP-TV (17) Pearson: 12/3/53-4/1/54
Louisville—
» WAVE-TV (3) ABC, NBC, DuM; NBC Spot-
Sls.: 225,767
» WHAS (11) (b) CBS, Harrison, Righter & Par-
soms
» WKRC-TV (21) ABC, DuM; Venard: 55,443
» WLOU-TV (41) Fortoe; 3/15/53-Summer '54
Newport—
» WNOP-TV (74) 12/14/53-Unknown
Paducah—
» WPTL (43), 8/15/53-Unknown
Directory information is in following order: call
letters, channel, network affiliation, national
representative, market set count for operating sta-
tions; date of grant and commencement target
date for grants.

LOUISIANA
Alexandria—
KALB-TV (5), 12/16/53-Unknown
Baton Rouge—
KHTV (8), 12/16/53-Unknown
» WAFB-TV (26) ABC, CBS, NBC, DuM; Young:
4,000
Louisiana TV Bstg. Corp. (2) 1/28/54-Sep-
tember '54
Lafayette—
» KVOL-TV (10), 9/16/53-11/15/54
» KLFY-TV (10), 9/16/53-11/15/54
Lake Charles—
» KPLC-TV (7) 11/16/53-Unknown
» KTVO (25) ABC, CBS, DuM; Young
Monroe—
» KNOE-TV (8) ABC, NBC, DuM; H-R: 84,000
New Orleans—
» WCKG (20) Gift-Perna; 4/2/53-Late Winter '54
» WCNO-TV (52) Fortoe; 4/2/53-Spring '54
» WDSU-TV (6) ABC, CBS, NBC, DuM; Blair:
225,072
» WMTV (61) DuM; Bolling: 36,443
» WTRU (20), 3/26/53-Unknown
Shreveport—
» KSLA (12) ABC, CBS, NBC, DuM; Raymer
MAINE
Bangor—
» WAGM-TV (5) ABC, CBS, NBC, DuM; Holling-
berg: 52,005
Lawrence—
» WLMAM-TV (17) ABC, CBS, DuM; Everett-Mc-
Kinney: 15,500
Portland—
» WCSH-TV (6) NEC; Weed: 84,527
WGAN-TV (13) Avery-Knodel; 11/15/53-6/15/54
» WPMT (53) ABC, CBS, NBC, DuM; Everett-
McKinney: 20,000

SET SALES ARE SOARING
BUT RATE CARD NO. 1
STILL IN EFFECT

Interim Operation Report
TV set ownership has already reached 63% sat-
uration in our home county . . . other counties
almost neck and neck.

AREA TOTAL: 43,978 *
IMPORTANT! Our Rate Card No. 1 is still in
effect. These realistic prices guarantee you an
increasingly lower cost per thousand . . . and six
months' rate protection to boot.

CBS DuMONT ABC
Interconnected
* Electric Assn. of Kansas City
12/1/53

The Kansas View Point

New Power—85KW
New Antenna—1,000 Ft.
Over 100,000 TV Homes

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

February 8, 1954 • Page 109
Jackson— WJKY-TV (9), 12/2/53-6/15/54
Johnson City— WHWE-TV (11) Pearson; 42,178
Knoxville— WRGB-TV (6) Avery-Knodel; 50,915
Knoxville— WTSS (38) CBS, DuM; Pearson; 62,300
Memphis— WMCN-TV (13) Blais; 249,121
Memphis— WMCT (5) ABC, CBS, NBC, DuM; Branhnam; 249,121
Nashville— WSMV-TV (3) CBS; Hollingsby; 123,869
Nashville— WSMV-TV (4) ABC, CBS, NBC, DuM; Petry; 143,591
Old Hickory (Nashville)— WLAC-TV (5), Katz; 8/3/53-March '54

FOR THE RECORD

Montpelier— WCAX Brstf. Corp. (3), Initial Decision 10/15/53

VERMONT

Vermont

Dannville— WPTM-TV (24) Hollingsby; 12/18/53-3/2/53

(Grantee STA Jan. 7)

Hampton (Norse)— WVEC-TV (15) NBC; Rambeau; 71,239

Harrisonburg— WSVA-TV (5) NBC; Deveny; 66,942

Leechburg— WLVN-TV (13) CBS, DuM; Hollingsby; 97,218

Martinsville— WMBO-TV (10) Donald Cooke; 4/2/53-Unknown

Newport News— WACH (43) Avery-Knodel; April

(Norfolk)

— WVEC-TV (15) NBC; Rambeau; 71,239

— WSVA-TV (5) NBC; Deveny; 66,942

— WTVS (6) ABC, CBS, NBC, DuM; Blair; 198,397

Roanoke— WSLI-TV (10) NBC; Avery-Knodel; 223,000

WASHINGTON

Bellingham— WYES (12) Forjoe; 33,301

Seattle— WING (5) ABC; 326,000

— KOMO-TV (4) NBC; Hollingsby; 326,000

— KGW-TV (14), 12/15/53-September '54

Spokane— WKQ-TV (6) ABC, NBC; Katz; 50,823

— KSPU-TV (4) CBS, DuM; Walker; 40,478

Tacoma— KOMO-TV (12) Branhnam; 311,100

— KNTV (11) CBS, DuM; Weed; 266,000

Vancouver— KWTV (21) 9/26/53-Unknown

Yakima— KIMA (27) CBS; Weed; 14,733

WEST VIRGINIA

Beckley— WBEY (21), 6/25/53-Unknown

Charleston— WGHF (46) ABC, CBS, DuM; Weed: 22,500

The TiernyCo. (8) Initial Decision 1/25/53

Fairmont— WJTV (35) ABC, CBS; Headley-Reed; 77,212/12/53-2/1/54

Huntington— WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 269,682

Parkersburg— WTPB (15) ABC, DuM; Forjoe; 17,000

Wheeling— WLTV (51), 2/1-3/53-Unknown

 waited— WYBF-TV (7) NBC; Hollingsby; 451,500

Eau Claire— WRAI-TV (13) ABC, CBS, NBC, DuM; Hollingsby; 24,470

Green Bay— WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 26,633

La Crosse— WKBX (8) NBC; Raymer; 10/23/53-Summer '54

La Crosse To Corp. (38), 12/18/53-Unknown

MADISON

WHA-TV (91), 10/23/53-Unknown

— WPCW-TV (27) CBS; Headley-Reed; 35,000

— WMTV (32) ABC, DuM; Meeker; 30,000

Marinette— WMGB-TV (11), 1/18/53-Unknown

Milwaukee—

— WCAY-TV (25) CBS; Rosenman; 296,640

— WOAM (19) ABC, DuM; K-R; 296,640

— WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 644,973

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

30 E. 56th St.
New York 22, N. Y.

ELdorado 5-0405

Broadcasting • Telecasting
FEBRUARY


Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.


Feb. 21-28: Brotherhood Week.

MARCH


March 15: BMI program clinic, Hotel Vancouver, Vancouver, B. C.


March 22-24: Canadian Assn. of Radio-TV Broadcasters, Chateau Frontenac, Quebec City.


March 27-28: Mississippi Broadcaster Assn., Buena Vista Hotel, Biloxi.

APRIL

April 1: Comments due on FCC proposed license fees.

April 4-8: American Public Relations Assn., Hotel Baltimore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-TV, Columbus.

April 11: Replies due on comments on FCC proposed license fees.

April 12: BMI program clinic, Hamilton, Ont.

April 18-21: Inside Advertising Week.

April 18: Advertising seminar, Canadian Assn. of Radio-TV Broadcasters, Toronto.


April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.


April 28: Brand Names Day.
**Facts on 'Facts Forum'**

CONSIDERING the attention the program has recently received in national magazines and in Senate debate over the confirmation of FCC Comr. Robert E. Lee, it is strange that one feature of Facts Forum has been largely ignored. That feature is the inconsistency of the program's sponsorship.

By the estimate of the program's moderator, Dan Smoot, radio and television stations donate more than $3 million a year worth of time to Facts Forum. Yet it is interesting to observe that although hundreds of stations carry it without charge, the program is carried in paid time by WMAL Washington and WTTG (TV) Washington. The organization that pays the bill on those stations is Facts Forum Inc., the foundation which receives its heaviest financial support from H. L. Hunt, the fabulously rich Dallas oilman and rancher.

Whether Facts Forum Inc. buys time for its shows on other radio and television stations is not known (although it is known that some stations sell the shows to local advertisers). The point is that it violates the generally recognized principles of commercial broadcasting if the sponsoring organization of a program of this type buys time from some stations and gets a free ride from others.

We do not presume here to go into the character of Facts Forum, which has been both attacked and defended in Congress and elsewhere. Quite aside from that, a question may be raised as to the propriety of the irregular manner of its placements.

**Sauce Bernays**

IT MAY be true, as he steadfastly maintains, that Edward Bernays, the public relations counsel, conducted his critical poll on tv commercials with the purest motives of public service. Whatever his motives, it cannot be denied that he obtained considerable personal publicity in releasing comments by a group of educators, businessmen, and churchmen which added up to a severe condemnation of contemporary tv practices.

The Bernays poll cannot be entirely ignored, for indeed there are commercial abuses that need correction. They are not as critical or as abundant, however, as the ultra-sensitive Bernays respondents would have you believe.

Possibly the survey was all to the good. It may remind a few erring telecasters that moderation is not without reward. And, who knows? It may accidentally establish Mr. Bernays as an ideal public relations counsel to advertising media in competition with television.

**Maj. Edwin Howard Armstrong**

THE PONDEROUS physical being of Maj. Edwin H. Armstrong has passed from the contemporary scene. But his inventive genius will benefit mankind forever.

Maj. Armstrong was an enigma even to his friends. He was respected as a scientist who contributed some of the fundamental inventions and processes that make radio reception possible as we know it today. But he was a complex and controversial man who forever seemed to be battling adversaries, both in industry and in Government. He once accused FCC and Bureau of Standards engineers of tampering with the official records to his detriment. And, at the time of his tragic death, he was in the throes of pretrial litigation with RCA over patent rights.

Because the major was an intense person, he guarded zealously what he construed to be his rights. A news story which placed what he considered improper emphasis on any of his developments promptly was brought to the attention of the editor involved. A misplaced comma, in his precise, scientific mind, was error that warranted editorial correction.

Although his invention of the regenerative and the superheterodyne circuits were more remunerative, Maj. Armstrong regarded his development of fm as his crowning achievement. Up until almost the day of his demise, it was his chief interest, because he had written the FCC favoring the proposed new rules on multiplexing specialized services on the fm channels, a development in which he had also participated.

Maj. Armstrong, in life, erected for himself a monument that is timeless. Every time one turns on his radio or television set he is paying tribute to Edwin Howard Armstrong. Others gave radio a voice; he gave it sensitivity and amplification.

**In Fee Not So Simple**

AT THIS stage it would appear important that the FCC's proposal to charge filing fees for broadcast station applications (and all others) is merely a proposal and not a rule. Presumably, if an adequate case can be made, the fees may never materialize.

But a realistic appraisal persuades the conclusion that a fee system there will be. The economy-minded administration is for it and Congress has paved the way legislatively. The Government wants to return to the Treasury the monies disbursed in administering the various agencies providing service to art and industry.

In the broadcasting field the idea of charging federal filing fees is so unprecedented and the potential meanings of it so ramified that it is difficult to evaluate the proposal in haste.

On the positive side, the imposition of fees would seem to give broadcasters some rights of equity in their properties that they do not now enjoy. The claim no longer could be made that facilities are allocated solely for the benefit of the public. Thus, it would appear that, whatever the fee, the broadcaster is acquiring a right making him perhaps less vulnerable to attack. Another benefit might be to discourage frivolous applications.

On the negative side, it is immediately apparent that the amount of the proposed fees will work hardships on applicants, particularly those in small station operation.

The entire concept of filing fees should be carefully studied by qualified broadcasting attorneys so that well-considered comments may be filed. Perhaps the benefits that would accrue overshadow the objections. The deadline is April 1, allowing plenty of time. The important point is not to let the fee system in by default.

**The Misery Touch**

HOWEVER we may disagree with the New York City Welfare Dept.'s belief that it has a right to license a radio-television program, we cannot help but sympathize with the reasoning that has induced the department to announce it may take jurisdiction over Strike It Rich.

The sole appeal of the program is to those who take perverse pleasure in human misery or those who hope somehow to relieve their own troubles by participating in the show. The latter, it turns out, are by no means few; the welfare department says it has been obliged to give aid to many impoverished hopefuls who have landed in New York to try to get on the program.

Of a certainty, Strike It Rich commands a large and faithful audience, but the value of a program cannot be measured by commercial success alone. To argue that Strike It Rich and its imitators are worthwhile as charities is to be fatuous. At best they provide charity for the few but only morbid amusement for the many.

The logical course here is to make a strong legal stand to dispute the city's contention that it can license a program but coincidentally, in the interest of good taste, to change or abandon the show.
They knew it in Vaudeville!

Every act on the boards knew there were certain cities that responded better to their performance. A typical performer's reaction was, "You should have caught th' act in Oskaloosa...they loved me there!"

Things haven't changed a bit; regions, areas and localities still differ in their tastes—tastes better evaluated and met by those right on the spot.

That's why independent radio is scoring so many outstanding successes...why independent radio has thrived in the face of competition! If you want to put your product over in Home Town, America, be independent...think independent! Contact any of the top independents listed below:

These Top Independents Sell the Home Folks Best!

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
</tr>
<tr>
<td>WCOP</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WDOK</td>
<td>Cleveland, Ohio</td>
</tr>
<tr>
<td>KMYR</td>
<td>Denver, Colorado</td>
</tr>
<tr>
<td>KCBC</td>
<td>Des Moines, Iowa</td>
</tr>
<tr>
<td>WIKY</td>
<td>Evansville, Indiana</td>
</tr>
<tr>
<td>KNUZ</td>
<td>Houston, Texas</td>
</tr>
<tr>
<td>WXLD</td>
<td>Indianapolis, Indiana</td>
</tr>
<tr>
<td>WJXN</td>
<td>Jackson, Mississippi</td>
</tr>
<tr>
<td>KLMS</td>
<td>Lincoln, Nebraska</td>
</tr>
<tr>
<td>WKYW</td>
<td>Louisville, Kentucky</td>
</tr>
<tr>
<td>WMIN</td>
<td>Minneapolis-St. Paul, Minn.</td>
</tr>
<tr>
<td>WMIL</td>
<td>Milwaukee, Wisconsin</td>
</tr>
<tr>
<td>WDOA</td>
<td>Nashville, Tennessee</td>
</tr>
<tr>
<td>WAVZ</td>
<td>New Haven, Conn.</td>
</tr>
<tr>
<td>WTIX</td>
<td>New Orleans, La.</td>
</tr>
<tr>
<td>KBYE</td>
<td>Oklahoma City, Okla.</td>
</tr>
<tr>
<td>KOWH</td>
<td>Omaha, Nebraska</td>
</tr>
<tr>
<td>KKL</td>
<td>Portland, Oregon</td>
</tr>
<tr>
<td>KTE</td>
<td>San Antonio, Texas</td>
</tr>
<tr>
<td>KSON</td>
<td>San Diego, California</td>
</tr>
<tr>
<td>KYA</td>
<td>San Francisco, California</td>
</tr>
<tr>
<td>KEAR</td>
<td>San Mateo, California</td>
</tr>
<tr>
<td>KOL</td>
<td>Seattle, Washington</td>
</tr>
<tr>
<td>KRE</td>
<td>Spokane, Washington</td>
</tr>
<tr>
<td>WTXL</td>
<td>Springfield, Mass.</td>
</tr>
<tr>
<td>KSTN</td>
<td>Stockton, California</td>
</tr>
<tr>
<td>KSL</td>
<td>St. Louis, Missouri</td>
</tr>
<tr>
<td>WOLF</td>
<td>Syracuse, New York</td>
</tr>
<tr>
<td>KFMJ</td>
<td>Tulsa, Oklahoma</td>
</tr>
<tr>
<td>KWBB</td>
<td>Wichita, Kansas</td>
</tr>
<tr>
<td>CKXL</td>
<td>Calgary, Alberta, Canada</td>
</tr>
<tr>
<td>CKNW</td>
<td>Vancouver, B. C., Canada</td>
</tr>
<tr>
<td>CKY</td>
<td>Winnipeg, Manitoba, Canada</td>
</tr>
</tbody>
</table>

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
IN SAN FRANCISCO TELEVISION

HIGH KRON-TV, since February 14, 1953 has operated at HIGHEST legal power on its favorable Channel 4.

HIGH KRON-TV telecasts from the HIGHEST antenna in the San Francisco-Oakland area.

HIGH KRON-TV led all Bay Area stations with HIGHEST average quarter-hour ratings during KRON-TV's telecasting periods, according to October 1953 Telepulse.

HIGH KRON-TV programs—NBC Network Local and Syndicated are HIGHEST in October Telepulse ratings. Ten of the "Top Fifteen" are KRON-TV features, double the other two stations combined.

LOW KRON-TV, Channel 4, operates on the LOWEST frequency in the Bay Area—insuring a stronger signal over a greater area.

LOW It all adds up to the fact that KRON-TV gives the advertiser the LOWEST average cost per results.