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23RD YEAR
THE NEWSWEEKLY
OF RADIO AND TV

Now See This!
I'm wired for SALES!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
First in Sight
In Southern New England

NBC - basic
ABC - supplementary
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is...

**JACK HOLDEN**

Thousands write to him as if he were owner or manager of WLS... and justly, for WLS Senior Announcer Jack Holden has been on the station's announcing staff for 22 years. He has watched WLS grow from 5,000 to 50,000 watts... seen the National Barn Dance mature from a studio show to a theater-packing radio-stage tradition. His voice has been beamed from an airplane and from boats... from a World's Fair and from innumerable state and county events.

Probably no other Midwest radio voice and personality are as well-known and beloved as those of Holden. From years of network experience on the National Barn Dance and the Tom Mix Show, to daily announcing duties on several locally produced WLS shows, he has developed a tremendously loyal listener following... which, after 22 years, has come to accept and believe the things he says... and the products he sells.

Whether it be an announcer or a musician—an agricultural expert or an educational director, WLS personalities have the confidence and loyalty of Midwest listeners. That's why they get results... why they sell goods for WLS advertisers.
Represented by Headley-Reed Company

You can't cover it--without it!
prosperous Pennsylvania metropolitan areas and hundreds of smaller cities and towns included in the WGAL-TV large, rich industrial and farm area. An enthusiastic buying audience—spends each year $1,723,599,000 for retail merchandise.

years building loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks. A consistent record of successful selling for national and local advertisers.

It all adds up to the profitable, economical way to increase sales for your product.
WHILE no official word yet forthcoming on reappointment of Rosel H. Hyde to FCC chairmanship, all signs point that way. Latest to wax enthusiastic in his behalf is Comr. Robert E. Lee, who has told those who suggested his elevation that he is actively behind Mr. Hyde. Mr. Hyde was designated chairman by President Eisenhower for one year tenure last April 18. This established precedent since heretofore FCC chairman has been designated without specific tenure.

** EARLY MEETING of CBS Radio affiliates committee is in works, with likelihood it'll be within four to six weeks in Chicago or New York. Chairman Kenyon Brown, KWFT Wichita Falls, Tex., conferred informally with CBS Radio President Adrian Murphy and other CBS officials in New York last week, covering wide range of affiliate-network subjects but reportedly encumbering no serious problems. Committee meeting contemplated primarily to complete permanent organization of that group and discuss possibility of holding meeting of all CBS Radio affiliates in conjunction with NARTB convention in May. Network executives appeared confident of ability to come through with plan for high-rated and salable hour-long feature [B*T, Feb. 15] to succeed Lux Radio Theatre (Mon., 9-10 p.m.), which is slated to switch to NBC next fall.

** STANLEY R. PRATT, NARTB director, who since mid-1952 has been in upper echelon of Republican National Committee in Washington, leaves March 1 to return to private enterprise. He'll relinquish his post as director of patronage but may trouble-shoot occasional special assignments. President of WSOOault Ste. Marie and District 8 director, Mr. Pratt has not yet announced his primary activity after he returns from long-postponed vacation.

** INCREASING uncertainty about uhf operation, notably in inter-mixed markets, beginning to cause manufacturers and engineers serious concern. Bankruptcy of KMPT (TV) Oklahoma City (story page 68) may leave several manufacturers and consults holding bag since installation was one of largest, with 950-ft. tower and 179 kw ERP. Closure of KCTV (TV) Kansas City (ch. 25) by DuMont [B*T, Feb. 15] also added to vexation.

** MEXICAN communications ministry has been making overtures to U. S. through State Dept. seeking piecemeal arrangements on broadcast allocations to clear up individual problems that is, ail State Dept., based on FCC advice, has suggested that Mexico deal on multilateral basis looking toward participation in NARBA, from which it abstained two years ago. NARBA treaty, without Mexico, is still pending before Senate Foreign Relations Committee and is still vigorously opposed by Clear Channel Broadcasting Service.

** IN CHICAGO, where pressure drive is being made to solicit funds through citizens' committee for educational TV station (revised ch. 11), some are referring to project as an "electronic tin cup." Evidently contributors are being sold on thesis that station would be used for Red Cross, Community Chest and other money-raising campaigns. Reports from most other educational operations are far from optimistic.

** MINOR bit of phrasing is providing major obstacle to final drafting of uniform contract form for TV films. Important NARTB project held up by lack of agreement on shipping paragraph, with potential of several thousand dollars per month involved for some stations. Present thinking is that stations agree to ship films back to source, but require supplier to pay costs if films are shipped to other stations, which may be hundreds of miles away.

** NOW THAT FCC has its chief examiner, it's hoped steps will be made to upgrade examiner pay scales to level approved by Civil Service for other agencies such as Federal Trade Commission and Dept. of Agriculture. In those organizations hearing officials have grade 15, with pay scale ranging from $10,800 to $11,800. At FCC examiners are graded P-14, ranging from $9,600 to $10,600. Whole question of status of examiners is being reviewed by several groups under instruction in effort to segregate them completely from influence within their agencies or outside.

** SOME U. S. BROADCASTERS are up in arms over what they regard as State Dept. endorsement of non-commercial educational TV in Western Germany. They allege State Dept.'s International Educational Service is espousing non-commercial educational TV as ideal type of service, using U. S. tax dollars to undermine commercial TV.

** INVESTMENT syndicates reportedly again are making discreet inquiries about financing groups of tv stations through acquisition of equipment, studios, etc., on long-term leasehold basis with option to purchase at end of prescribed period. Rub comes in what FCC might do about such transactions since implicit in them would be chattel mortgage on license if financed station strikes out.

** PUBLISHER Mark Ethridge of Louisville Courier Journal and Times (WHAS-AM-TV) last week asked Chicago Tribune for details of its "Chicago Plan" of paid sponsor mentions in radio-tv program listings. Both Louisville papers now carry logs free.

** THERE'S opportunity for experienced broadcast executive in between jobs to handle four-month assignment as consultant to Government of Formosa in setting up American-style commercial broadcasting structure. Project is under State Dept.'s International Exchange Persons Service, and assignment would pay per diem based on about $11,000 annual stipend.

BROADCASTING • TELECASTING

LEAD STORY

Food firms place special Lenten business on radio and tv. Page 31.

ADVERTISERS & AGENCIES


Exquisite Form Brassiere thinks it has solved taste problems in commercials and is ready to go on tv. Page 32.

Ben Duffy urges telecasters to curb commercial excesses. Page 32.

TRADE ASSOCIATIONS

REvMA tries new tack in campaign to eliminate tv set interference. Page 37.

Sixty-five nominated for NARTB board vacancies. Page 38.

BABA announces winners of "Radio Gets Results" contest. Page 38.

PROGRAM SERVICES


GOVERNMENT

FCC grants waiver to Westinghouse to meet multiple ownership requirements, may review strict interpretation of rules. Page 50.

Congressional bill is being written to hit shows like Strike It Rich. Page 54.

Radio-tv representatives at White House Conference on Highway Safety draft plans for industry support. Page 60.

STATIONS

Weekly summary of new tv stations and those planning to begin operations in next 30 days. Page 66.

Fetzer buys KFOR-TV Lincoln, Neb., for $300,000. Page 66.

NETWORKS

How CBS-TV will move into competition in early morning with NBC-TV's Today. Page 72.

New "secondary" tv network is announced for introduction next spring. Page 72.

MANUFACTURING

Despite uncertain effects of color tv, a good year is predicted for electronics. Page 78.

FEATURES

A British editor speaks up for freedom of the air. Page 90.


Distributing program schedules where newspapers don't print logs. Page 92.

FOR THE RECORD

Weekly Telestatus summary of all tv stations on the air and their estimates of tv sets plus commencement target dates of all tv grantees. Page 111.
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations ... and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined ... and at the lowest cost per thousand! (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend more than $2 billion annually at retail.

(Sales Management's 1953 Copyrighted Survey)

THE Beeline DELIVERS MORE FOR THE MONEY

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative
AFM, Networks Reach Agreement on 5-Year Pact

CONTRACT SETTLEMENT was reached late Friday between radio and television networks and American Federation of Musicians with verbal agreement on five-year pact (see story page 76). Although lengthiest pact ever achieved by AFM from networks, it was gained at expense of abandoning AFM's demand for use of "live" musicians on all "live" programs.

At news conference, James C. Petrillo, AFM president, said CBS had not yet agreed to contract but added he was sure network "would go along with the others" when contract is formalized, probably this week.

Contract provides for 10% increase for first three years, 10% more for fourth year. It also will specify quotas for staff musicians to be maintained for length of contract. Quotas are: NBC 90, CBS and ABC 65.

Mr. Petrillo said Mutual, which had observer at negotiations, and DuMont are not covered by national contract because AFM doesn't consider them "real networks." Contracts with Mutual and DTN to be formulated during negotiations at local level. Mr. Petrillo appeared pleased with results of negotiations. In answer to question, he said AFM could not press its demands on live musicians issue because networks resisted firmly. He said "there would have been a strike" if Federation had insisted on this condition.

Hardy Sees Storm Warnings Due to Advertising Abuses

MAINTENANCE of high advertising standards is necessary if public is to keep its confidence in this dynamic weapon of democracy, Ralph W. Hardy, NARTB government relations vice president, said Friday in address to Shreveport (La.) Advertising and Rotary Club.

Noting "clear storm warnings" caused by advertising excesses, he said voluntary self-regulation efforts must be redoubled. "If we ever destroy the believability of advertising," he said, "we will have deprived this country of one of its most dynamic assets."

General Teleradio Had Good Year, Annual Report Shows

GENERAL Tire & Rubber Co.'s share (90%) of profits of General Teleradio last totaled $1,156,644, William O'Neil, president of parent corporation, disclosed in annual report to stockholders. Sales from radio TV profits and unconsolidated earnings of foreign subsidiaries, General Tire's net profit was $6,275,158.

Radio-tv subsidiary (which includes Don Lee and Yankee networks, WOR-AM-TV New York, and control of Mutual) surpassed its 1952 record, Mr. O'Neil noted, asserting that "while the industry as a whole suffered a decline in radio time sold, our subsidiary enjoyed a 10% gain in time sold. Also, it now has 17 of the nation's largest 25 advertisers." Total 1953 sales for overall General Teleradio company— which owns 90% of General Teleradio while R. H. Macy & Co. owns 10%—were placed at $205,371,998, or $19,456,851 (10.4%) above 1952 peak.

ASCAP AGREEMENT

ABC-TV and CBS-TV Friday signed blanket license agreement with ASCAP permitting continued telecasting of ASCAP music. Present licenses, which expired last Dec. 31, are on extension that runs out tomorrow (Tues.), NBC-TV and DuMont have not taken action as yet. DuMont did not previously have license but has been at negotiation sessions as observer.

Dwight W. Martin, General Teleradio vice president and chairman of the All-Industry Local TV Music License Committee, reported to radio station managers Friday to see if it would recommend new agreement to member stations. Committee was formed to represent all TV broadcasters, other than networks and o&o stations, in negotiations with ASCAP.

Promotions at WXYZ-AM-TV Include Pival and Christian

SERIES of major staff promotions at ABC's WXYZ-AM-TV Detroit, highlighted by appointments of John Pival as vice president in charge of WXYZ-TV and Harold Christian as vice president in charge of WXYZ, was announced Friday by James G. Riddell, president of WXYZ Inc.

Mr. Pival, who has been in radio, television and entertainment fields for more than 17 years, served as director of television sales for station before promotion. Replacing him is Ralph Dawson, formerly assistant director of tv sales.

Prior to his promotion Mr. Christian was manager of radio sales of WXYZ and before that commercial manager and merchandising manager. Succeeding Mr. Christian as sales manager of radio sales is Harold L. Neal, who moves up from assistant sales manager of radio sales.

Magne-Tronics Formation Announced by Percy Deutsch

ESTABLISHMENT of Magne-Tronics Inc., N. Y., as company in audio and visual fields which will promote recording and reproduction of sound on magnetic tape was announced Friday by Percy L. Deutsch, Magne-Tronics president. Offices have been established at 122 E. 42nd St.

Mr. Deutsch is veteran in audio and visual fields and until last year served as president of Audio-Video Recording Co., N. Y. Serving with Mr. Deutsch in new company as vice president is Joseph F. Hards, formerly vice president of Audio-Video.

KCMO-TV on DuMont

KCMO-TV Kansas City has become primary affiliate of DuMont Television Network, effective immediately, it was announced Friday by Elmore B. Lyford, director of station relations. KCMO-TV replaces DuMont-owned KCTY (TV) Kansas City, which will cease operations on Feb. 28 [At DEADLINE, Feb. 15].

CBS Forms New Division To Handle Export Sales

FORMATION of new division of CBS, to handle export sales of products of company's various manufacturing operations, was announced by Dr. Frank Stanton, CBS president. Lewis Gordon, for 22 years with Sylvania Electric Products Inc., in charge of foreign department, named president of new division, to be known as CBS International and to have headquarters at 488 Madison Ave., New York.

Export sales formerly were handled by CBS manufacturing units individually. They include Columbia Records Inc.; CBS-Hytron (radio and tv tubes, transistors, diodes), and CBS-Columbia (radio, television, phonograph sets).

Dr. Stanton said it was hoped new division would "increase materially the efficiency of our export activities" by channeling them into single centralized agency and making it unnecessary for foreign clients to disperse their efforts among several different organizations.

Network Men at NCAA Meet

NETWORK representatives who will attend hearing before NCAA Television Committee in New York today (Mon.) on suggestions for 1954 NCAA television program (see story page 34) — it was learned Friday, include Tom Gallery, director of sports, NBC-TV; Judson Bailey, director of sports, CBS-TV; Tom McMahon, director of sports, DuMont; Robert O'Brien, executive vice president, ABC, and Les Arries, director of sports, ABC.
SAN ANTONIO, TEXAS
KGBS-680 * 50,000 WATTS
JOHN BLAIR & CO. * NAT'L. REPS.
Tom Harker, National Sales Director * 110 E. 57th Street * New York

MARCH 1

Page 8 • February 22, 1954
New VHF at West Palm Beach; Other Late Actions of FCC

NEW TV station on vhf ch. 12 at West Palm Beach, Fla., authorized by FCC Friday in order making final immediately earlier initial grant to WEAT-TV Inc., partly owned by James Robert Meachem, president WEAT the week was made possible withdrawal of WPWB Palm Beach from contest after reimbursement of $6,000 in expenses [B&T, Feb. 1].

WLIO Show Cause Proceeding Canceled

FCC Friday vacated and cancelled show cause proceeding for revocation of WLIO LaPorte, Ind. Case was instituted late last year for failure to file annual ownership report [B&T, Dec. 7, 1953].

Application Filed in Boston

PROSPERENT Bostonians figure in new application filed in Boston vhf ch. 5 contest by Massachusetts Bay Telecasters Inc. With 65 stockholders expanded bid retains principals in former application of same name, dropped last week, including Roger and William Putnam, part owners of uhf ch. 61 WWLP (TV) Springfield, Mass. Other 5,000-foot contract major roads is aid to auto radio reception. Group to seek lower fees for university sports broadcasts. It asked FCC to refrain from setting licenses on ground they are class legislation and discriminatory.

Petition on Rhode Island Ch. 16 Denied

PETITION of Ch. 16 of Rhode Island Inc. for enlargement of its in its Sec. 300(c) protest hearing against vhf ch. 13 WPBO-TV there was denied by FCC Friday as inconsequential. Ch. 16 of Rhode Island last week issued inquiry WPRO-TV continued construction after FCC stayed STA to begin operation WPRO-TV earlier in week protested STA to ch. 16 (story page 53).

LEXINGTON, Ky., Ch. 18 In Clear

UHF ch. 18 at Lexington, Ky., put in clear Friday as WLIX as competitor WVLK dismissed application.

Initial Grant for Charleston

INITIAL grant for vhf ch. 2 at Charleston, S. C., was made yesterday, with issue group which would operate station as former Whitan petition for dismissal of its application approved last week which did not evolve, hence isn't ready for hearing.

KHIX Withdraws Muskogee, Okla., Bid

KHIX Muskogee, Okla., granted petition to dismiss bid for vhf ch. 8, leaving in contest KTUL and Ashley L. Robinson.

Both Contestants for uhf ch. 65 at Sunbury-Shamokin, Pa., dismissed Friday: WOKK Sunbury and WISL Shamokin.

Selma, Ala. vhf ch. 8 cleared for WBAM Montgomery Friday with dismissal of bid by Dallas Broadcasters Inc.

Dean Withdraws Rapid City Bid

KOZY-TV Inc., headed former FCC-asperant Robert W. Dean, owner KOYA Rapid City, S. D., withdrew vhf ch. 7 application at Rapid City Friday, putting in clear Hills Broadcasting Co., headed by N. L. Benson, chief owner WLMN St. Paul.

Philadelphia Agencies Merge

Two Philadelphia advertising agencies with combined billings around $7 million merged last week. They are Lamb & Keen Inc. and John Falkner Arndt & Co., both founded over a quarter century ago. Successor agency is known as Arndt, Preston, Chapin, Lamb & Keen Inc., using the Arndt offices at 160 N. 15th St., Philadelphia. Officers are James G. Lamb, chairman; John F. Arndt, president-treasurer; Roger S. Arndt, executive vice president; Seymour J. Preston Jr., Herman S. Thoebe and Kenard G. Keen Jr., vice presidents.

Montana Stations Urge Reappraisal of Hyde

PRESIDENT Eisenhower asked by Montana Radio Station Inc. to reinstate FCC Chairman Rosel H. Hyde to full seven-year chairmanship at end of one-year term. Montana group opposed McCarthy Bill (S-2125) which would require radio and tv stations to keep records of all programs for indefinite period. In series of copyright actions, SESAC rates were termed unfair. State law favored to require electrical wires to be at least 5,000 feet from major roads aid to auto radio reception. Group to seek lower fees for university sports broadcasts. It asked FCC to refrain from setting license fees on ground they are class legislation and discriminatory.

Jan Elliott, KRJF Miles City, elected MSRI president; Joe P. Wilkins, KFBB Great Falls, vice president; Helen Ryan, KANA Anaconda, secretary-treasurer. Ken Nybo, KBMY Billings, is outgoing president.

CBS Reaffirms Control Right

CBS reaffirms control right to get Better Chance to CH. 2 CTY to station TCTV in Sarasota, Florida in new bidding. CBS has rights to bid on ch. 2 for programming, except under charter agreement with WCHD. It spent $125,000 in construction (transmitter studio building, tower base, anchors, some equipment), but uncertainty of uhf future forced decision to hold up on construction, Mr. Nunn said. Although Wlap-TV is retaining uhf grant, it is seeking means of allocating vhf to area which would permit area-wide coverage.

AP Radio Committee Meets Tuesday in New York

SECOND ANNUAL meeting of Associated Press radio member committees, composed of newsmen and newscast agencies, will be held in AP general offices in New York Thursday (Tuesday) and Wednesday. Since formation last year, committee has set up continuing study group to concentrate on AP news report and has launched program to aid stations in obtaining and retaining news sponsors. Committee is headed by Les MacWhinney, news director of KJH-AM-TV Los Angeles. Other members: Matt Bonebrake, president-general manager of KOY Oklahoma City; Joe N. Bryant, president-general manager, KCOB-TV Lubbock, Tex.; Tom Eaton, news director, WTIC Hartford; Daniel W. Kops, vice president-general manager, WAVZ New Haven; Jack Krueger, news editor, WTMJ-TV Milwaukee, and Jack Miller, news manager, WHO-AM-TV Des Moines.

WSEE-TV on CBS-TV

WSEE-TV Erie, Pa. (ch. 35) to join CBS-TV as primary interconnected affiliate on April 26. Partnering WICU (TV) (ch. 12), Herbert V. Akersberg, CBS-TV station relations vice president, announced Friday. WSEE-TV is owned by Great Lakes Television Co., with Charles Denny as general manager.

Hennock on Florida Vacation

FCC Comr. Frieda B. Hennock last Friday began two-week vacation in Florida.

UPCOMING


February 22, 1954 • Page 9
IT'S THE PEOPLE WHO COUNT

... and you can count on the people at WDSU-TV whose combined radio, television and theatre backgrounds provide New Orleans with the finest in local television entertainment. Typical are the eight members of the WDSU-TV production staff pictured here in a meeting in one of the station's conference rooms. Their combined network, station, agency and theatre work in key production centers throughout the country totals over 79 years of valuable programming and production experience. It's the skill and know-how of people like these plus the finest of facilities that makes Louisiana's first television station one of the nation's best.
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

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CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
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John Osbon, News Editor.

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

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00. BROADCASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING* • TELECASTING, including 52 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: $5.00 per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.)

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Copyright 1954 by Broadcasting Publications Inc.
boost ratings ... boost profits!

Build profitable high-audience programs with the new combined* Studio Telescription Library

With the Studio Telescription Library, you have the country's leading musical stars working for you ... winning audiences and attracting sponsors. Stations everywhere report sell-out programs and bigger-than-ever profits with this unique programming service.

Studio Telescriptions, over 1,100 three minute films produced especially for TV, are as basic to flexible, low-cost television programming as transcriptions are to radio. There is no limit to the number of hit shows you can build and sell.

Stations and sponsors alike are amazed at the rock bottom cost of programs built with Studio Telescriptions. Even the most budget-minded local advertiser can enjoy the impact of foremost personalities selling his product. Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring you more listeners, more sponsors, more profits!

*consisting of Studio Musi-Films and Snader Telescriptions.

put scores of top name artists on your regular staff

DON'T DELAY ... DON'T WRITE
CALL COLLECT: Oxford 7-2590

STUDIO FILMS, INC.
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590
Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632
like a blanket of snow...
No coverage is more complete than a blanket of snow. And many advertisers say the closest thing to it in broadcasting is the coverage Storer stations provide in Detroit, Toledo, Birmingham, Wheeling, Miami, Atlanta and San Antonio.
IN REVIEW

VITAPIX FEATURE THEATRE
('Black Forest')
Running Time: 72 minutes
Produced on location in the Black Forest of Germany and in Munich by Princess Pictures Inc. and Vitapix Corp.
Executive Producer: Hurl Balaban
Producer-Director: Gene Martel
Cinematographer: Erich Claunig
Script: Joe Dana and Larry Tumlin
Cast: Edmund Tamiroff, Peggy Ann Garner, Gordon Howard, Marlene Dietrich, Wolfgang Buehler, Hans Klarin and August Riehl
Distributor: Vitapix Corp.

ALL hands associated with "Black Forest" have come up with a product that can be pridefully exhibited on television. It compares favorably with the better thrillers produced in Hollywood and is evidence that a full-length feature film made expressly for television can be a top-caliber production.

The feature film under inspection is part of a package that will be released to tv stations under the name of Vitapix Feature Theatre. The series is said to be the first of its kind produced specifically for television.

In "Black Forest" are all the ingredients of a first-rate suspense-thriller. There is a sadistic baron with a maniacal lust for dominating people's lives until they are actually his slaves. There is a U. S. Army captain caught in his clutches but determined to free himself, as well as the other captives, including two beautiful girls. There is romance, intrigue, mystery and violence, with all elements merged into an exciting but plausible story.

A word of commendation is in order for the excellent photography, particularly the outdoor scenes in the Black Forest. They were particularly effective in heightening the eerie mood of the story line. It is particularly gratifying to know that Princess Pictures plans to use the same actors in at least one more feature film. Without exception they provided skillful characterizations.

CAMEL NEWS CARAVAN
Network: NBC-TV (2/16/54)
Time: Mon.-Fri., 11:30 a.m. EST
Producer: Frank McCall
Director: Ralph Petronzi
Writers: Reuven Frank, Arthur Holc
Newsreader: John Cameron Swayze
Weather Reporter: Clint Youle

NEWS telecasting was baptized in color last Tuesday night on NBC-TV when the Camel News Caravan with John Cameron Swayze celebrated its sixth tv birthday. The show, marking color's invasion of the news field, was built largely around color films taken on Formosa by NBC's correspondent team of Charles and Eugene Jones. Included, too, were the regular Caravan news films and remote pick-ups—in black-and-white—and a fashion show shot in color in a Florida location, a report on the weather by NBC's Clint Youle as well as Mr. Swayze's spots of straight on-camera reporting and commentary. All things considered, it was a happy birthday.

The quality of the color portions was good. It was further enhanced by showing Mr. Swayze in black-and-white at the outset when he stated that subsequent live segments and specially prepared film would be seen in compatible color tv. Whether intentional or not, this before-and-after technique proved an effective way to emphasize the attractiveness of a colorcast within the framework of the show.

Regarding live color, one criticism must be made. When Mr. Swayze was on camera a multi-color map which serves as his backdrop was a bothersome distraction. Less vivid shades would have assured him the focal point commentators must have.

The color film on Formosa inspected Chiang Kai-Shek's military strength. The pageantry of a parade, an air formation against a blue sky and some dress rehearsal military maneuvers were excellent subjects for color treatment. If any designers were watching this telecast the handling of women's fashions probably stirred some new interest in tv now that color has been added.

The anniversary production was interesting in both commercial and program content. R. J. Reynolds Tobacco Co.'s Camel commercials came across wonderfully well. The impact of color itself allows for simple commercial production. The best commercial shot pictured a package of cigarettes on a table bare of all gadgets except one ash tray.

**

BETTY WHITE SHOW
Network: NBC-TV
Time: Mon.-Fri., 1:30 a.m. EST
Star: Betty White
Executive Producer: Don Fedderson
Producer: Fred Henry
Director: Bill Beaslin
Musical Director: Frank Devol
Origination: NBC-TV Studios, Hollywood
Package: A Bandy Production in association with Don Fedderson

NBC-TV's search for a new personality to star in a proposed daytime variety show came to a happy conclusion when Betty White was signed by the network for this series which went on the air last month. The Betty White Show, programmed for one half-hour Monday through Friday, is as unpretentious as its name and as charming as its young star.

In role of day Roberts Betty White, who has worked in tv on the West Coast for a number of years in a variety of jobs, sings a little bit, chats with her co-workers and interviews guests who have been invited to appear on her show. She appears to be a tv natural, a pretty girl with innate stage presence and talent besides.

Miss White handles a song nicely. She has a small voice but uses it well. She is primarily a singer—not a stylist. That's a pleasant switch in a generation where a gimmick rendition of any song seems more important than the music and lyrics themselves. A small band under Frank Devol's baton provides the orchestration.

Highlight on each show is an interview with a nationally known figure or someone whose occupation is sufficiently interesting to merit attention. For the most part, these people are not in the entertainment business. But the interviewer's relaxed performance is contagious.

Last Thursday, Helen Bixby, a woman flyer who is about to attempt to establish a new round-the-world flight record, appeared as much at home on television as Betty White herself.

**

BOOKS

THIS book is the standard manual of amateur radio communications, revised annually and written in the light of current needs as radio construction manual, reference work and training text for class or home study. Includes catalog section, 11-page topical index, 1,250 illustrations, including 95 charts and tables, plus 497 tube-base diagrams and 85 basic formulas.
12 ways to present your "commercial"

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units: (1) a TG-15A control panel (shown below) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.

© RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Newspaper Cooperation
EDITOR:
You performed a splendid service to the entire industry in so thoroughly covering the talk by Mr. Biggers and his constructive views on newspaper cooperation with the broadcasting industry [B-T, Feb. 15]. Likewise all the other material you published on this whole situation will be of great help to the broadcasters as well as to the press of the country.

Sydney H. Eiges
V. P. in Chg. of Press
NBC, New York

Even-Steven
EDITOR:
May we take this opportunity to sincerely thank you for including the data of this agency in your 1934 edition of the Broadcasting Yearbook-Marketbook . . .
I am sure all broadcasters and agencies appreciate the manner in which your publication gives the little man as well as the metropolitan man, a break in the industry . . .

Dale Smith; President
The Des Agency
Chattanooga, Tenn.

Question of Counting
EDITOR:
This is one of those belated letters. I have intended to write before to tell you how much I enjoy your magazine. This time something specific prompted me to do so.

United Press on Oct. 12, 1953, in a morning dispatch on the teletype quoted David Cogan, president of CBS-Columbia, as follows: "Total radio sales for the first eight months of 1953 were more than eight million—two million higher than the same period last year." Yet in Broadcasting • Telecasting for Jan. 18, 1954, on page 9 in an item titled "Set Sales Up," it was stated that for the first 11 months of 1953, there were 5,608,477 radios sold . . .

J. Paul Hunzberger
Acct. Exec.
WSNJ Bridgeport, N. J.

[S庚OR'S NOTE: Mr. Cogan's quotation by UP apparently referred to radio set production since these figures correspond roughly to Radio-Electronics-Tv Mfrs. Assn. estimates of production (not sales) for that period. B-T correctly quoted HARTMA figures on sales.]

Smeed's Fans
EDITOR:
I thought you would be interested in hearing of some comments I've received about Luke Smeed.
Most communications have been addressed to Smeed himself, in care of me. A number of correspondents claim "foul," or say they know just who it was I had in mind . . .
Let me compliment you and your staff on the perfect art work done on Smeed. That is the only word for it, as I'm sure the artist must have had my mind about this character's appearance. I thank you most sincerely for your excellent handling of the subject.
This has been a further demonstration of the immense popularity B-T enjoys. I heard from people I haven't seen in years. You have quite a magazine.

Don Barber
WGBS Miami

[EDITOR'S NOTE: Mr. Barber was the author of "Luke Smeed: His Ups and Downs" in B-T Jan. 13.]

Promotion Report
EDITOR:
I'm reporting a piece of promotion out of which we at KVOE are getting quite a kick. KBIG Avalon, one of our competitors, is using bus benches to promote itself. I don't know whether they know it or not, but one of the brightly painted benches is located right in front of our studios. The KVOE call letters leer out over the KBIG bench from our studio door. Lots of comment by the people on this. We sure don't care, though. The KBIG promotion is for music and news and we feature the same. Matter of fact we like. The more promotion of this type . . . the better for all of us.

Hal Davis, Station Dir.
KVOE Santa Ana, Calif.

Games on the Road and at Home for Athens High School: In addition, we also broadcast basketball games for surrounding high schools, when they can be worked into the schedule.
U. of Georgia basketball, football and baseball are given complete coverage at home and away, and the same is true for high school football.

Last season, the high school set an all-time attendance record for its six home games, all of which were broadcast. Attendance at Georgia games, especially baseball, has shown a steady rise for the past three seasons . . .

Franklin Butler, Prog. Dir.
WRFC Athens, Ga.
everyone has something he does best.

You do. We do, too. And this man does well at his specialty or he wouldn't have his job. Our particular specialty is the representation of quality television stations — and if we did not do it so well, we would not be representing the outstanding stations you see listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the only representative devoted only to television

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>City</th>
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<tr>
<td>WAAM</td>
<td>Baltimore</td>
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<tr>
<td>WBEN-TV</td>
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<td>WFMY-TV</td>
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<td>WDAF-TV</td>
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<td>WMTW</td>
<td>Mt. Washington</td>
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BOI-N-NG! GOI-N-NG! GONE! IN MAR

A laugh-time of fun for everyone!

a new high in Hilarity

LOOK!

BOUGHT EXCL

WXYZ Detroit, Michigan
WCPO Cincinnati, Ohio
KDKA Pittsburgh, Pa.
WNAC Boston, Mass.
WGY Schenectady, N. Y.
KPRC Houston, Texas
WMIE Miami, Fla.
KOOL Phoenix, Ariz.
WXLW Indianapolis, Ind.
WVLK Lexington, Ky.
WDWS Champaign, III.
WBBC Flint, Mich.
WNOW York, Pa.
WCOS Columbia, S. C.
WCBA Corning, N. Y.
WCYB Bristol, Va.
KDMS El Dorado, Ark.
KXO El Centro, Calif.

MEMO TO AGENCIES
AND ADVERTISERS

RED GETS THE LAUGHS...
YOU GET A LAUGH-TIME
OF SALES OPPORTUNITIES!

RED'S A RIOT
...as the
"MEAN WIDDLE KID"
...Red keeps fans in an
uproar...Sponsors say
"I DOOD IT."
KET AFTER MARKET!

THESE STATIONS (AND MANY MORE) HAVE USIVE RIGHTS TO, AND ARE NOW OFFERING:

| KOLD    | Yuma, Arizona       | DeKalb, Ill.   |
| KXIC    | Iowa City, Iowa    | Muscatine, Iowa |
| WCSS    | Amsterdam, N. Y.   | Klamath Falls, Ore. |
| KROS    | Clinton, Iowa      | Marion, Ill.   |
| WAGM    | Presque Isle, Me.  | West Bend, Wisc. |
| KBBA    | Benton, Ark.       | Panama City, Fla. |
| WARE    | Ware, Mass.        | Montpelier, Vt. |
| WAEJ    | Morgantown, W. Va. | Carlsbad, N. M. |
| WRUM    | Rumford, Me.       | Wausau, Wisc.  |
| KOLE    | Port Arthur, Texas | Sturgeon Bay, Wisc. |
| KGMO    | Cape Girardeau, Mo.| Bangor, Maine |
| WDOG    | Marine City, Mich. | Stillwater, Okla. |
| WBKH    |                    |                 |
| WATO    |                    |                 |
| KWPC    |                    |                 |
| KFJI    |                    |                 |
| WGGH    |                    |                 |
| WBKV    |                    |                 |
| WDLP    |                    |                 |
| WSKI    |                    |                 |
| WMN    |                    |                 |
| KBTA    |                    |                 |
| KBPM    |                    |                 |
| WHYF    |                    |                 |
| WGET    |                    |                 |
| WOKW    |                    |                 |
| WGUW    |                    |                 |
| WMOG    |                    |                 |
| WCHN    |                    |                 |

It's crazy, man, crazy. Everybody wants the sales-happiest show on radio. Stations, sponsors, agencies in market after market are scrambling to sign up.

SPOT AVAILABILITIES ARE BEING GRABBED UP FAST!
GET IN TOUCH WITH YOUR LOCAL STATION AND GET IN ON THE PROFITABLE SKELTON ACT!

MEMO TO STATIONS

YOUR MARKET MAY STILL BE AVAILABLE!
Better say "I did it" by wire or phone today. Tomorrow may be too late... so hurry, hurry, hurry!

260 half-hours planned
for 5-per-week...
full of COMMERCIALS,
full of LAUGHS,
full of AUDIENCE RESPONSE!

ZIV'S ROLlickIN', RADIO LAUGH-FEST!
"THE RED SKELTON SHOW"
260 zany, zingy, hilarious half-hours!

RED'S A PANIC
as the original chuckle-head
clem kadiddlehopper

HIS ANTICS ARE FRANTIC
... at:
CAULIFLOWER McPUGG
punchy Champ who leads
with his head.

FREDERIC W. ZIV COMPANY
1529 MADISON ROAD - CINCINNATI 6, OHIO
NEW YORK - HOLLYWOOD
THE keystones to success in the broadcasting business, in the belief of Carl E. George, vice president and general manager of WGAR Cleveland, are sales-arousing ideas which are backed by effective follow-through.

Currently completing 20 years with the 50 kw Cleveland outlet, Mr. George started in radio as a part-time announcer while in college. He has moved up from job to job to the top by applying himself to well-conceived merchandising principles.

As operating head of WGAR under the new ownership of the Farm Bureau Mutual Insurance Co. of Columbus, Ohio, Mr. George now is the station's No. 1 man in Cleveland. He reports to Herbert E. Evans, vice president and administrative head of Peoples Broadcasting Co.

Mr. George believes no executive should ever be too busy to do his job right and accordingly is always on watch for new ideas for his station and for the right kind of people to develop them. Although he believes radio gets more interesting and vigorous every day, he would hate to see the time when there are no more problems to challenge him.

Mr. George is fond of people. This accounts for his leadership in a large group of sales and social organizations. He is a past president of the Ohio Assn. of Broadcasters and of the Cleveland Sales Executives Club. He is past vice president of the City Club there and is a past member of the board of trustees of the Cleveland Advertising Club. He is vice president in charge of information of the Ohio State Safety Council and belongs to the board of control of the Cleveland Safety Council, the Delta Theta Pi law fraternity, the Federal Communications and Ohio State Bar Assns., the YMCA, Rotary Club, Red Cross and the Hermit and Canterbury Clubs.

Carl Edwin George was born at Alliance, Ohio, Sept. 26, 1910. He was awarded a B.A. degree by Muskingum College in 1932 and received a law degree from Western Reserve U. while working for WGAR in 1936.

While at Muskingum College, Mr. George entered radio through WALR Zanesville. He became a member of the WGAR staff in 1936 and served in nearly all capacities in the station's program department before being ele-

vated to program director in 1939. As a staff announcer he announced the National Air Races, which once were held often in Cleveland. He became WGAR director of operations in 1941, was promoted to assistant manager in 1944, rose to vice president and sales manager in 1948 and in 1950 was named general manager.

In 1942 he was appointed visiting lecturer at Ohio State U. for a course on radio station management as part of the university's practice of bringing leaders from industry to participate actively in college teaching.

In 1945, Mr. George traveled 40,000 miles as WGAR's special war correspondent in the Pacific Theatre. He was said to have been the only radio man to do an eye-witness account as U.S. warships put Australian troops ashore at Brunel Bay in the invasion of Borneo. His broadcasts with the 11th Airborne at Apaara, on Luzon, brought a commendation from Commanding General J. M. Swing for courage and disregard for danger on this self-imposed assignment.

Mr. George covered the close of the Pacific war from the Philippines, Saipan, Guam, Okinawa and Chungking, where he short-waved several broadcasts on reaction in the former Chinese capital to the Japanese surrender. His return home took him to India, across Africa, into the Azores, to Newfoundland and finally New York.

The WGAR general manager already has plans working for the Cleveland station to sponsor a tour to the Philippines in 1955, 10th anniversary of the end of the war in the Pacific. Members of Ohio's 37th Division, who closed out their fighting in mid-1945 on Luzon, will be invited to return to the scenes of their victories on a two-week air tour of the area.

Mr. George's hobby is golf, although he does not play well enough to suit himself. He also is an ardent football fan, following Paul Brown's Cleveland Browns with avid interest.

The George family includes his wife, Mildred; two sons, Dale, 13, and Robert, 11, and a daughter, Carol, 7. They live in Shaker Heights, a suburb of Cleveland.

Mr. George worked on a farm during his youth and feels he would like to retire some day to a place in the country.
NOW ON FULL POWER

WDAY-TV
FARGO, N. D.

AND CARRYING PRACTICALLY
ALL TOP-RATED PROGRAMS
FROM ALL 4 NETWORKS

(AND LEADING FILM PRODUCERS)!

Flash!
Latest Conlan Survey (Nov., '53) gives
WDAY-TV the following Share-of-
Audience in Metropolitan Fargo:
TOTAL AFTERNOON . . . 98.8%
TOTAL NIGHTTIME . . . 99.1%

UP FROM 13,000 TO 65,000 WATTS

Affiliated with NBC • CBS • ABC • DUMONT
FREE & PETERS, INC., Exclusive National Representatives
UMAR-TV OPERATES ON CHANNEL 2, WITH 100 KW EFFECTIVE RADIATED POWER WITH THE ELECTRICAL CENTER OF THE ANTENNA 549 FEET ABOVE THE GROUND . . .

Measured contours and related data Prepared by CRAIN, LUCINES & CULVER, Washington, D.C. December 15, 1953

Copyright by RAND McNALLY & COMPANY Chicago
SERVING
MOST OF MARYLAND...
AND THEN SOME!

WMAR-TV Sunpapers Television
CHANNEL 2 — BALTIMORE

MOST POWERFUL
TV SIGNAL IN MARYLAND

FACILITIES

Studios: One main and one auxiliary (kitchen) studio, with two studio-type image orthicon cameras. Field cameras may be used to supplement the studio cameras.

Film Facilities: Three 16mm projectors; two film camera chains, one Bolexopticon projector; two Kodak slide (2"x2") projectors; one 35mm strip-film projector; Projectall with tape news service; two Houston 16mm film processors; one film printer; seven type-DE 16mm cameras; two Auricon 16mm sound cameras; two 16mm Zoomar lenses; associated transport, lights, dollies, etc.

Mobile Units: Two completely modern custom built units for live remote pickups; one equipped with three TV camera chains; the second equipped with two camera chains; three complete microwave relay links; Zoomar, Reflectar and special prismatic effects lenses; other essential apparatus.

Color: Network color equipment; also Telechrome Flying Spot Scanner for local origination and projection of transparent 2 x 2 color slides. This equipment will handle titles, captions, credits, photographic stills and test pattern, all in color.

WMAR-TV channel 2

Telephone MULberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
ELWYN JOHN LEWINSKI

LEW LEWINSKI, vice president and account executive at Newby & Peron, Chicago, is strongly convinced that "advertising doesn't mean a thing unless it is followed through with merchandising at the retail level."

As a veritable one-man agency within an agency, he has personally sold his own accounts for the past six years. The accounts are small, for the most part, but Mr. Lewinski has won the respect of his clients for his judgment, and they stay with him. He has been grounded in retail and marketing work, not to mention sales promotion activities for the Hearst chain.

Elwyn John (Lew) Lewinski was born in Lake Geneva, Wis., on Sept. 5, 1900. After high school he worked briefly for U. S. Rubber Co. and, having majored in a special journalism course for returning veterans, became editor of a Lake Geneva weekly. Mr. Lewinski wrote editorials and peddled advertising. He also organized and served as secretary of the local Chamber of Commerce for three years. He served two years during World War I with the 32d Division of the 120th Field Artillery unit.

Mr. Lewinski joined Campbell-Ewald as a copywriter and contact man when he came to Chicago in the '20s, then sold direct mail business for Rogers & Co., a printing concern.

His first big-time brush with newspapers was in the promotion department of Hearst's Chicago Herald-Examiner. He was director of advertising and promotion for four and a half years and also wrote continuity for KYW, then in Chicago.

In the early '30s he left the newspaper and organized his own agency, Advisors Service, in partnership with James Blackburn (now of Blackburn & Hamilton).

Mr. Lewinski subsequently went to Philadelphia for three years on behalf of Therman Controls, handling marketing and other chores. Returning to Chicago, he became vice president and advertising director of Ferris Pharmacal Co. (proprietary medicine). Hearst's Herald-American then enticed him back as promotion director. His big job was as executive secretary for the newspaper's heavily promoted Chicago Conference for Youth. In 1945 he was invited to join Newby & Peron as copywriter and continuity man.

Mr. Lewinski also handles advertising for KHMO Hannibal, Mo.; WJSV (TV) Elkhart, Ind., and for H-R Representatives.

Mr. Lewinski married the former Joyce Bostetter. They have a daughter, Diane, 25. The Lewinskis live in Arlington Heights. He belongs to Sigma Delta Chi and Beta Phi Delta, and likes gardening and fishing.
PUT YOURSELF IN THIS PICTURE

with a 4-word slogan

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!

TELEVISION CENTER

KMTV

CHANNEL 3

MAY BROADCASTING CO.

OMAHA

Represented by

Edward Petry & Co., Inc.

---

OMAHA’S most looked-at—most listened-to television station—KMTV—wants to trade a free week for 2 in glorious Sun Valley for a 4-word slogan that best typifies its tremendous selling power in the rich Nebraska-Iowa market.

No box tops to save ... no jingles to rhyme ... nothing to buy! KMTV wants just 4 clever words.

This is a contest for the trade only—the television, radio, agency people, time buyers, and advertising personnel, who heretofore, poor souls, were made the outcasts of the contest bonanza by the fine print that says "our employees, advertising agency, and their families not eligible."

Prizes scrupulously avoid anything in the "shoot 'em up" or space travel line, and aim at these more basic needs:

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.
some spots are better

To be top man at the trading posts, beat your sales drums with a 5-minute across-the-board Radio news franchise.

In any market, more people turn to Radio for news than to any other medium . . . and more people listen to Radio news than to any other type of programming. 5-minute news programs on the eight Radio stations represented by NBC Spot Sales all feature well-known local personalities who integrate your sales messages into news strips of

For the best spot, at the right time, at the right place
important world and local events. This kind of selling has put feathers in the caps of many big sales chiefs.

It doesn’t take a wad of wampum to pre-sell your products or services with Radio news programs. Highly productive 5-minute shows in these markets can be bought for the average low, low cost of 89¢ per thousand listeners.

Call your NBC Spot Salesman for a powwow and see. Source: Pulse
Black and white is going strong, but...

**WBEN-TV prepares for COLOR**

**BUFFALO EVENING NEWS**

Color Television

The Federal Communications Commission recently took far-reaching action in approving an industry program for colored television. Before approval, it was subjected to scrutiny and examination to determine if it was, in fact, "in the public interest." The commission determined that it was. The program establishes standards which, in all probability, will govern color telecasting for many years to come.

Indeed, in some cases it probably will be quite a spell before the entire industry catches up with these high standards. They were developed to insure the utmost in picture and color value for the viewer. In taking this action, furthermore, the commission reversed a previous decision which would have formalized a noncompatible color system. Thus to a degree every existing black and white receiver would have been obsolete. This reversal took courage and deserves public commendation.

Since the national standards have been approved by the commission, every owner of a black and white receiver is assured that no matter how a station telecasts, in either color or black and white, he will get his money's worth through his present receiver. Indeed, due to the more critical requirements for color telecasting, the average black and white image will be sharper than at present.

Since the commission approved the new color standard, a number of prophets of doom have appeared. They have conjured a variety of difficulties which the industry and the public will face, in part, and some of which never will materialize. They appear to be especially concerned over the problems the manufacturers will encounter in developing color television receivers.

They wonder how long it will be before color television receivers are as cheap, let us say, as present-day black and white models. Well, the way to find out is to let the industry, all segments of it, go ahead and show what it can do. Most of those interested or affected are doing exactly that right now. To bring the matters into public focus, WBEN-TV already has made some installation of color equipment. More will follow. Sylvania, another home-town enterprise, likewise is moving right ahead in this manufacturing front, and to our knowledge most of the important manufacturers are doing likewise.

Some segments of the industry say they are going into particular phases of development, hoping to skip over the difficulties — and costs — of the early stages using smaller tubes. But we have every confidence that competition will take care of these matters and spur on those who now may be lagging. But it should be recognized it is their business to determine whether they go into color or not, just as it is the manufacturer's business to determine whether he is going to concentrate upon AM or radio receivers or attempt to meet the opportunity that exists in the FM field.

The purpose of all this simply is to say to the public — and we think we know at least enough about it to be qualified to say it — "Don't be misled by the cries and alarms about color television." It's coming, and will be a vast improvement over black and white. Tubes, as of today, are smaller than the larger sizes to which you are accustomed in black and white, but even now research is going on to provide larger sizes.

Once the production lines are rolling; once the manufacturers are in a position, through actual experience, to learn all the bugs and how to eliminate them, progress will be even more rapid. To that extent, color television is worth waiting for. The pioneers, who probably were the pioneers in buying black and white sets, however, are going to decide that color will be worth what the first sets cost and many know that black and white sets bought five years ago are giving very satisfactory black and white service today. Those pioneers have no regrets; they have had their money's worth, if anyone ever did.

In the meantime, for those who are not yet TV fans, black and white receivers at present prices with all the advantages they offer still are a great buy. They will not be obsolete when color comes, but after you see color you may decide that you want a color receiver but quick. Well, the people in the manufacturing and distributing end of the business who are working with these problems today will have some very desirable color receivers to offer. And if you don't want to see or hear about TV, radio still is going great guns.

---

Channel Four
Buffalo 2, N. Y.

WBEN-TV

Represented by Harrington, Righter & Parsons, Inc.
FOOD FIRMS BOOST BUYS ON RADIO-TV FOR LENT

Planning and budgeting are in preparation for the season which starts March 3, a special B&T check shows. In addition to new purchases, advertisers change radio-TV copy appeals.

ADVERTISERS are turning their planning, and their budgeting, to special campaigns during the Lenten season, starting March 3.

With the annual religious observance still a fortnight off, timebuyers have started making radio and tv commitments, adding a substantial block of new placements to the spot market.

Late arrival of the sacred season, with its impact on Net and in the habits of many millions of people, has delayed the usual purchases of time brackets. Approach of Ash Wednesday, March 3, finds many campaigns in the works but not yet in the final contract stage.

Before April, additional campaigns will be placed on large numbers of stations for sacramental wines and matzohs in connection with the Passover holidays.

A spot check by B&T of agencies representing hundreds of food accounts and related items in all parts of the nation indicates high interest in the shifting dietary practices of those observing the Lenten season.

Push Meat Substitutes

Advertisers with meat substitutes are planning many special spot campaigns in both radio and tv.

Another important Lenten trend not reflected in advertising budgets is found in the changing copy appeals on both network and spot programs.

Principal interest in Lent and the Passover holidays appeared to center in New York, though a number of West Coast firms already have sought special time periods for the religious days.

Among the eastern advertisers promoting their products for Lenten menu ideas are Morton frozen foods, Norwegian sardines, Norway sardines, A-1 sauce, Franco-American spaghetti and Minute Rice.

Morton frozen foods, starting March 3, will promote its fruit pies on NBC-TV's Today and also is placing a tv spot announcement campaign in 55 cities starting the last week in February for 52 weeks to promote on a year-round basis its Morton frozen meat pies. Ted Bates Inc., New York, is the agency.

Norwegian Frozen Fish Ltd. is planning a radio and tv campaign for its Frionor products, through Creative Adv. Service, Jersey City.

Norway sardines launches its 1954 drive in six major markets using both radio and tv starting March 1. Except for a short break right after Lent, the campaign will run through the end of the year. This is the third year the firm has used such a campaign in the six markets. McCann-Erickson, New York, is the agency.

Effective March 1 an A-1 sauce Lenten recipe contest campaign will begin, continuing through April 10, sponsored by the food division of G. F. Heubeltn & Bros. Radio spots now on air on a 52-week basis will promote the contest, which features $2,000 in prizes for best names submitted for a fish-sauce recipe. Agency for A-1 is Scheldeir, Beck & Werner, New York.

Campbell Soup Co.'s Franco-American spaghetti will shift its copy theme on both its CBS-TV show, Double or Nothing, and its Grand Central Station on CBS Radio as well planned to reach consumers during a concentrated 12-day period. The schedule permits a store operator to promote his own choice of tuna fish and other related items needed for this Lenten casserole idea. A packet containing an ample supply of "perfect Lenten recipe" leaflets will be distributed to the stores. All display materials will picture Bob Hope in a caricature.

Several West Coast agencies claimed difficulty in securing good radio and tv spot time. Others said participation programs of interest to clients are "full of competing commercials" and as a result, their programming plans must be revised.

Westgate California Tuna Packing Co., San Diego (Breast-O-Chicken), which sponsors the half-hour NBC syndicated film Victory at Sea on KFMB-TV that city, will also use daytime participations on a varied schedule, on tv programs in 12 major markets starting today.

Placement is through Foote, Cone & Belding, Los Angeles.

French Sardine Co., San Pedro, Calif. (Star Kist), going in with the Lenten season starting March 1 will include a Holiday in Hawaii contest on its thrice weekly 15-minute participation in the CBS-AM-TV Arthur Godfrey Time simulcast, Mon.-Wed., and alternating Fri. 10:30-10:45 a.m. EST. Contest will be built around the "Star Kist Tuna Aloha" recipe. Rhodes & Davis Advertising, San Francisco, is the agency.

Superior Macaroni Co., Los Angeles (West Coast manufacturers and distributors), through Barnes-Chase Co., that city, starting March 3, will concentrate a campaign in the southern California area. In addition to KCOP (TV) Chef Milani Show a varied schedule of participations will be used on the KHII Norma Young Show and the KFII Bert Wheeler Show.

ChicagO Activity Spotty

Activity on food accounts placed by Chicago agencies or Chicago branches appeared spotty, according to a spot check of some 20 firms.

The most extensive Chicago plans seemed to be underway at BBDO and J. Walter Thompson Co. agencies.

BBDO, which handles International Minerals & Chemical Corp. (Accent seasoning), with spots on NBC-TV's Today, indicated that the show would offer certain Lenten suggestions emphasizing seafoods.

International is buying spots for Accent on a seven-station hookup for the Ken & Carolyn show, on which it will use the same approach. The stations are WHDH Boston, Mass.; WGAN Portland, Me.; WTAG Worcester, Mass.; WSPR Springfield, Mass.; WPJB Providence, R. I.; WHAY New Britain, Conn., and WGUY Bangor, Me.

Swift & Co. will promote All-Sweet Margarine on its portion of the ABC-Don McNeil Breakfast Club (radio only) and the Garry Moore Show on CBS-TV in the making of hot cross buns, a traditional Lenten favorite.

Kraft Foods Co. will stress its many cheese dishes on its Kraft Television Theatre (NBC-TV, Wednesday, 9-10 p.m. and ABC-TV Thursday, 9:30-10:30 p.m.). It also will promote its Light 'n Whippy whip. IWT is the agency for Kraft and Swift.
RCA PICKS K&E, GREY AND LEFTON TO HANDLE $12 MILLION IN ACCOUNTS

Agency threesome picks up the business previously carried by J. Walter Thompson. Each will handle part of the company's overall advertising along with RCA's three other agencies.

THE WINNERS—three of them—in the race for RCA's estimated $12 million advertising business were announced last week.

Kenyon & Eckhardt, Grey Adv. and Al Paul Lefton Co. were designated to handle the advertising which for the most part has been handled by J. Walter Thompson Co. for the past 10 years.

These portions of the RCA advertising business were not affected: RCA Communications continues with Gehrich Assoc., and RCA financial advertising remains with Albert Frank-Guenthner Law, while the Ross Roy Agency continues to handle RCA Custom Records, the Thesaurus, syndicated radio programs, and Camery Records.

RCA President Frank M. Folsom announced the long-awaited decision last Thursday. Speculation had been widespread since RCA's decision to leave J. Walter Thompson Co. became known several weeks ago [CLOSED CIRCUIT, Dec. 21, 1953].

In Effect Now

The new appointments are effective immediately, Mr. Folsom's announcement last week said.

Kenyon & Eckhardt, New York, which ranked 13th among agencies in radio-television billings last year, but which has had no part of the RCA account recently, added what was estimated to be more than $5 million through its designation as agency for RCA-sponsored radio and television shows, RCA Victor Home Instruments, and RCA institutional advertisements.

K & E billed approximately $15.2 million in radio and television during 1953. The agency, which is almost 30 years old, is headed by William Lewis, who has been president for the past three years, and Thomas D'A. Trophy, chairman of the board. Mr. Lewis, being named president, was vice president and account supervisor on Lincoln Mercury and Ford Motor institutional accounts. Prior to that he was vice president in charge of radio and television for the agency. He has been with the firm for the past nine years.

Grey Adv., which already had handled the NBC Film Division advertising, was awarded the entire NBC and the RCA Victor Records accounts.

Grey also handles the Emerson Radio & Phonograph Corp.'s product advertising, which presumably would have prevented its taking on similar lines of RCA.

The Grey agency was founded about 36 years ago by Lawrence Valenstein, who is still president of the firm. Arthur Fatt, executive vice president, joined Mr. Valenstein, 32½ years ago and the two men have been running the agency ever since.

Al Paul Lefton Co., Philadelphia, was named agency for RCA home appliances and electronic products. The company already had the RCA dehumidifier, RCA room air conditioners, and the RCA Victor employment program accounts, as well as those of the RCA Service Co., Gloucester, N. J., and RCA Victor Distributing Corp., Chicago.

Arizona Brewing Buys 'Tavern' in 8 Tv Cities

ARIZONA Brewing Co., Phoenix, for its A-1 Pilsner beer, is sponsoring the tv film series, Duffy's Tavern, in eight tv markets in five southwestern states, effective last Monday, according to Advertising Counselors of Arizona, agency which placed the account.

The 52-week contract, claims to be the first regional tv sponsorship of Duffy's Tavern, includes KOV-TV Albuquerque, KROD-TV El Paso, KLAS-TV Las Vegas, KPHO-TV Phoenix, KOPO-TV Tucson, KIVA-TV Yuma, KSWV-TV Roswell, N. M., and a San Diego outlet yet to be named.

The contract, signed by J. F. Lancer Sr., Arizona Brewing Co. president, represents a substantial increase in the firm's 1953 advertising billings, the announcement said.

Carter Buys Into 'Three Plan'

CARTER PRODUCTS Inc., New York, has bought into NBC Radio's "Three Plan," calling for three participations per week, starting March 1, on Second Chance (Mon., 11:45-12 noon), Fibber McGee and Molly (Wed., 10-10:15 p.m., EST), and It Pays to Be Married (Fri., 5:45-6 p.m., EST). Agency: Ted Bates & Co., New York.

PAPER-MATE SPOT SEEN $1.6 MILLION

THE radio-television spot announcement budget of the Paper-Mate Pen Co., Culver City, Calif., will exceed $1.6 million in 1954 at the present rate, executives of the firm announced last week. During its three years Paper-Mate has increased broadcasting expenditures constantly, with emphasis on tv, the announcement said.

T. J. Welsh, vice president of Paper-Mate Eastern Inc., New York, said the firm also plans to sponsor a "top network program sometime in 1954," although the backbone of the campaign will remain spot, he said, based on a survey by Foote, Cone & Belding Inc., account agency. The survey revealed the advantages of spot in extensive coverage of the national market, in frequency and in market flexibility, Mr. Welsh said.

Radio, he said, would "continue to play an important role in Paper-Mate's advertising plans because of variations in tv set penetration, difficulties in securing good time in one-station markets, the important segment of the population which can be reached through automobile radios and the already proven effectiveness of the Paper-Mate jingle in 20-second chain breaks," he added.

EXECUTIVES of Needham, Louis & Brborby advertising agency convened in Chicago recently for a special conference on color television. L to r: John Willoughby, vice president and director of Needham, Louis & Brborby Ltd., Toronto; Frank Pittman, manager of the agency's Hollywood branch, and Dick Eastland, NL&B New York. Meeting at the Tavern Club, tv creative and production personnel agreed video holds out good possibilities for advertisers willing to "grow up with it."

Exquisite Form Plans For Tv Spot, Network

Company officials believe that new lock-type bra will be in good taste for tv advertising and prompt lifting of network taboo that had been placed on such commercials.

EXQUISITE Form Brassiere Inc., New York, after a tv test in New York, is ready to use television on a national scale and is discussing possible participations on NBC-TV's forthcoming home series or another network program, plus a national spot campaign, if the so-called bra ban can be lifted.

The company feels that it has the answer to the ban in its newest strapless Bra-O-Matic which, it says, stays locked in place despite any violent torso movements, so that live models can twist, turn, bend forward and back to demonstrate the "no slip, no sag, no squeeze" features without violating the strictest requirements of good taste.

Models Don't Freeze

Until now bra models have had to remain frozen before the tv camera. "The function of this rule," Robert E. Heyn, vice president of Exquisite Form, said last week, "has been to avoid any possibility of indecent suggestion. Tv executives have felt that a brassiere, by itself, has a suggestive effect, and that any movement by the model might well multiply that effect."

"This has led to the well-known anomaly whereby actresses, singers and dancers, wearing scanty or low-cut costumes, have been permitted to be deliberately suggestive, while restrained, wholly decorous presentations of bras which completely cover the bosom have been banned."

Last December, when Exquisite Form announced in advance that it planned to show bras on moving models on the ABC-TV's My Guest show, the display was banned by network officials just one half hour before the...
show went on the air, spokesmen for the advertiser reported, adding that a later attempt was banned by DuMont officials.

Accordingly, it was decided to conduct the tests on a single station without advance fanfare, and to await public reaction before proceeding further.

The tests were conducted on WPIX (TV) New York on the Ethel Thorsen Sunday night night fashion show on Jan. 10 and Feb. 7. Each of the tests drew over 500 letters, Mr. Henry reported. "Not one letter was critical. There has been not one complaint of a breach of good taste."

Six Models Used

Six models were used, wearing both white and black, cotton and nylon lace bra styles, together with floor-length petticoats and half-slips. In the intervals while the models changed, Miss Thorsen interviewed officials of the firm, who demonstrated the pushbutton feature of the bra while holding it in their hands.

The success of the test has made it possible for the company now to consider further television participations, to be launched in April. Charles Fatt, executive vice president of Grey Adv., agency for Exquisite Form, is understood to have been one of the staunch supporters of the television test.

Peter Pan on TV

PETER PAN FOUNDATIONS, Inc., one of the largest foundation advertisers, will go into television for the first time with spot announcements on the Nancy Craig show on WABC-TV New York. To test the effectiveness of TV the firm is offering a giveaway of a fittng chart and tape measure. If the test proves successful, Peter Pan will go into other areas of the country with a spot announcement campaign that will supplement its current advertising in other media.

Wheelock Takes Agency Helm; Bailey Resigns

ARTHUR A. BAILEY, president of Ward Wheelock Co., advertising agency, Philadelphia, has resigned from the agency and Ward Wheelock, board chairman, has replaced him as president in addition to his duties as chairman of both agencies.

In other changes Walter L. Stocklin was named executive vice president and Robert C. Alexander was appointed vice president in charge of radio and television.

Mr. Alexander has been with the agency since 1937 and has been manager of its radio-television department since 1945. The changes took place at a special board meeting upon Mr. Wheelock's return from Europe where he was working for the Eisenhower Fellowship Exchange Foundation.

New Cincinnati Agency

NEW advertising agency, Peck-Heekin, has been formed in Cincinnati with offices in the Mercantile Library Bldg. Principals are Richard F. Peck, former radio-television buyer at Procter & Gamble Co., and James R. Heekin Jr., active for nearly a decade in Cincinnati advertising circles.

DuffyQUESTIONS OVERCOMMERCIALISM

BBDO president says viewers are dissatisfied because of number, not quality, of TV commercials. He lays the blame to cowcatchers, hitchhikes and spots between programs.

THE PROBLEM of too many commercials on TV stations is in the "lap of the industry," Ben Duffy, president of BBDO, said Feb. 14 on CBS-TV's "Man of the Week" program.

Too many commercial messages cause viewer dissatisfaction with all commercials, Mr. Duffy said. The public's objections come from the number of commercials, he added, not the quality.

Mr. Duffy said it was the cowcatchers, hitchhikes, and the station spots between programs that give broadcast advertising a black eye in the mind of the public. The sponsor of a 30-minute program is entitled to three minutes of commercials, he pointed out. That does not constitute over-commercialization, he said.

The responsibility of keeping the number of commercials within bounds is the station's, Mr. Duffy said. It is not the problem of the advertiser or of the advertising agency, he added.

News Panel

Mr. Duffy was quizzed by a news panel comprising Edwin H. James, B&T senior editor; Sylvia Porter, New York Post, and William H. Lawrence, New York Times. Ron Cochran, CBS commentator, acted as moderator.

Notwithstanding some abuses, Mr. Duffy commented, "we're getting along pretty well . . . we're giving the people what they want." Latest attack on radio and TV commercials came from publicist Edward L. Bernays who claimed a survey of "influential" people showed that the public does not like broadcast advertising (B&T, Feb. 1).

Mr. Duffy also said that TV's impact on radio had leveled off. "Radio will remain always," he said.

Color TV costs have been exaggerated, the BBDO president said. "Most advertisers who have a product which will show up well in color will use color TV," he said.

Mr. Duffy was questioned closely about the alleged influence of advertising men in the political campaigns. He responded that it was not possible to talk the country into one. However, it is possible to generate public and business spending so that a depression can be staved off, he said. The Advertising Council campaign intends to present facts (on employment, unemployment, national income, etc.), not simply inspiration, he said.

Cullmans Elected to New Posts With Philip Morris

ELECTION of Joseph F. Cullman Jr., chairman and president of Benson & Hedges, and Joseph F. Cullman III, executive vice president of Benson & Hedges, as directors of Philip Morris & Co., was announced last week by O. Parker McComas, president and chief executive officer of Philip Morris.

Mr. Cullman Jr. also was elected chairman of the executive committee of Philip Morris, which also includes Board Chairman Alfred E. Lyon and Mr. McComas. Mr. Cullman III was elected a Philip Morris vice president.

B&B is Subsidiary

Philip Morris recently acquired Benson & Hedges, makers of Parliament filter mouthpiece cigarettes, as a subsidiary (B&T, Feb. 8). Philip Morris roster of products includes Philip Morris, King-size and regular; Dunhill king-size plain and cork-tipped; Marlboro, plain and ivory-tipped; English Ovals, and mentholated Spuds, plain and cork-tipped.

Net profits of Philip Morris & Co. for the nine-month period ended Dec. 31, 1953, were announced last week as $9,856,345 or $3.65 per share of common, as compared to $8,041,325 or $2.91 per share for the corresponding period of 1952. Earnings for the third quarter

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ended Dec. 31, 1953, were reported at $2,783.480, or $1.01 per share of common, as against $2,257,276, or $8.00 per share, for the third quarter of 1952.

FALSTAFF BUYS HALF OF 'GAME OF DAY'

FALSTAFF Brewing Co., St. Louis, has signed for sponsorship of one-half of the daily play-by-play broadcasts of the Game of the Day feature over Mutual three days a week, starting on March 28 with pre-season training games, it was announced last week.

Falstaff, through McCaffer-Fitzgerald-Sample, will sponsor one-half of broadcasts of major league baseball games over 350 stations on Monday, Wednesday and Friday one week, and on Tuesday, Thursday and Saturday on the following week. Other portions of the feature are being made available for local cooperative sponsorship.

This marks the fifth consecutive season Mutual will present major league baseball. Every club in the American and National leagues will be covered by the program with broadcasts scheduled to emanate from the home parks of the Brooklyn Dodgers, New York Giants, Cincinnati Reds, Milwaukee Braves, New York Yankees, Philadelphia Athletics, Boston Red Sox, Detroit Tigers, Cleveland Indians, Washington Senators and Baltimore Orioles.

NCAA Invites Proposals On Football TV Plans

NATIONAL Collegiate Athletic Assn.'s 1954 Television Committee has invited member colleges and all interested parties, including networks, advertisers and agencies, to be present at hearings today (Monday) in New York for suggestions on tv plans for the forthcoming football season.

The Committee, under the chairmanship of C. Harvey Cassill, athletic director of the U. of Washington, was directed by a resolution adopted at the annual convention of NCAA in Atlantic City on Jan. 8 to formulate a tv program for the 1954 football season.

The resolution also contained the following directive:

"The Committee shall hold hearings at which all member colleges and interested parties shall have full opportunities to be heard and make proposals for the 1954 tv program. . . . As promptly as possible after such hearings, the Committee shall formulate a 1954 tv program. . . ."

Both in 1952 and 1953 NCAA's Game of the Week was presented over NBC-TV under the sponsorship of General Motors Corp.

Delegates at NCAA's convention in Cincinnati in January expressed almost unanimous opposition to relaxation of the limited program of telecasting college football games that has been in force since 1950 [BVT, Jan. 11].

Grey to Move Headquarters

GREY Adv., New York, effective May 1, will move to a new building at 430 Park Ave. New York, from its present headquarters at 166 West 32d St. The 37-year-old advertising agency will be the largest single tenant in the building and will occupy four and one-half floors of the 18-story building.

WITH Anheuser-Busch (Budweiser) sponsoring, WTVI (TV) Belleville, Ill. (St. Louis), will telecast all 77 of the St. Louis Cardinals' road games. Agreeing on the contract are (l to r): J. C. Machacek, D'Arcy Advertising Co. account executive; Walter C. Reisinger, Anheuser-Busch assistant advertising manager; Raymond Krings, Anheuser-Busch advertising manager; Harry K. Renfro, D'Arcy account executive; Harry Tenenbaum, WTVI executive vice president, and John I. Hyatt, WTVI general sales manager. The ch. 54 station will air the first game April 15 at Milwaukee with the Braves. D'Arcy handles the Anheuser-Busch account.

Armstrong Offers 'Playback' To Dealers on 50-50 Basis

THE ARMSTRONG Tire & Rubber Co., West haven, Conn., is offering to its dealers all over the country participation, on a 50-50 cooperative basis, in sponsorship of The Big Playback packaged by Screen Gems Inc., New York.

Leo S. Klzar, advertising manager of Armstrong Tire & Rubber, said this was the first such arrangement to be made with a national tire distributor. He expressed confidence Armstrong dealers would be quick to take advantage of the opportunity to buy a top-rate show for half the time and talent costs. The company, which placed the deal direct, will supply commercials.

Nestle Buys Night Slides

SIGNING of Nestle Co. (Nescafe) for participations six nights a week in the all-night program carried by four NBC-owned radio stations was announced last Thursday by George Dietrich, national radio manager for NBC Spot Sales. The stations: WNBC New York, WTAM Cleveland, WMAQ Chicago, and KBNC San Francisco. The all-night programming is handled individually by the stations, starting at about midnight. Agency for Nestle: Sherman & Marquette, New York.

'Spot' New Business

Howard Clothes (clothing stores), N. Y., expected to start radio campaign on 40 to 50 stations in about 10 markets effective March 17 for 12 weeks. Agency: Peck Adv., N. Y.

Gillette Razor Blade Co., N. Y., buying 10 minute radio segments, twice weekly in Ontario and Manitoba, Canada, effective March 1. Agency: Maxon Inc., N. Y.

TreeSweet Products Co., Santa Ana, Calif. (frozen orange juice), begins initial tv spot announcement campaign with average of 22 spots weekly on five Hollywood stations for 8-10 weeks from Mar. 1. Agency: BBDO, L. A.

NETWORK—NEW BUSINESS

Corn Products Refining Co. (Lintil), effective March 15, to sponsor a quarter-hour period of Garry Moore Show, CBS-TV, Mondays, 1:45-2 p.m. Program runs half hours Monday-Friday and full hours on Tues. and Thurs. It is now sold out, with total of 14 sponsors. C. L. Miller Co., N. Y., is agency for Corn Products.

W. P. Fuller & Co., S. F. (paints), to sponsor radio newscasters Knox Manning and Elmer Peterson (Mon.-Fri., 4:55-5 p.m. EST), over NBC's west coast network, starting March 1. Agency: McCann-Erickson, S. F.

NETWORK—RENEWAL

Assn. of American Railroads, Washington, renew Railroad Hour on full NBC radio network for 13 weeks, effective March 29 (Mon., 8-8:30 p.m. EST). Agency: Benton & Bowles, N. Y.

Bank of America National Trust & Savings Assn., S. F., renews Mon.-Fri. quarter-hour Ralph Story's Top of the Morning on 12 CPM California stations (7:15-7:30 a.m. PST) for 52 weeks from today (Monday). Agency: Charles R. Stuart Advertising, same city.

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TPA Plans Campaign For ‘Star Showcase’

Sillerman reports many regional sales, but stresses drive for local ones. Firm plans to market $5 million in TV film syndication products in ’54.

PLANS for launching a national sales campaign on behalf of Your Star Showcase featuring Edward Arnold as host and commentator, were discussed at a four-day account executive clinic of Television Programs of America in New York last week.

Michael M. Sillerman, executive vice president, told the meeting that the series has been signed for up in major regional markets but said the campaign will stress sales at the local level. Included in Your Star Showcase series are 20 comedies, 20 adventure dramas and 12 suspense films, which were produced at a total cost of about $2 million, TPA spokesmen said.

Presiding at the clinic was Milton Gordon, president of TPA. He said the company during 1954 has committed itself to the marketing of six new TV film properties involving an estimated $5-million investment.

New TPA account executives, introduced at the clinic and bringing the sales force up to 25, were Alton Whitehouse, formerly an account executive, with the Frederic W. Ziv Co.; Edwin H. Kasper, previously advertising manager for a publication in Boston; Norman Land, recently an account executive with Ziv, and Herbert L. Miller, former TV an account executive with United Television Programs.

CBS-TV Film Services Offers Reference Reels

CBS-TV Film Services Dept. has prepared reference viewing reels of excerpts from its specially-photographed “rear projection library” as a guide for producers, directors, sponsors and advertising agencies. Prints of the reference reels are being made available at laboratory cost or on a rental basis.

The reference reels are made of 10-foot clips from each full-length scene in the library. Fixed position backgrounds and traveling backgrounds are on separate reels. Though the original scenes are shot on 35mm, the reference reels are on 16mm. R. Grant Thes, manager of the Film Services Dept., said many of the CBS-TV rear projection film clips were shot for specific shows, and that additional scenes will continue to be shot as needed. The “RP” scenes available run from two to seven minutes, and include such varied shots as drifting clouds, the Queen Mary docking, rustic farmyards, holiday rush at Pennsylvania Station, and a speeding train.

Interstate Names Three As Sales Representatives

APPOINTMENTS of three new sales representatives to the staff of Interstate Television Corp., New York, wholly-owned TV film subsidiary of Allied Artists Picture Corp., were announced last week by Lloyd L. Lind, vice president and national sales manager of Interstate.

The new representatives are Rex Gay, previously with McCall’s Publications, who will cover Wisconsin, Illinois, Indiana, Kentucky and eastern Missouri; Robert C. Miller, recently division manager of NBC Radio Spot Sales in Cleveland and Chicago, who will service Ohio, Michigan, western Pennsylvania and West Virginia, and Jay Rubin, formerly with the Chicago sales office of Allied Artists, whose territory will be Iowa, Kansas, Minnesota, western Missouri, Nebraska and North and South Dakota.

Kling Expands Again

KLING STUDIOS Inc. has announced construction of a third sound stage underway at the company’s Hollywood branch at an estimated cost of $50,000. The expansion was described as an “immediate necessity” because of considerable volume of TV film-motion picture production. According to Fred Niles, vice president in charge of Kling’s TV-motion picture operations, construction is expected to be completed in March.

FILM SALES

ABC Film Syndication announced last week that KBTV (TV) Denver has purchased additional 26 weeks of Racket Squad series six weeks after the start of the original 26-week cycle.

KPHO-TV Phoenix, KEYT (TV) Santa Barbara, Calif., and XETV (TV) Tijuana (San Diego), have acquired multiple-run rights to 27 feature films from Comet Television Films Inc., Hollywood. Contracts, negotiated by Walter A. Kling, West Coast sales manager, cover one-year period and involve Harry Popkin features, Hal Roach comedies and others.

NBC Film Division announced last week that Jungle 714 has been sold in 12 new cities, raising total number of markets for the show to 139. Recent sales on other division properties have raised total markets on Inner Sanctum to 68 and Victory at Sea to 93.

KING-TV Seattle is the 57th market telecasting Time for Beauty, half-hour children’s program created by Bob Clampett Productions, according to Dwight W. Whiting, general manager of Consolidated Television Sales. Recent sales of the series have been made by Consolidated to KEYT (TV) Santa Barbara and KBAK-TV Bakersfield, Calif., WCAU-TV Philadelphia, KGO-TV San Francisco and WMAL-TV Washington.

FILM DISTRIBUTION

Cavalcade Television Programs Inc., Hollywood, will handle product distribution of Cornell Film Co., N. Y. in 11 western states. Recently acquired package consists of approximately 100 shorts, including two quarter-hour series of 13 films each, Adventure Out of Doors and an untitled golf series.

Comet Television Films Inc. now has available for distribution a new series of 104-five-minute films titled Health and Happiness Club, and featuring Phyllis Borden.

M & A Alexander Productions, Hollywood, has acquired tv distribution rights to 13 outdoor feature films, starring Gilbert Roland and Duncan Renaldo, which were all produced since 1945.

Pan-American World Airways is making available to TV stations, clubs, churches and civic groups a 23-minute sound color film, “Wings to Haiti.” Film may be obtained free of charge from Pan American offices.

FILM PRODUCTION

Victor Stoloff is shooting the remaining films in New Orleans Police Department in that city, after completing the first half-hour film in a series based on the Royal Canadian Mounted Police. S & S Films Ltd. has been formed in Ottawa to finance him in production of the latter series.

Revue Productions, North Hollywood, has completed first half-hour film in Affairs of Anne, newest proposed half-hour TV series. A straight drama, Margarette Chapman is featured as a lawyer. Richard Irving is director.


American National Studios Inc., Hollywood, announces early March production for Pick Your Winner, series of 39 half-hour films, to be produced by Larry Finley, KFWD Hollywood disc jockey. An audience participation show, to be filmed in the theatre originally built on the lot for the former CBS-TV Red Skelton Show, “unprecedented cooperation in allowing plugs for major company feature films” will be offered, according to an ANS spokesman. Four name guest stars will appear in each episode, through which as many as four motion pictures may be exploited.

S.H.A. Co., Hollywood, is shooting the first half-hour film in the proposed Dr. Christian series at Flying A Pictures. Supervising production arrangements is Joseph McCaun, of McCann-Erickson Inc., who served as executive producer on the CBS Radio version of Your Star Showcase.
Hollywood, with location scenes in the cities in which the cases took place.

Theodora Productions Inc., Hollywood, has been formed with setor Corin Wilde as president-treasurer and his actress-wife, Jean Wallace, as vice-president and secretary, to independently produce motion pictures and tv films, both here and abroad.

Ham-Let Productions, Hollywood, has been formed by Thad Swift, Norman Rice and attorney William Stroing, to film a series of 13 half-hour programs, based on a "private eye" who inherits a clarivoyant pig. A satire on the stereotyped tv detective, financing of the situation comedy series is being negotiated by Earl Goodman and Associates, that city.

Screen Gems TV, Hollywood, with one half-hour series, "Pride and Prejudice," will produce three series, starring Howard Duff, is readying plans to shoot additional 25 films. A co-star, to portray the other partner in an independent flying service, is being sought. Distribution of the adventure series will be handled by Screen Gems' national sales organization.

Cheryl TV Corp., Los Angeles distribution firm, moves to 442 N. La Cienega Blvd., that city.

Television Producers Inc.'s initial screening of "The Resolute," filmed tv series, produced in cooperation with the U. S. Marine Corps, will be held in Washington on or about March I with Defense Dept. officials expected to be in attendance.

Westward Productions Ltd., N. Y., is name of tv film production company established by Samuel Goldwyn Jr. Offices are at 1270 Sixth Ave., N. Y., Telephone is Plaza 7-7900.

Authors Playhouse, Hollywood, has obtained exclusive tv rights to the entire literary estate of Ring Lardner from the writer's widow, Mrs. ElleLou Lardner, with payment in joint profit-sharing basis. Production on the first film, "A Frame-Up," starts March 29 at California Studios, with son John Lardner doing the tv adaptation. Three other Lardner stories, "Anniversary," "A Day With Conrad Green" and "The Maysville Minstrel," are scheduled to follow and will be included in the series of 39 half-hour tv films, based on author's works, scheduled for completion and syndication by September.

Bob Hope has become a partner in American National Studios Inc., Hollywood, according to Fred Levy, Jr., board chairman, who further revealed the radio-tv-motion picture star will not participate in the active management of the firm, but will continue his current syndication arrangements as an investment level. Mr. Hope is also a principal stockholder in Metropolitan TV Co. (KOA-AM-FM-TV Denver) and an inactive associate in J. Hugh E. Davis Co., Hollywood program packagers.

**Facts & Figures**

**Over 6 1/2 Million Tv Sets Shipped in ’53—RETRA**

SHIPMENT of 6,656,555 tv receivers to dealers in 1953 was announced over the weekend by Radio-Electronics-Tv Mfrs. Assn., highest monthly shipment since 1950 and more than 7% above the 6,174,505 shipped in 1952. Set shipments in December totaled 656,175 units compared to 693,308 in November and 645,751 in December 1952.

Following are tv set shipments to dealers by states for 1953:

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<th>State</th>
<th>Total</th>
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<tr>
<td>Ala.</td>
<td>66,471</td>
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<td>Ariz.</td>
<td>38,492</td>
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<td>Ark.</td>
<td>20,777</td>
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<td>Colo.</td>
<td>51,415</td>
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<td>Conn.</td>
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<td>Del.</td>
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<td>Ind.</td>
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<td>Iowa</td>
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<td>La.</td>
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<td>Mo.</td>
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<td>Mont.</td>
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<td>Mass.</td>
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<td>Mich.</td>
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<td>Minn.</td>
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<td>State Total</td>
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</table>

**More CBS, NBC TV Shows Seen Live in N.Y. Than L.A.**

LESS than half the NBC-TVC and CBS-TV programs seen live in New York are carried live on these networks' outlets in Los Angeles, according to a special survey published last week by Ross Reports on Television.

The survey included an analysis of programs viewed by audiences of the key NBC and CBS television stations in New York (WNET-TV and WCBS-TV) and Los Angeles (KHBH-TV and KNXT-TV) during the week of Feb. 7-13.

According to Ross Reports, hours of scheduled network program transmissions were as follows:

WCBT-TV New York, 65 hours live, 5½% film; KNXT Los Angeles, 24½ hours live, 23% kinescope, 6% film; WNET New York, 62 hours live, 6¾% film; KNBH Los Angeles, 133 hours live, 27½ kinescope, 22¾% kinescope and 6 film.

The significance of the programming analysis, according to Ross Reports, is that rating surveys, comparative audience reaction polls and other industry services may have a new factor to consider in audience likes and dislikes that may affect current and future programming predictions.

**ARF Booklet Contains Data on Research Firms**

FACTUAL data about American Research Bureau, Robert S. Conlan & Assoc., C. E. Hooper Inc., A. C. Nielsen Co., The Pulse Inc., Television and other industry research firms is contained in a booklet put out by American Research Foundation. The booklet, which contains a listing of principals, types of service offered, cities covered, etc.—as reported by those companies in response to a questionnaire, have been compiled by Advertising Research Foundation into a 27-page mimeographed report and distributed to ARF members.

The report was prepared by a working sub-committee of the Radio-Tv Ratings Review Committee with Jay Ellingson of Fox Bros., Cone & Belding and Hal Miller of Biow Co. as co-
More Adv. Knowledge Needed, Says Kobak

ALTHOUGH advertising volume has soared to billions of dollars a year, the knowledge being used in the buying of advertising does not begin to measure up to the knowledge used when making purchases in other industries," Edgar Kobak, president, Advertising Research Foundation, said in a talk prepared for delivery Saturday at the annual meeting of the Southwestern Assn. of Advertising Agencies in Houston.

"Buyers should use sound research, based on standards set by buyers and sellers of advertising, in order to get the most out of their advertising dollars," Mr. Kobak said.

Citing the study of radio-tv rating methods now being conducted by ARF to help dispel confusion of both buyers and sellers of broadcast advertising over audience measurement data, Mr. Kobak said the effort is being made to establish standards for an ideal method for use as a yardstick in determining how well present rating services, alone or in combination, measure up to the ideal.

Although not so publicized, a similar situation exists for printed media, Mr. Kobak said.

NBC-TV Shows Fare Well In Latest Nielsen Ratings

EVEN though CBS-TV's I Love Lucy retained first place in the National Nielsen Ratings (tv) for the two weeks ending Jan. 23, NBC-TV shows took the major share of top honors in total number and percentage of homes reached.

<table>
<thead>
<tr>
<th>Number of TV Homes Reached</th>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>12,144</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>12,058</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Your Bet Your Life (NBC)</td>
<td>11,398</td>
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<td></td>
<td>4</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>11,809</td>
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<td>5</td>
<td>Jackie Gleason Show (CBS)</td>
<td>11,266</td>
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<td>6</td>
<td>Arthur Godfrey's Scoop (CBS)</td>
<td>12,144</td>
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<td></td>
<td>7</td>
<td>Philco TV Playhouse (NBC)</td>
<td>11,339</td>
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<td>8</td>
<td>Motorola (CBS)</td>
<td>10,204</td>
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<tr>
<td></td>
<td>9</td>
<td>Your Life (NBC)</td>
<td>9,872</td>
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<tr>
<td></td>
<td>10</td>
<td>This Is Your Life (NBC)</td>
<td>9,872</td>
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</tbody>
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<thead>
<tr>
<th>Percent of TV Homes Reached Program Station Basis</th>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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<tr>
<td></td>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>64.3</td>
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<tr>
<td></td>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>59.4</td>
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<tr>
<td></td>
<td>3</td>
<td>Buick-Berle Show (NBC)</td>
<td>52.1</td>
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<td>4</td>
<td>You Bet Your Life (NBC)</td>
<td>52.2</td>
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<tr>
<td></td>
<td>5</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>59.9</td>
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<td></td>
<td>6</td>
<td>Jackie Gleason Show (CBS)</td>
<td>50.9</td>
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<td></td>
<td>7</td>
<td>Arthur Godfrey's Scoop (CBS)</td>
<td>48.1</td>
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<td></td>
<td>8</td>
<td>Philco TV Playhouse (NBC)</td>
<td>44.0</td>
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<td></td>
<td>9</td>
<td>Your Bet Your Life (NBC)</td>
<td>52.2</td>
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<tr>
<td></td>
<td>10</td>
<td>Roy Rogers (CBS)</td>
<td>42.8</td>
</tr>
</tbody>
</table>

Trendex Names 'Lucy' For Week of Feb. 1-7

CBS-TV's I Love Lucy scored the highest Trendex rating for evening sponsored network tv programs for the week of Feb. 1-7. Top 10 ratings:

<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>59.1</td>
</tr>
<tr>
<td>2</td>
<td>Tall Tales (CBS)</td>
<td>50.7</td>
</tr>
<tr>
<td>3</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>44.3</td>
</tr>
<tr>
<td>4</td>
<td>Dragnet (NBC)</td>
<td>44.3</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (NBC)</td>
<td>37.9</td>
</tr>
<tr>
<td>6</td>
<td>Godfrey's Friends (CBS)</td>
<td>34.9</td>
</tr>
<tr>
<td>7</td>
<td>Jack Benny (CBS)</td>
<td>32.6</td>
</tr>
<tr>
<td>8</td>
<td>Million Berle (NBC)</td>
<td>31.8</td>
</tr>
<tr>
<td>9</td>
<td>I Love Lucy (CBS)</td>
<td>31.0</td>
</tr>
</tbody>
</table>

TRADE ASSNS.

RETMA Launches New Efforts to End Spurious Radiations in TV Sets

Association board approves New Jersey research project on tv in the classroom. Renewed efforts planned to get excise tax on tv reduced or eliminated—especially on color sets.

RADIO-Electronics-Television Mfrs. Assn. took new steps last week to eliminate the years-old problem of interference caused by spurious radiations in tv sets.

The RETMA board authorized Chairman Robert C. Sprague to name a committee to confer with FCC and work out a mutually acceptable plan for securing the compliance of all television set manufacturers—only a "distinct minority" now fail to comply, it was emphasized— with standards designed to eliminate such interference. Mr. Sprague is expected to name the committee in the near future.

The board action on radiation was one of several highlights of a three-day series of committee section, and board sessions. Others:

- The board gave its blessing to a proposal advanced by the New Jersey State Teachers College for a five-year research project on the use of television in the classroom as a basic teaching device.
- A new budget and revenue proposal for RETMA, including a projected overhauling of the dues structure, was sketched to the board and may come up at the April meeting.
- Tax Unit Suggestion
  - The tax committee recommended, and the board approved, renewal of efforts to have the Federal excise tax on tv sets reduced or eliminated, and to have color tv sets exempted altogether, at least during color's formative years.

The board's decision to empower a committee to work with FCC in dividing a plan for in industry-wide compliance with standards to avoid spurious radiations in tv sets came on the heels of a telegram sent by FCC to RETMA President Glen McDaniel urging manufacturers' cooperation in the battle against interference of this nature. But RETMA officials emphasized that they had been at work on the problem over a period of years, and that the subject had been a definite agenda item for last Thursday's board meeting for at least a month prior to receipt of the FCC telegram Wednesday.

The spurious radiations are of various types, including oscillator and "sweep" such as that arising from use of different IF frequencies. RETMA's engineering department has recommended standards to eliminate such interference, and RETMA spokesmen stressed that most manufacturers conform to these standards. The problem is how to get complete compliance. FCC authorities have indicated that they fear that non-use of the recommended 41.25 mc IF frequency, for instance, will seriously damage their ultimate solutions plan.

The research project proposed by New Jersey State Teachers college for the study of classroom use of closed circuit television was described by board members as by far the best that had yet been presented.

The preliminary phase of the study was conducted by the college with funds supplied by the Ford Foundation's Funds for the advancement of education, and the foundation was said to have indicated it will underwrite the study itself if the tv industry will provide the necessary equipment. RETMA officials pointed out that RETMA itself does not have funds for such a purpose, but that they would recommend that member companies cooperate in providing equipment.

The college estimated about $170,000 worth of equipment would be needed. The remainder of the proposed five-year project would cost about $1.3 million, it was said.

The college's plan envisions establishment on its own grounds at Montclair of "a laboratory where competent educators—teachers, administrators, and subject-matter specialists—can work with television technicians to explore scientifically the potential of this new medium." Among the phases which would be studied: impact of classroom educational television on the pupil, on the individual teacher, on the teaching profession, on methods of teacher education, on the school administrator, on the community, on ancillary educational specialties, on the curriculum itself and even on such matters as school architecture.

Other developments during the three-day meeting, held Tuesday through Thursday at the Roosevelt Hotel in New York:

- C. A. Bradford, Jr., of General Electric Co., was named chairman of a new subcommittee, to promote the 1954 Voice of Democracy contest.
- A phonograph needle section was set up by the parts div., and a military electronic equip-
The service committee recommended, and the set executive committee approved, updating of the booklet, issued jointly with Better Business (BAA) received the necessary five votes consumers should know about the purchase and servicing of TV sets.

It was also decided that support of the set service training program started last year at New York Trade School should be continued.

Seventeen new members were admitted, bringing the RETMA total to a record 373.

The statuette awarded by the Academy of Television Arts & Sciences to the National Television System Committee for its work in developing compatible color television (B&T, Feb. 15) was presented to Dr. W. R. G. Baker of General Electric, head of the RETMA engineering department and chairman of NTSC until it disbanded a few weeks ago.

Next round of RETMA section and committee meetings is slated April 16-27 in New York, after which the board will go to Niagara Falls for a session with the board of the Canadian Manufacturers Assn. on April 28-29.

**NOMINEES SELECTED FOR NARTB BOARD**

Sixty-five broadcasters are chosen to run for district posts as final elections near.

SIXTY-FIVE broadcasters were selected by the NARTB membership last week as nominees in final elections for even-numbered district board vacancies along with the five at-large directorships (one for each class).

In one of the eight even districts the nominating procedure will have to be done all over again, according to C. E. Arney Jr., NARTB secretary-treasurer. No candidate in District 12 (Kasn., Calif.) was presented by the board. Since there must be at least two nominees in a district contest, District 12 will try again after the main election.

Final ballots in the seven districts and five at-large districts will be mailed March 2 by Mr. Arney's office. They must be returned by March 18.

Thirteen nominees were named for two of the directorships and one for three vacancies.

They have until Feb. 23 to decide which class they prefer.

Five candidates will run for the large station directorship now held by Paul W. Morency, WTIC Hartford. Twenty-nine were nominated for the medium station post now held by A. D. Willard Jr., WGAC Augusta, Ga. Fifteen were named for the small-station post vacant since the death of Lee W. Jacobs, BBKR Baker, Ore., whose term would have ended this year. The fourth at-large post, fm, drew 13 nominees for the directorship held by Michael R. Hanna, WHCU Ithaca, N. Y.

No more than three persons were nominated for any single district directorship.

The nominees follow:

**LARGE DISTRICTS**

Large Stations: Martin B. Campbell, WFAA Dallas; Ralph Evans, WHO Des Moines; Paul W. Morency, WTIC Hartford (incumbent); John M. Butler Jr., WSB Atlanta; Glenn Snyder, WLS Chicago.

Medium Stations: Sam. W. Anderson, KFPA Helena, Ark. (also District 8); Joseph L. Brechth, WQY New York City; Benjamin St. Ben, WBBW Baltimore; Harry Schenck, KOIN Portland, Ore.; Eugene Carr, WHRC Cleveland; O. E. Swenson, St. Louis; William J. Beaton, WBGU Youngstown, Ohio; J. Roy Davis, WIBR Baton Rouge, La.; District Dirk, KCOM Sioux City, Iowa; Harold E. Whelchel, WHRM Cleveland; Michael R. Hanna, WQCM Atlanta; Joseph P. Cooney, WQAM Miami; Carl E. Green, W腙K Kansas City; Arthur E. Williams, KGIL Monrovia, Calif.; Thomas V. Johnson, WNLJ Providence, R. I.; and others.

**MEDIAN DISTRICTS**

Large Stations: J. W. Betts, WPTM Mayville, Ky.; Varler C. Diehr, WHOL Allentown, Pa.; Paul R. Fry, KBON Omaha, Neb.; Simon Goldman, WTTN Jamestown, N. Y. (also fm); Leonard V. Goul, WJNC-Jacksville, Fla.; District Dirk, WMYR Cleveland; District Dirk, WIBW Topeka; President, WJGG Great Falls, Mont.; Jack Younts, WBED Southern Pines, N. C.

Small Stations: J. W. Betts, WPTM Mayville, Ky.; Varler C. Diehr, WHOL Allentown, Pa.; Paul R. Fry, KBON Omaha, Neb.; Simon Goldman, WTTN Jamestown, N. Y. (also fm); Leonard V. Goul, WJNC-Jacksville, Fla.; District Dirk, WMYR Cleveland; District Dirk, WIBW Topeka; President, WJGG Great Falls, Mont.; Jack Younts, WBED Southern Pines, N. C.

**SMALL DISTRICTS**

Large Stations: J. C. Moore, WHAP Nashville; Alton Brown, WPEL Cleveland; Mike Detwiler, WAMC Hartford; District Dirk, WMYR Cleveland; President, WJGG Great Falls, Mont.

Small Stations: J. C. Moore, WHAP Nashville; Alton Brown, WPEL Cleveland; Mike Detwiler, WAMC Hartford; District Dirk, WMYR Cleveland; President, WJGG Great Falls, Mont.

**BAB ANNOUNCES CONTEST WINNERS**

'Radio Gets Results' contest conducted by BAB in quest of outstanding success stories demonstrating the selling power of radio are being announced today (Monday) by BAB President Kevin B. Sweeney.

From a field of more than 350 entries, 76 winners of first, second, third and honorable mention awards were designated in 11 different advertiser classifications. The winning stations and advertisers will receive bronze plaques (for first prize), wooden plaques (second and third prize), or scrolls (honorable mention). Each station submitting an entry will receive a citation.

"Again, these entries serve as documented proof that radio is an outstanding advertising medium for practically every type of advertiser," Mr. Sweeney asserted. "This year, many more of our member stations, everywhere in the country, provided evidence of the medium's power to sell products and services.

"We're going to release this information to other advertisers and to all BAB members.
FIG. 22
TYPICAL HORIZONTAL DIRECTIONAL PATTERN OBTAINABLE FROM A G.E. UHF HELICAL ANTENNA
SHOWS PATTERN THAT DOES NOT EXCEED THE MAXIMUM-TO-MINIMUM RATIO OF 10 dB AS ALLOWED BY FCC.
DOTTED LINE IS AVERAGE FOR STANDARD NON-DIRECTIONAL

Get your
G-E 85-PAGE
TV ANTENNA
MANUAL
today!

FIG.17
MEASURED VERTICAL PATTERNS FOR A GE MODIFIED
UHF 5-BAY HELICAL ANTENNA (TY-25-D)

PEAK POWER GAIN 18 (12.79 dB)
ZERO ANGLE POWER GAIN 15 (11.76 dB)
SOLID CURVE — RELATIVE FIELD INTENSITY
DOTTED CURVE — RELATIVE POWER

G-E Book First Practical Reference Source To
Help You Select Antenna... Solve Coverage Problems!

- Whether you're a station manager now on-the-air or about to go on... a chief engineer or new student in the television profession... be sure to read this comprehensive study of transmitting antennas and associated equipment. Its four sections cover VHF, UHF, Antenna Accessories, and Reference Data. Theory and actual operation are included... antenna patterns of many types are discussed... coverage problems, initial questions and the solution steps using FCC reference curves are clearly spelled out in a simplified manner. Antenna specifications, transmission line, waveguide and diplexer data have also been provided. This complete antenna book belongs in every television station library.

Yours for only $1.50. Spiral bound, hard cover edition now available. Write

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Here are great names in American marketing, all users of KSFO, San Francisco.
Sound reasoning, seasoned judgment, mark their choice of San Francisco radio stations. In KSFO they find the widest coverage of any Northern California independent, realistic rates that combine with consistently high ratings to give lowest cost per thousand listeners of any San Francisco station, network or independent, and splendid merchandising service that ties together advertiser, distributor, retailer and listener.

Wesley I. Dunn, President
Alan L. Torbet, General Manager
Gary Garlund, Commercial Manager
TESTIMONIAL DINNER

Broadcasters set fete for the retiring NARTB board chairman March 31 in Washington.

BROADCASTERS and persons prominent in the nation’s civil and legal life will take part in a March 31 testimonial dinner to Judge Justin Miller, who retires April 1 as N ARTB chairman of the board. [Closed Column, Feb. 15.] Presiding at the dinner, to be held in the main ballroom of the Mayflower Hotel, Washington, will be G. Richard Shafto, WIS Columbia, S. C.

Long active in NARTB affairs and for many terms a member of the board, Mr. Shaf to served a term of the 1945 committee that selected Judge Miller for the presidency. This committee had been searching for a prominent figure to direct the association’s affairs and build up the industry’s stature in national affairs.

Judge Bolitha J. Laws, chief judge of the U. S. District Court, District of Columbia, and a long-time friend, will speak of Judge Miller as a jurist.

Arthur B. Church, longtime industry leader and president of KMBC Kansas City, will speak of Judge Miller’s part in NARTB affairs.

Co-chairmen of the dinner committee are Frank M. Russell, NBC Washington, vice president, and Ben Strouse, WWDC Washington. Co-chairmen of the reception committee are Clair E. McCollough, Steinman Stations, and Robert D. Sweetey, WDSU New Orleans.

BML, which Judge Miller has served as board chairman, will provide dinner entertainment and be host at a cocktail party.

BMI Program Committee comprises Carl Haverlin, BMI president, chairman; J. Leonard Dye, right-hand man to the manager; and Paul W. Morency, WTIC Hartford.

A letter detailing arrangements was sent to broadcasters over the weekend by Co-chairmen Russell and Strouse.

The dinner will be informal, but black tie for the ladies and white tie for the gents is $20 each, with broadcasters permitted to bring their wives and other guests. C. E. Arney Jr., NARTB secretary-treasurer, has optioned blocks of Washington hotel rooms for out-of-towners.

Judge Miller will present plans for the testimonial dinner originated with the NARTB board at its winter meeting.

TO HONOR MILLER

held at Phoenix, Ariz. (B&T, Jan. 25), and many broadcasters have supported the idea as a means of recognizing Judge Miller’s nine years of service to the association. He became chairman of the board June 5, 1945, becoming chairman of the board June 5, 1945. He retires April 1 with a pension plus special retainer as advisory counsel on call.

NEW OFFICERS of the Tennessee Assn. of Radio-Television-Television Mfrs. Assn. (See story on page 37.)

association’s board of directors cites the Commission for fostering the growth of the operations.

RESOLUTION commending FCC for “making possible” the accomplishments achieved thus far in television and other electronic fields “and thereby encouraging the growth of the electronics industry with consequent benefit to the public.” (See story on page 27.)

Association’s board of directors of Radio-Electronics-Television Mfrs. Assn. (Asse to page 37.)

Text of the resolution, which also directed that copies be sent to the chairman of the House and Senate Interstate and Foreign Commerce Committees as well as to FCC Chairman Rosel H. Hyde.

WHEREAS, the commission has facilitated the widespread development of numerous radio and electronic services, particularly in industrial, communications, public safety, and other public services.

Kentucky Broadcasters Set Spring Meeting March 23

KENTUCKY Broadcasters Assn. will hold its spring meeting March 23 at the Hotel Seelbach in Louisville, with the Kentucky BMI Clinic scheduled for the next day, according to Hugh O. Potter, WOMPI Owensboro, secretary-treasurer.

KBA’s executive committee will meet at 6:30 p.m. March 22. The business session will begin the next morning at 9:30. Bill Ladd, radio editor of the Louisville Courier-Journal (WHAS-AM), will keynote the luncheon. After an afternoon session on various subjects and a cocktail party, Robert K. Richards, NARTB administrative vice president, will be the speaker at the annual dinner. The Kentucky chapter of American Women in Radio Television has been invited to general sessions.

The state association’s fall meeting is scheduled for Oct. 20-21 at Cumberland Falls Park.
A new service!
"FARM to MARKET"
with BRUCE EAGON


- Agriculture, in Its Varied Phases PROVIDES NORTHEASTERN OKLAHOMA'S GREATEST SOURCE of INCOME! Much of the State's Wealth Is Found in This Potent Region of Famous Beef and Dairy Herds... Rich Fruit and Vegetable Spreads and Rapidly Growing Poultry Industry.

- Northeastern Oklahoma Is the Home of Championship 4-H and FFA Judging Teams... a Proving Ground of Land Conservation Ideas.

- BRUCE EAGON—KTUL's Farm Editor—Has Been in Close Touch with the Agricultural Picture in Northeastern Oklahoma for Years. Winner of Three Awards in 1951, He is Qualified to Give KTUL's Rural Audience WHAT IT NEEDS—AND WANTS!

KTUL
THE "HAPPY MEDIUM STATION"

TULSA, OKLAHOMA

L. A. BLUST, JR.
Vice Pres. & Gen. Mgr.

AVERY-KNODEL, INC.
National Representative

AFFILIATED WITH KFPW—FORT SMITH, ARK., AND KOMA—OKLAHOMA CITY, OKLA.

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service fields, thereby contributing to the expansion of our national economy.

When the Commission and its staff have shown a keen appreciation of the technical and industrial problems created by the rapid development of television and electronics industry and a ready willingness to act expeditiously in the public interest.

Therefore, be it resolved, that the board of directors of the Electronics TV Manufacturers Association, on this 15th day of February in the year 1954 do hereby express its appreciation to the FCC for making possible these accomplishments and thereby encouraging the growth of the electronics industry with consequent benefits to the public, and

Be it further resolved, that copies of this resolution, authenticated by the secretary, be sent to the chairman of the Senate Interstate and Foreign Commerce Committee, the chairman of the House Interstate and Foreign Commerce Committee, and the chairman of the FCC.

N. Y. Radio-Tv Boost
Red Cross Drive

Station executives get kits outlining programs for the '54 campaign. Goal is $85 million.

NEW YORK--radio and television executives attended a luncheon meeting last Thursday at the Waldorf-Astoria Hotel, held under the chairmanship of James Sauter, chairman of the Red Cross radio and tv committee, to help launch the Red Cross drive for its $85 million national goal.

The executives were given a radio-tv kit which included the list of radio-tv programs which will kick off the fund drive on Feb. 28 and which will carry a message by President Dwight Eisenhower.

In radio the schedule includes: Feb. 22, "Roman Marynowych's Ukraina Hour" on WNY, Feb. 28, "Jack Benny" program on CBS-Radio, Arturo Toscanini on NBC-Radio, Rod and Gun Club of the Air on Mutual, and "This Week Around the World" on ABC-Radio; March 2, Pat Barnes on WOR New York.

In tv the list includes: Feb. 28, Mr. Peepers, on NBC-TV, Fred Waring program on CBS-TV, Presidential message on DuMont TV, and George Jessell Show on ABC-TV; March 1, the Margaret Arlen Show on WCBS and Sense and Nonsense on WABD.

Program Directors' Doto

Program directors of stations were sent special messages for Red Cross Sabbath, Feb. 27 and Red Cross Sunday, Feb. 28; spot announcements for Red Cross radio-tv day March 1, including brief messages, ballots, flip cards and trailers and for March—traditional Red Cross month—scripts, program inserts, spot announcements, features and human interest stories which will be forwarded weekly to program directors and commentators.

All material on the Red Cross Fund can be obtained through Ruth M. Shafer, director of radio and tv, Red Cross, 315 Lexington Ave., New York.

NATRFD, FEI Meeting Explores Farm Problems

FARM problems were explored at some 50 radio-tv farm service directors at a press-radio-industry-agriculture conference at the LaSalle Hotel in Chicago last Tuesday. The meeting was sponsored by the Farm Equipment Institute in cooperation with National Assn. of Television & Radio Farm Directors and various editors groups.

Results of a general survey of farm broadcasters on the current thinking of farmers highlighted a panel discussion by Maynard Speece, WCCO Minneapolis; Paul Johnson, editor of Prairie Farmer (WLS Chicago), and others. Mr. Speece represented NATRFD.

In the survey, in which 129 of 300 questionnaires were returned, 36% reported the belief farmers generally feel the agricultural outlook is "more favorable" today than six months ago, while 20% felt it was "less favorable" and 44% have adopted a "wait and see" attitude.

Cultural Role of Radio-Tv
Outlined to N. Y. Ad Women

SIGNIFICANCE of radio and tv in the world of the future as purveyors of culture as well as entertainment was described last week at a luncheon meeting of the Advertising Women of New York by Theodore Streibert, director of the U. S. Information Agency and former president of WOR-AM-TV New York, and J. L. Van Volkenburg, president of CBS-TV.

Part of a panel exploring the subject of "Future of Communications," both Messrs. Van Volkenburg and Streibert pictured tv and radio as media that will help ultimately to achieve greater international cooperation and understanding.

In discussing the potential of tv as an educational force, Mr. Van Volkenburg asserted that America presently is in the throes of a "cultural revolution." To support this contention, he declared that college enrollments in the U. S. have increased 20% since 1940 and added there is a sharper interest in the legitimate theatre and the classical record field than ever before.

Mr. Van Volkenburg predicted that tv networks will allocate more time to educational programs in the future to accommodate the "ripening interest in cultural developments.

He expressed the belief that color tv will add a dimension to tv that will place it in the forefront of mass communications media. He contended that color tv will have "a great future" even if a business depression develops.

He pointed out that radio flourished during the darkest days of the depression of the 1930's, along with the picture magazines. Similarly, he said, tv will grow even in a period of economic depression, because the medium can make a vital contribution to the life of the country, and, ultimately, the world, with the development of world-wide tv communications.

Mr. Streibert praised radio as the only mass communications medium that can reach persons behind the iron curtain, thereby providing them with the true story of life in America and the rest of the world. Mr. Streibert stated that USIA is committed to stressing objectivity in its broadcasts, pointing out that propaganda has proved to be a dubious element in fighting communism.

Ad Council Unit Approves 'Future of America' Drive

A "FUTURE OF AMERICA" campaign, designed to acquaint the American public with the facts of the nation's economic life, has been approved by the Public Policy Committee of the Advertising Council, T. S. Reppier, Council president, announced Thursday.

In the near future, Mr. Reppier said, radio and tv stations and networks and other media, as well as local and national advertisers, will be asked to cooperate in the campaign. Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., will serve as volunteer coordinator and McCann-Erickson as volunteer agency, continuing in the same positions they hold during the Council's educational campaign for the American Economic System of which the new drive is an extension.

Announcement of the "Future of America" campaign was made at a preview showing of the sound slide film, "Future of America," sponsored and produced by the joint committee

PROMOTIONAL plans for the first annual Mardi Gras to be held by the Radio-Tv Advertising Executives Club of New England in Boston Friday are made at this meeting by (l to r): seated, Noro Yardley, Media Morris, WBZ-Tv Boston; Roy Whisson, WDCP Boston, chairman of the Mardi Gras; standing, Fred Yordy of MPTV Features; Chick Morris, WBZ; Marjorie Carter, Kettell-Carter, and Don Kerr. WDCP.
CLEVELAND'S NUMBER 1 RADIO BUY!

CLEVELAND'S CHIEF STATION

5000 WATTS - 850 K.C. BASIC ABC NETWORK REPRESENTED BY H-R REPRESENTATIVES
100 users of the famous Gates BC5B/BC10B, 5000/10,000 watt broadcast transmitters. Certainly the equipment is all new for the big KTLN 5000-watt voice; but Gates is not new to KTLN — it has always been their choice since going on the air many years ago. In fact, 14 other Colorado stations are 100% Gates equipped. Since World War II over 65% of all newly constructed radio stations purchased Gates. The best way is always the Gatesway to better broadcasting!

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CALL...RADIO REPS., INC., NEW YORK • CHICAGO • LOS ANGELES
Now 5000 Watts
Day & Nite
...music, news, sports

Covering 391,800 homes — over 5,000,000 cars annually

JOE FLOOD:
Denver's "Dean of Radio." When you want to sell the people of Colorado, get hold of Joe. Address: KTLN, 5000 Watts.

RICH FROEMKE: "Old Dependable"
If it's broadcasting, Rich does it... and well... For 5 years his daily feature has been "Million Dollar Ballroom."

CHUCK COLLINS:
Denver's pianist, poet and philosopher. "I love to talk to people, that's all, and they buy the things I tell them about." With Chuck your merchandise moves — you buy a spot — you get a salesman.

KAYTEE ELLEN:
Gracious hostess, gal about town... Houses or hosiery, she'll sell 'em for you and make you a million friends in the bargain.

Why it's a buy...

KTLN MERCHANDISES
Our job only begins when you buy a schedule on KTLN. We'll work with you and for you, day and night in any way possible. And we've got the market and merchandising know-how to SELL your product. Ask time buyers who use KTLN.

KTLN COSTS LESS PER THOUSAND
The June, 1953, Conlan (when we were a 1-kw daytime) showed about 73c per thousand, average cost — making KTLN the best dollar buy in the Denver radio market. Now it's five times the buy, Day and Nite.

KTLN IS INDEPENDENT
If you want one 20-second spot or a two-hour block three times a week we'll come mighty close to putting you right where you want to be... "the difficult we do instantly, the impossible takes a little longer." We stay independent to SERVE YOU BETTER.
of the Assn. of National Advertisers and American Assn. of Advertising Agencies, which
this week will give the film its first public show-
ing to advertising and business leaders in New
York, followed by similar presentations in
other cities. The 25-minute film, presenting a
factually report on advertising's economic poten-
tials, will be made available to business and
civic groups for individual showings.

The Council and the ANA AAA plans
were disclosed in January at a Washington
conference of the Council [B&W, Jan. 18].

**ASNE President Predicts Newspapers' 'Golden Age'**

A GOLDEN AGE awaits newspapers in the
next decade, in the opinion of Basil L. Walters,
head of the American Society of Newspaper
Editors and executive editor of Knight News-
papers. Speaking Thursday at the 26th annual
Georgia Press Institute at the U. of Georgia,
Athens, he said, "dead-pan geographically report-
ing of the 1930s is outdated."

"Television is a great stimulator of interest
in news but only the newspaper can satisfy the
growing hunger for news that it creates," Mr.
Walters said. "The old-fashioned type of
newspaper which merely records the police
court blotter and other routine will not suffice."

**Waste, Excesses in Ty Draw Fire From Mogul**

"EXTRAVAGANCE and waste" in television and "inflated" ratings and set counts drew fire
last Wednesday from Emil Mogul, president
of Emil Mogul Co., New York, as he addressed
the monthly luncheon session of the Chicago
Television Council at the Sheraton Hotel.

Mr. Mogul said he felt that television is be-
ing "strangled" and that if the current trend
continues, the medium will be "available to
only a handful of blue chip advertisers" even
before the advent of color TV. He added that
no medium has had the "high mortality rate among advertisers as television."

**BAB Talks on Local Sales Held in Chicago, K.C.**

IN LINE with BAB's program to sell important
local advertisers on more extensive use of
radio, Kevin B. Sweeney, BAB president, con-
ferred last week with radio station sales com-
mittees in Chicago and Kansas City on presen-
tations to be made to advertisers.

Mr. Sweeney conducted a meeting in Chi-
icago on Monday with the local sales committee,
which includes the general managers and/or
the sales managers of WBBM, WFL, WEN,
WGN, WIND, WLS, and WMAQ. The presen-
tations were prepared by BAB, drawing upon the
organization's facilities and resources, coupled with local information compiled by
BAB members in Chicago.

Mr. Sweeney conducted a similar meeting
in Kansas City on Tuesday.

**Alabamians Meet April 9-10**

ANNUAL meeting of Alabama Broadcasters
Assn. will be held April 9-10 at Admiral
Semmes Hotel, Mobile, according to Malcolm
B. Street, WHMA Anniston, ABA president.
A BMI clinic will be held in connection with
the meeting. Jack Hughes, WJII Montgomery,
is chairman of the program committee.
1954 is a year-long Birthday Party in the Midwest Empire. This year is the 100th birthday of Omaha, and the 100th anniversary of the organization of Nebraska as a territory. Everybody in the nation has been invited to the party, and thousands are expected in Omaha for the many colorful pageants, sports events, cultural programs and historical displays. Naturally Big Mike and KFAB are playing an important part in the Centennial activities, just as they always play a big part in farming, industry, commerce and transportation in the vast Midwest Empire. Of course you are invited to visit the 1954 Centennial, to meet Big Mike, and to learn first hand more about one of the nation’s great markets. Or you can get the Big Mike-KFAB story from General Manager Harry Burke or Free and Peters.
FCC INDICATES NEW LOOK AT MULTIPLE OWNERSHIP RULE

Commission denies Westinghouse' petition for reconsideration of ruling last fortnight that WBC was in violation of the seven-station limit, but grants waiver of compliance for a 'reasonable period.'

CONSIDERED a prelude to a general review of the strict interpretation put upon the newly-adopted multiple ownership rules in its letter of Oct. 2 to Westinghouse Broadcasting Co. a fortnight ago, FCC Friday (1) denied Westinghouse's petition for immediate reconsideration of the rules' (2) waiver of compliance for a "reasonable period of time."

Two weeks ago FCC informed Westinghouse Broadcasting that it was in violation of the new multiple ownership rules because three of the 20 directors of parent Westinghouse Electric Corp. have minority interests in other radio-tv stations (BT, Feb. 15). The new rules, adopted last November and effective Jan. 2, limit a single entity's ownership in seven tv or five radio stations.

None of the three directors is on the board of Westinghouse Broadcasting, the FCC majority-observed, but ruled the subsidiary firm must be considered "co-owners" and the "common control" in the strict sense of the rules.

The interpretation was given by the Commission majority in a letter dated Feb. 10. It was in reply to a voluntary inquiry by Westinghouse in late January concerning the scope of the new rules.

The interpretation, considered extreme in disirots by Comrs. John C. Doerfer and George E. Sterling, was viewed in the industry as starting a feeling of impending free-for-all by interested firms. Many others firms might be affected similarly, in view of their large boards and stockholdings, was not immediately known.

Meeting Still Stands

The waiver allows Westinghouse Electric to continue with plans for its annual stockholders meeting April 7 and to mail notices already approved by the Securities & Exchange Commission to more than 100,000 stockholders.

Informed sources at FCC indicated the Feb. 10 order did not reconsider its Feb. 10 interpretation outright because Comrs. Frieda B. Henneck and E. M. Webster were not present when the Westinghouse petition was taken up. A full Commission is desired when "policy" considerations are reviewed, it was stated.

Comr. Doerfer in his dissent to the Feb. 10 letter felt the new rules would be invalid if the interpretation in the instant proceeding "would extend proscription against multiple ownership and control to a minute interest or influence of a stockholder, director or officer."

Comr. Sterling, however, voted to defer action pending study of other situations which may come within the purview of the rules and the outcome of an appeal from the Commission's report and order adopting these rules now pending before the court (Storer Broadcasting Co.).

Comr. Sterling concurred in Friday's order, "but still is of the opinion that the Commission should reconsider the impact of the rules and exempt the petitioner."

Citing Westinghouse's petition for reconsideration of the Feb. 10 interpretation, FCC's order said:

We have studied the relief requested and the arguments advanced thereof. We are persuaded that petitioner should be accorded a reasonable time period before being required to achieve compliance with the applicable rules. The extent of the period will be determined after receipt of petitioner's estimate and supporting reasons.

Accordingly, it is ordered, that petitioner is granted a reasonable period of time before being determined required to achieve compliance with the rules in question, the duration of such period to be determined by subsequent Commission action on an appropriate request by petitioner. In all other respects, it is ordered that the petition is denied.

FCC's new multiple ownership rules, made final in late November, allow a single entity to "control" or have interest in more than seven am, seven fm and five tv stations [BT, Nov. 30, 1954]. The Commission subsequently proposed to boost the tv limitation to seven, but with the condition that not more than five stations be vhf, thereby allowing two additional uhf stations [BT, Dec. 28, 1953].


Westinghouse Electric directors involved are John Hall, John Schiff and Dillon Anderson.

Mr. Hall is director-vice president of Herald Traveller Corp., parent company of Mobility Broadcasting Co., which in turn owns Matheson Radio Co., license of WHDH Boston and applicant for vhf ch. 5 there.

Mr. Schiff is president of Westinghouse, a confirmed stockholder in Transcontinental Properties Inc., parent firm of subsidiaries owning uhf stations WFTV (TV) Orlando, KETV (TV) Little Rock, Ark., KCTV (TV) Kansas City, Iowa, and WICS (TV) Springfield, Ill., which are involved.

Mr. Anderson is director-appointed owner of Houston Area TV Co., having 32% interest in a proposed merger for vhf ch. 13 at Houston, Tex., subject of a pending initial grant [BT, Jan. 18].

Westinghouse asked the FCC to:

(1) Reconsider its order adopting the multiple ownership rules and make such modifications as may be necessary or appropriate to avoid the apparently unintended application thereof to

Vice President Richard M. Nixon (r) receives the U. S. Capitol's first "Charter Freedom Scroll." With him is Edward F. Borlet, Fiscal Assistant Secretary of the Treasury and national chairman of the federal employees' unit of the Crusade for Freedom's campaign for Radio Free Europe. The Vice President's signature headed a list of top government leaders who signed the scroll pledging support to raise $10 million for the continued broadcasts of RFE behind the Iron Curtain.

Inconsequential and indirect interests of the nature described above; (2) reconsider the interpretation which resulted in its order of Feb. 10, 1954, to Westinghouse Broadcasting Co. Inc., and (3) promptly enter an order granting Westinghouse Broadcasting Co. Inc. a waiver of the multiple ownership rules, Secs. 330-901 to 928 (a) 3 (42) to be in force for 2 years from the judgment of the majority of the directors of Westinghouse Electric Corp. above described as involved, such waiver to be effective pending further order of the Commission.

In August 1948, when the Commission first moved to change its multiple ownership rules, Westinghouse pointed out, FCC proposed to reconsider minority holdings as distinct from "control." A granting of such a petition would be the first time before being required to PETITION the rules, when promulgated, would conform to the rules proposed by the notice of Aug. 19, 1948."

The rules which became effective Jan. 2, however, "departed in at least three major respects from the rules proposed in the petition alleged. The departures cited are:"

(1) The number of stations in which an applicant or its stockholders might have a direct interest was reduced by the FCC from five tv or radio stations in its order of November 19, 1953, to "control" or have interest in a prelude to a prelude to a prelude to the rules adopted effective April 18, 1954.

(2) According to the letter dated Feb. 10, 1954, from the Commission to Westinghouse Broadcasting Co., Inc., the new rules also require taking into account of inconsequential or non-controlling interests of directors who are not parties to any application filed by Westinghouse Broadcasting Co., Inc. According to Comr. Doerfer's dissent, the result was not intended.

(3) In the petition, the FCC was asked to reconsider its order adopting the multiple ownership rules and make such modifications as may be necessary or appropriate to avoid the apparently unintended application thereof to the Commission's report and order adopting these rules now pending before the court (Storer Broadcasting Co.).

Cites Hardships Involved

"In any event," the petition stated, "immediate compliance with the rules by Westinghouse Broadcasting Co. would impose substantial hardship upon Westinghouse Electric Corp., its sole stockholder." The petition cited the annual stockholders meeting set April 7 at Sunnyvale, Calif., and with approval of SEC the firm must mail on or about March 31 more than 100,000 notices and proxy forms relating in part to election of directors. To substitute other directors, obtain SEC consent and mail notices would be "virtually impossible" at this time, the petition said.

The pleading also pointed out that the multiple ownership decision included a grandfather clause to protect those engaged in television hearings, but the clause would allow such an applicant, even though he held his tv station quota, to seek waiver in order to complete the hearing.

Westinghouse said it filed its original Portland tv application in 1948 and has been through the ch. 8 contest there. Pending initial decision, the case took more than 60 hearing days with a record of over 8,000 pages. It was closed more than four months before the new ownership rules were adopted as the case before they became effective, the petition said.

Similarly, Westinghouse's tv bid at Pittsburgh has been pending since 1947 and still awaits hearing, the petition said, with considerable expense incurred to date.
Mr. TV Station Manager:
Are you tired of knocking yourself out trying to sell OUT-DATED feature pictures to UP-TO-DATE sponsors?

HERE'S HOT NEWS!

100 FEATURE FILMS

OFFICIAL FILMS, INC.
now offers 100 Top Grade, Star-Studded Feature Pictures
ALL PRODUCED BETWEEN 1946 and 1954—
some of them never seen on television—
ANYWHERE AT ANY TIME!

You don't have to sell “nostalgia” with these babies!
From the heroine's hair style to the hero's haberdashery,
everything is up to date and current. These are post-war feature attractions for modern TV stations.
They're ripe for quick sales!

FEATURING NAMES THAT PAY OFF AT THE BOX OFFICE AND THE LIVING ROOM!

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Cesar Romero
Barbara Britton
Zachary Scott
Denise Darcel

Lizeth Scott
Preston Foster
Sabu
Robert Alda
George Brent
Stu Erwin

Paul Henreid
John Ireland
Jerry Colonna
Vincent Price

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ike More at Home on Ty, Says Robert Montgomery

PRESIDENT Eisenhower is becoming more relaxed and more effective with each radio appearance, according to Robert Montgomery, actor-producer serving as technical audio and visual advisor to the President. Appearing on FCC's "Report From the White House" (Wed., 10:30-10:45 p.m.), Mr. Montgomery said he is working from one to six days weekly without pay. He has a White House office.

Mr. Montgomery said he is a director on the radio-television broadcasts, saying his duty is "to make the President as comfortable as possible so he can succeed in displaying his own personality, his own attitudes and his own movements in whatever he says and does."

Panel members were Ray Scherer, NBC White House reporter, moderator, flanked by Merriman Smith, UP White House reporter, and Ned Brooks, NBC analyst.

Mr. Montgomery said more and more people in public life make a serious mistake in air appearances, talking to a mass audience instead of a mass audience. "Actually, they are not talking to a mass audience," he said. "They are only talking to a maximum of four or five people and these people are sitting in a home. So the approach is not that of a man talking to Madison Square Garden filled with 25,000 people, but that of a man having a conversation in somebody's home."

Asked about his recent appearance at Presidential news conferences, Mr. Montgomery said it could be interpreted as an indication these sessions might be telecast or broadcast. He explained he merely was watching how the President expressed himself and studying his mannerisms so he would not hamper them in arranging an air appearance.

**COMMENTS ON FUNCTIONAL FM PROPOSAL INDICATE GENERAL INDUSTRY SUPPORT**

However, Storer fears rule may pave way for pay-to-receive radio and tv contrary to American way of free service to all.

GENERAL industry support appeared last week in comments filed at FCC on its proposal to legalize functional fm operations in an effort to give fm an economic hyp, but with one exception.

Storer Broadcasting Co., multiple am-fm-tv station operator, feared the changes would open the way for pay-as-you-listen radio and pay-as-you-see tv, termed contrary to the American way of broadcasting—free service to everyone.

American Civil Liberties Union, CIO, Trans Riders Assn. and other nonbroadcast interests, including telephone and petroleum groups who are extensive nonbroadcast radio users, protested the fm proposal on various grounds.

In its last major action of 1953, FCC proposed the rules changes to allow fm stations to engage in functional music and similar operations in addition to regular broadcast programming, using both simplex and multiplex transmission. Minimum operating hours also would be relaxed [BT, Jan. 4, 11 (text) et seq.]. Comments on the proposal tend comments last Monday. Replies are due this Thursday.

NARTB said it "welcomes the proposed extension of the rights of broadcasters to engage in new developments of the broadcast art" and felt finalization proposal will facilitate a more complete utilization of the 88-108 mc band than is possible under current rules.

The change may be expected to contribute to the development of a more secure financial base of operation of fm broadcast stations," NARTB asserted.

Storer's petition, however, contended:

**Storer's Viewpoint**

As a matter of general policy and conviction, Storer is not in favor of any proposal which will tend to undermine the traditional foundations of broadcast career type regulation of broadcast stations. That is, no charge is made to any listener for the right to receive a voice or musical broadcast and broadcast stations must serve the general public interest, not the personal or pecuniary interests of the public: that broadcast stations are not common carriers; that the business practices 110,000 and 113,000, etc., are not subject to regulation by the Commission.

Noting the proposed concessions to specialized fm operations would not be truly "broadcasting."

Storer warned:

"The adoption of this proposal could be the opening wedge for conversion of all broadcast bands to nonbroadcast uses and for common carrier type regulation of broadcast stations. The only justification shown by the Commission for its proposal is that it will enable fm licenses in part to alleviate their financial difficulties. This same argument, if accepted in this proceeding, would furnish an equally strong argument for division of the broadcast bands into a uhf television band and the uhf television band to nonbroadcast uses, such as mobile and land radio or television services or theatre television."

The Commission already has before it petitions proposing that uhf stations be permitted to provide a subscription television service, alleging economic grounds as the basis for this proposal.

While most petitioners generally favored the fm proposal, they sought restrictions on fm operations, even on either simplex or multiplex transmission, while others contended only multiplexing should be permitted as the general public is entitled to program service at all times. Latter proposals were filed by the Storer Riders Assn. and Craftsmen of Los Angeles, functional music firm which has contract with KUTE (FM) Glendale, Calif. Petition said functional music business saved KUTE from liquidation.

Technical presentation in support of the proposal was submitted by Multiplex Development Corp., reciting success of tests on Rural Radio Network and Wash. Post Network.

WWDC-FM took issue with FCC's finding that functional music is not "broadcasting" within meaning of the Communications Act, but supported the proposal generally.

Joseph Brenner, Beverly Hills radio-tv attorney, supported plan but asked that no restrictions be placed on the type of secondary services that might be rendered, noting it could be approved on a case-to-case basis. KFMY (FM) Glendale, Calif., expressed like view.


Others opposing proposal were U. S. Independent Telephone Assn. and Central Committee on Radio Facilities of the American Petroleum Institute, who termed the change a reallocation proceeding, noting "nonbroadcast" facets of the proposal and their own needs for channels.

Martin S. Pollak and Guy Martin, attorneys who featured in original court litigation contesting radio on WWDC-FM Washington, tendered detailed petition protesting proposal to authorize transcasting.

**Comments Filed on FCC's Remote Pickup Proposal**

GENERAL industry support appeared last week in comments tendered to FCC on the Commission's notice of further proposed rulemaking to furnish improved auxiliary broadcast facilities for television remote pickup: relay and other purposes [BT, Dec. 14, 1953]. Changes in Part 4 of the Commission's rules on auxiliary channels first were proposed in late 1952.

Restrictions on use of certain nonexclusive channels were considered possibly too strict by NARTB, NBC and DuMont, particularly in New York area. "Problems in back-to-back programming and multiphop relaying were noted when a station is limited in use of auxiliary channels."

Haley, Doty & Schellenberg, counsel for a score of tv stations, commented elimination of a fixed table of auxiliary channel allocations, observing that varying program needs in different areas calls for assignments on a case-to-case basis.

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Lee Favors 'Hands Off' Policy on Commentators

Commissioner tells New England AWRt chapter that the FCC must 'lean over backward' not to violate the provisions of free speech.

HANDS off commentators. That's the attitude of FCC Comr. Robert E. Lee. No matter how biased a commentator appears to be, his right to voice his opinions should not be challenged, the recently-cofirmed FCC Commissioner told the New Eng-

BROADCASTING • TELECASTING

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"Broadcasting is part of the free enterprise system," Mr. Lee said, "and free speech is part of free enterprise."

Mr. Lee, former FBI agent and investigator for the House Appropriations Committee, pointed to the Communications Act which forbids censorship by the FCC. He also added that the Constitution protects free speech. Thus, he said, the Commission and individual commissioners have to "lean over backward" not to violate these provisions.

"Reasonably Good Taste"
The only restraints, Comr. Lee agreed, were that the comments should be "in reasonably good taste." There are the laws of libel and obscenity that must be observed, he said. Communist on the air? Absolutely not, Mr. Lee firmly told B&T. "That's an overdose of tolerance."

Questioned by B&T about the Commission's long-term policy that broadcasters must give both sides of any controversial question, Mr. Lee said that he thought that was a good policy. However, he said, he would hesitate to enforce it on individual cases. That's a decision for the station manager, he said. The question of fairness comes up at renewal time, he recalled, when the Commission judges the overall operation of a station.

Mr. Lee told the 80 AWRt delegates at Hartford's Bond Hotel that self-regulation was good business. The public soon recognizes when a station is unfair or exceeds the bounds of good taste, he said, and loses its confidence in the station.

Some of Comr. Lee's critics have averred that he intended to crack down on the so-called liberal commentators. As Objectors to FCC Comr. Lee's nomination made much of his friendship with Sen. Joseph R. McCarthy (R-Wis.), although the subject of Comr. Lee's attitude towards radio-TV manufacturers was not brought up at the Senate Commerce Committee hearings on his confirmation, or mentioned during the floor debate.

WPRO-TV Turns Tables, Protests WNET (TV) STA
IN A turn-about action, WPRO-TV Providence, which has been withheld from operation on vhf ch. 12 because of an economic protest filed by WNET (TV) Providence last October [B&T, Oct. 5, 1953], last week protested FCC's grant of a special temporary authorization to WNET for interim operation on uhf ch. 16. WPRO-TV asked FCC to set aside the STA or stay it pending disposition of a formal protest WPRO-TV intends to file.

WPRO-TV, which received a grant Sept. 2 and an STA Sept. 23 but was withheld from its proposed operation by the WNET petition [B&T, Oct. 12, 1953], claimed it will be injured economically by direct competition if WNET is allowed operation under FCC's Feb. 3 grant of the STA. WPRO-TV's operation was postponed by FCC and its case was subject of an economic protest hearing which began Nov. 18 under Sec. 309 (c) of the Communications Act.

In its petition last week, WPRO-TV said WNET had delayed and shown lack of diligence in construction, that WNET's request for the STA did not comply with provisions of Sec. 1,324 of FCC's rules, that the grant was "arbitrary and capricious" and that FCC policy was violated in the grant to WNET of additional time for construction.

WNET in its petition last October under Sec. 309 (c) of the Act charged the ch. 12 grant was illegal. The WPRO-TV grant had been made after a merger agreement among three competing applicants [B&T, Sept. 7, 1953].

WNET's request for the STA contemplated operation about March 1 from studios at its transmitter site at Rehoboth, Mass., "four or five miles away from city limits of Providence."

FCC Grants Dismissal Of WCAV Transfer To WRVA
WCAV Norfolk and WRVA Richmond, Va., last week were granted FCC permission to drop a proposed transfer of WCAV Norfolk station to WRVA. WCAV had been granted involuntary assignment of license Feb. 3, 1953, to Morris D. Schwartz, executor of the estate of the late Joseph Light, who died Dec. 16, 1952.

After a deal transferring WCAV's license to WRVA had been drawn up April 21, 1953, WTAG Norfolk and WGH Newport News had protested. They claimed overlap of WRAV's signal in the WCAV service area, asking that the case be set for hearing. The WTAG hearing order was issued Jan. 20 by FCC. WCAV notified it was cancelling the contract Jan. 22 in line with a contract clause based on possibility of hearing. The litigation and excitements have caused serious personnel problems, WCAV said in the joint plea for dismissal without prejudice.

FCC GRANTS THREE NEW TV PERMITS

Permits awarded at Clarksburg, Wilmington and Modesto. Initial decisions finalized for Stockton and Elyria.

FIRST vhf station for Clarksburg, W. Va., and second vhf outlet for Wilmington, N. C., were among three new television permits issued by FCC last week. Orders also were issued to make formal initial decisions to grant new stations at Stockton, Calif., and Elyria, Ohio.

Non-hearing grants included: Vhf ch. 12 at Clarksburg to Ohio Valley Broadcasting Corp. (WBLK); vhf ch. 3 at Wilmington to Televi-
sion Corp., and uhf ch. 14 at Modesto, Calif., to KTRB there.

Orders making final earlier initial decisions were issued for vhf ch. 13 at Stockton to Radio Diablo Inc., licensee controlled by radio- TV manufacturer Leslie Hoffinan, who is also a major TV advertiser, and for uhf ch. 31 at Elyria to WEOL there.

Radio Diablo operates KSBR (FM) San Bruno, whose 3,850-ft. mountain-top site will be used for the new ch. 13 TV outlet, which will serve the San Francisco-Oakland area as well. Also part owners are principals in Eitel-McCullough Inc., tube manufacturer.

Stockton's ch. 13 grant was made possible by withdrawal of a competitive application by KXOB there, whose principals acquire option for 10% in Radio Diablo [B&T, Jan. 25].

Sole Bidder
Grant of ch. 31 to WEOL, Elyria was facilitated by withdrawal of the Lorain (Ohio) Journal's competing bid. Ch. 14 grant to KTRB Modesto was made possible by drop-out by Ralp M. Brown.

Wilmingon Television was sole bidder for ch. 3, newly allocated to the city where vhf ch. 6 earlier was awarded for WMFD-TV.

Clarksburg's ch. 13 grant to the licensee of WBLK was made possible by dismissal of a competitive application by WPDX there, which was reimbursed $14,000 for expenses.

Comr. Frieda B. Henockey issued a strong disent in the Clarksburg case, citing concentration of control of the mass media of communication because of Ohio Valley's multiple newspaper and radio interests in the area. Ohio Valley is a subsidiary of News Pub Co., which controls more than 40 papers, five radio stations and WTRF-TV Wheeling.

In other television actions, FCC designated for hearing in Washington on March 19 the vhf ch. 7 contest for Wauwat, Wis., and vhf ch. 7 contest for Omaha. Wauwat applicants include WSAU and Wisconsin Valley Television Corp. Contestants at Omaha are KFAB and the Harald Corp.

FCC also advised Harold C. Burke, per-
mittee of uhf ch. 21 WWLA (TV) Lancaster, Pa., and Cleveland Broadcasting Inc, permittee of uhf ch. 65 WERE-TV Cleveland, that their applications for additional time to complete construction of the station cannot be granted on the basis of present showing. Comr. Hen-
nock disBeated in both instances.

Congresswoman says she expects to introduce bill this week to apply federal controls to funds solicitation by radio and tv programs.

A FLARE set off over the radio-tv show, Strike It Rich, by the City of New York as rocketed through the state legislature and into the U. S. Congress.

Rep. Katherine St. George (R-N. Y.) said Wednesday she expects to have a bill ready for the House hopper this week.

Mrs. St. George, who represents the wealthy Tuxedo Park section of upstate New York, says she does not want to be misunderstood. "I am not attempting to get rid of the program but I want to get rid of the panhandlers.

New York City Welfare Commissioner Henry L. McCarthy, who termed the show "a national disgrace" and would have the program licensed by his office, initiated the attack last week.

The program and its listings on NBC Radio and CBS Television have been under fire from the New York City welfare commission, which opposed it by a state investigating group and has become an issue on Capitol Hill (see adjacent story).

The Providence paper describing that show and two others as "so-called 'agony programs'" said it also was dropping its listings of NBC Radio’s Welcome Travelers (Procter & Gamble, Monday-Friday), and NBC-TV’s On Your Account (also P & G for Tide, Monday-Friday).

The program (on both NBC Radio and CBS Television) has been under fire from the New York City welfare commission, which opposed it by a state investigating group and has become an issue on Capitol Hill (see adjacent story).

The Providence paper describing that show and two others as "so-called 'agony programs'" said it also was dropping its listings of NBC Radio’s Welcome Travelers (Procter & Gamble, Monday-Friday), and NBC-TV’s On Your Account (also P & G for Tide, Monday-Friday).

It should be understood that we are not attempting to censor the general content or format of any radio or television program. These are matters of individual taste and preference.

George J. Duboff, public relations director, Walt Framre Assoc., the Strike It Rich producers, asserted the paper's action of deleting "news" constituted "complete censorship" despite the denial of all such intent.

Six Years' Service

The Congresswoman, who has six years service in the House, said the bill would deal with the solicitation of funds by radio-tv programs. The legislation was being drafted last week.

She said the problem in preparing the legislation is not to make it "too restrictive," for example, interfering with program content. The aim, she indicated, would be to place federal control on funds solicitation over the airwaves.

Mrs. St. George said it was difficult to keep the area covered by any such bill within bounds, asserting she was not against the give-away program in principle because many such programs are "great fun" compared to just plain "tear-jerkers."

The Congresswoman also disclosed her office was working in conjunction with the New York State Legislative Investigating Committee that has been looking into the solicitation of the public by charitable organizations.

It has been disclosed that the books of the program, sponsored by Colgate-Palmolive Co. on CBS-TV Monday-Friday, 11:30 a.m. to noon, and Wednesday, 9-9:30 p.m. and on NBC Radio, Monday-Friday, 11-11:30 a.m., are in the hands of the state investigating group [BT, Feb. 15].

Rep. St. George said a New York colleague in the House, Rep. Jacob K. Javits (R-Lib.) was working on similar legislation dealing with funds solicitation through the mails. She indicated the plan was to have her bill and Rep. Javits' legislation introduced "simultaneously."

In talking to BT about Strike It Rich Rep. St. George criticized what she said was the practice of placing U. S. armed forces personnel on the program. She said "our servicemen are well taken care of" and did not need the type of help solicited by the program.

Earlier, Mrs. St. George told newsmen in New York that she initiated in the Strike It Rich dispute stemmed from the case of George C. Poper. Mrs. Ethel Schnell, a New Yorker, telephoned the program and reportedly offered a home to his wife and four children, who were described on the radio as destitute.

Two days after the family moved into a house provided them by Mrs. Schnell, New York State police arrested the contestant as a fugitive from justice in Texas. Mrs. Schnell, the Congresswoman said, telephoned the program (Strike It Rich) asking for aid but a program spokesman refused to discuss the matter. Mrs. Schnell then telephoned the Rockland Voluntary Aid Society, according to Mrs. St. George, and was sent $250 to tide her over until the Poper family could be sent to the home of Mrs. Poper's mother.

FCC Upholds Interim Grant of WORD-TV Paris Mt. Site

Commission dismisses protest of WSCV (TV) Spartanburg, S. C. Still others protest pending.

RIGHT of WORD-TV Spartanburg, S. C., to begin vhf ch. 7 operations on an interim basis from Paris Mt., six miles from Greenville, S. C., was upheld last week by the FCC when it dismissed a protest from uhf ch. 17 WSCV (TV) Spartanburg, S. C. [BT, Feb. 8]. However, other complaints pend.

Commission said its special temporary authority for the interim operations from the Paris Mt. site met all criteria for separation and signal strength over the principal city, as it found when it granted the request originally [BT, Feb. 1]. It also said that WSCV’s allegations of injury were "speculative and as to provide no sound basis for a finding of the existence of such injury...." Since WSCV did not object to the original grant, the Commission said it could not find any grounds for permitting it to object to the STA.

WORD-TV’s grant begins operations from the old WFBC-FM site is still under fire. Protest by uhf ch. 40 WAIM-TV Anderson, S. C. [BT, Feb. 15] was augmented last week by an additional petition asking for a temporary stay and a hearing for the STA grant.

WAIM-TV, which holds a CBS affiliation cancelable on six months notice, not only claimed economic injury in that it would lose its CBS affiliation, but also questioned WORD-TV’s financial ability to construct an interim Paris Mt. station and its permanent facility on Hogback Mt. It charged that WORD-TV’s move to Paris Mt. was occasioned by the necessity to eliminate overlap with WBTV (TV) Charlotte, N. C., in order to secure the CBS affiliation. WBTV is a CBS affiliate. WORD-TV’s affiliation with CBS has also been announced.

WAIM-TV said it had spent more than $200,000 in building the station and expects to invest $100,000 more. It also claimed that it already had more than $60,000 worth of "losses because we were readying to give their business to WORD-TV.

Grant for interim operation by WORD-TV at the Paris Mt. site also has been challenged by Sen. Ed C. Johnson (D-Colo.) [BT, Feb. 8].

S. F. CH. 2 RACE GETS NEW BIDDER

Ingrim, Pabst and Lubecke form new firm to seek the facility. General Teleradio has dropped its bid, but holds 40% option in new applicant.

WITHDRAWAL of General Teleradio Inc.’s KFRC San Francisco from the vhf ch. 2 contest in the Bay Area last week was accompanied by a new application for ch. 2 at Oakland, filed by San Francisco-Oakland Television Inc., in which General Teleradio holds 40% option [CLOSED CIRCUIT, Feb. 13].

San Francisco-Oakland Television is a new corporation which includes President-Treasurer and 47.5%-owner Ward D. Ingrim, executive vice president of Don Lee Broadcasting System, regional network and station operator owned by General Teleradio; Executive Vice President-Secretary and 47.5%-owner William D. Pabst, General Teleradio vice president and manager of KFRC; and 5%-owner Harry R. Lubecke, consulting engineer.

Would Sever Links

Mesers. Ingrim, Pabst and Lubecke propose to offer their present connections and devote full time to the proposition at Oakland, which Mr. Pabst would be general manager. Main studios would be located in Oakland with the transmitter on Television Peak, San Bruno Mt., near the present site of KRON-TV San Francisco.

Mr. Ingrim, as Don Lee executive vice president, headquarters in Hollywood at General Teleradio’s KJH-AM-TV. He was assistant manager of KFRC before Army service in 1942. Mr. Lubecke includes tv director of Don Lee in 1930 and built experimental tv station W6XAO for the network in 1931 at Los Angeles. W6XAO subsequently became KTSF-TV. Then KXTV (TV), being sold.

Other ch. 2 contest was for KROW Oakland, Channel 2 Inc. (in which KXL Oakland has interest) and Television California, headed by oil man Ed Pauley.
AMERICAN Introduces

Fastest service between New York and San Francisco

VIA NEW DC-7 Flagships

Now... American gives you the FASTEST service between the GOLDEN GATE and the EMPIRE STATE!

WESTBOUND
the GOLDEN GATE Flight
Lv. New York . . . . . . . . . . . . . . . . . . . . . . . . 12:30 pm
Ar. Tulsa . . . . . . . . . . . . . . . . . . . . . . . . 3:50 pm
Ar. San Francisco . . . . . . . . . . . . . . . . . . . 7:40 pm
the SOUTHERNER Flight
Lv. New York . . . . . . . . . . . . . . . . . . . . . . . 9:10 am
Ar. Dallas . . . . . . . . . . . . . . . . . . . . . . . . 1:05 pm
Ar. San Francisco . . . . . . . . . . . . . . . . . . . 5:00 pm

EASTBOUND
the GOLDEN GATE Flight
Lv. San Francisco . . . . . . . . . . . . . . . . . . . . . 9:00 am
Ar. Tulsa . . . . . . . . . . . . . . . . . . . . . . . . . 3:30 pm
Ar. New York . . . . . . . . . . . . . . . . . . . . . . . . 8:40 pm
the SOUTHERNER Flight
Lv. San Francisco . . . . . . . . . . . . . . . . . . . . . 11:55 pm
Ar. Dallas . . . . . . . . . . . . . . . . . . . . . . . . . 6:30 am
Ar. New York . . . . . . . . . . . . . . . . . . . . . . . . 12:15 pm

AMERICAN AIRLINES INC.
America’s Leading Airline
FCC GRANTS NEW AM OUTLET TO BREMMER

After two years of litigation, Leroy Bremmer and wife get radio station permit in Atlantic City on 1490 kc with 250 w.

PERSISTENCE paid off last week for radio-engineer Leroy Bremmer and his wife after two years of litigation before FCC in which they personally prosecuted their own application for a new am station at Atlantic City on 1490 kc with 250 w fulltime.

In a final decision which reversed the earlier ruling of a hearing examiner, the Commission majority voted to grant the new station to the Bremmers and to deny the competitive application of Press-Union Pub. Co. Last year, Examiner Hugh B. Hutchison recommended a grant to Press-Union and denial of the Bremmers on financial grounds.

In its final decision, FCC granted improved facilities for WDAS Philadelphia, involving switch from 250 w on 1400 kc to 1 kw fulltime on 1480 kc.


In the final decision, Comr. E. M. Webster dissented on the ground the Bremmer's Atlantic City Broadcasting Co. is not financially qualified, but the majority held otherwise despite a "close showing." The majority concluded "that the combination of available funds and extensive facilities which the Bremmers can bring to this operation warrant the conclusion that they are financially qualified."

Beginning in 1918 as a wireless operator, Mr. Bremmer served with various radio stations as engineer, León during World War II, as a tenant commander in the Maritime Service. He was with KHUM Eureka, Calif.; KERB Kermit, Tex., and KRSC-TV Seattle (now KING-TV). He later was tv engineer for the UN, WABD (TV) New York and sales engineer for Langevin Mfg. Corp.

9 Radio-Tv Properties Involved in Transfers

NINE radio-tv properties were involved in last week's FCC approvals of several transfers including KATL Houston and WCKG (TV) New Orleans.

KATL was sold by Texas Broadcasters Inc. for $157,367 to broadcasters J. Paglin and S. M. Harsch. Paglin and Harsch are co-owners of WBOK New Orleans, WXOK Baton Rouge, La., and are part owners of WCNQ-TV New Orleans and KAOK Lake Charles, La.

FCC approved a transfer of control of ch. 26 WCKG from F. L. Hargrove, to Pat Coon, Lester Kamin and Billy B. Goldberg, made possible by a cancellation of a prior agreement to purchase two-thirds interest.

Messrs. Coon, Kamin and Goldberg are stockholders of WMRY New Orleans and KCIJ Shreveport, La. The Commission also granted WCKG six additional months in which to complete construction.

Other transfers receiving FCC approval were:

R.GFW Kearney, Neb.—Transfer of control of Central Nebraska Broadcasting Co. to V. L. Stockinger, for $23,000.

KCLW Harrisburg, Ind.—Sale of license from Clyde Weatherby trading as Hamilton Broadcasting Co. to C. M. Hatch and Coy Perry for $15,000.

WSWW Durham, N. C.—Transfer of control of Public Information Radio Station to Edgerton L. Clifton and three others for $18,500 and assumption of indebtedness of $34,000.

KEEP Twin Falls, Idaho—Transfer of negative control of KCVB for $11,800 and assumption of indebtedness of $43,000.

KMRC Morgan City, La.—Assignment of construction permit for new station from A. A. Bensabat Jr., to Tri-City Broadcasting Inc. for $1,400 and stock interest in new licensee.

KTUE Tullia, Tex.—Assignment of construction permit for new am station from Clint Formby to Marshall Formby doing business as Tulla Broadcasters for one-third interest in KSNL, Brenham, Tex.


Mr. M. BREMMER

$325 Flat Fee Plan Evokes Opposition

Comments filed on the FCC proposal indicate reservation to the idea of a fee but disagreement to its application to all classes of stations and applications equally.

ALTHOUGH most of the comments among the first group received by the FCC regarding its proposal to charge $325 for each broadcast application for licenses and for renewals. A smaller fee was proposed for "minor" broadcast activities (mainly concerned with auxiliary equipment permits).

Consensus among broadcasters filing comments through late last week was that it was unfair to charge the same fee for a small, low-powered, daytime-only radio station in a community of 10,000 and for a multi-million-dollar tv outlet in a metropolitan area.

Also attacked in some instances was the proposal to charge the same $325 fee for initial applications and for modifications of grants or licenses and for applications for licenses or renewals. Suggestions ranged from a graduated fee to a single fee to cover application-grant-license.

A small number of non-commercial and educational stations appealed for exemption on the ground that the fee proposed would be onerous for nonprofit broadcasters. A complaint along these lines also was filed in behalf of the Colorado State Patrol.

A number of comments were forwarded to the FCC by senators and congressmen. However, as laid out in Congress, the bill for federalized Monday

Mr. McLendon

Trinity head tells FCC the nearness of the season necessitates decision, Yankees, one of the three clubs assailing Trinity broadcasts last year, submits affidavit on such play-by-play 'without authorization."

WITH 1954 baseball season nearing, Gordon McLendon, operator of Trinity Broadcasting Corp. and its KLIF Dallas, KBLS Fort Worth and KFSO Paso, Tex., last week requested FCC to act promptly upon the almost one-year-old protest by three major league clubs against Trinity's game re-creations.

Meanwhile, one of the clubs, the New York Yankees, submitted affidavits to the Commission last week in support of a request by baseball that Trinity illegally aired home-park games in 1953. The Yankees, the Brooklyn Dodgers and subsequently the St. Louis Cardinals protested in mid-season last year that Trinity broadcast "without authorization" accounts of big league games "without authorization" [BT, June 22, 1953, et seq.]

The complaints named Trinity's KLIF and KBLS Houston, latter now owned by Howard Broadcasting Co. after purchase late last year for $350,000.

Mr. McLendon's defunct fifth national network, Liberty Broadcasting System, earlier last year filed a $12 million damage suit against certain major league clubs, charging restraint and monopoly.

In his letter to FCC last week, Mr. McLendon pointed to business stories in BT on signing of baseball broadcast sponsorships and indicated Trinity is entitled to its share.

The letter said that "if Trinity refrains from broadcasting through Commission inaction, listeners in its area will be deprived of night-time major league broadcasts since none are known to be contemplated by any other service.

He declared: "If Trinity were unfair competition with the clubs and the sponsoring firms to whom they had sold exclusive broadcast rights on other outlets.

Mr. McLendon

Broadcasting • Telecasting
Kilgore Backs Stand For Diversification

Senator expresses support of an article against common ownership of both radio and tv outlets in the same town.

SEN. HARLEY M. KILGORE (D-W. Va.) thinks the FCC should reverse its thinking on common ownership of radio and tv stations in a community.

He made this clear last week when he had reprinted in the Feb. 16 Congressional Record an article titled "Shall Radio Take Over Television?" The article, by Washington attorneys Henry B. Weaver Jr. and Thomas M. Cooley II of the law firm of Weaver & Glassie, was first printed in the April 1953 issue of the U. of Pennsylvania Law Review.

Essence of the article is that tv ownership should not be accorded radio owners in the interests of diversification of the ownership of media of communication.

Sen. Kilgore, a member of the Senate Appropriations and Judiciary committees, told B&T his interest in diversification had been aroused by a number of "monopoly situations" brought to his attention during the past few years.

The FCC's criteria seems to be, he said, that if a broadcaster applies for a tv station he should get it.

It is one thing, Sen. Kilgore said, for the Commission to make rules limiting the number of tv stations which may be owned by a single individual or company nationally, but it is another thing for the Commission to permit one man to own the only local newspaper, the only local radio station and the only local tv station. The latter is much more important to the people who live in that community.

No matter how non-partisan an owner strives to be, such a situation results in a one-sided presentation of news and issues, he said.

Competition Breeds Balance

Although it is possible a breakup of such a "monopoly" might result in several owners with similar views on issues, the very nature of competition, he said, breeds a more balanced presentation of these issues.

Sen. Kilgore, considered a member of the "liberal" wing of the Democratic Party, is a native of Beckley, W. Va., and is an attorney. He is serving his third term in the Senate. The Weaver & Glassie firm represents the Philco Corp. in Washington.

The question of diversification, which would react against broadcasters seeking companion tv stations, has been raised in few hearing cases since the tv freeze ended in April 1952. In none has the examiner's initial decision or the Commission's final decision denied a grant to an existing broadcaster on that account.

In several instances, however, the FCC's Broadcast Bureau has filed exceptions to an examiner's initial decision on the ground he did not resolve the question of radio ownership and the Commission's "policy" of diversification. This reference is to a general attitude by previous Commissions that in comparative hearings ownership of one of the applicants by a newspaper should be viewed unfavorably—all other things being equal. At the beginning of this year 19.8% of the 2,600 am stations and 23.2% of the 550 tv stations authorized were owned, in whole or in part, by newspaper interests.

Obviously OUTSTANDING . . .

NAMED ALL-AMERICA CITY

Prosperous, dynamic Peoria has been named an "All-America City" of 1953 by LOOK Magazine and the National Municipal League. This distinction has been awarded for "outstanding citizen action," and reflects the devotion of a great many Peorians to the ideal of making the city a finer place in which to live.

Peoria is the largest city in the State of Illinois outside Chicago. It leads all other Illinois cities in Population . . . Effective Buying Income . . . Total Retail Sales . . . and sales in all 5 store groups defined by Sales Management.

The one mass medium to reach the entire rich Peoria market and the closely integrated group of surrounding counties, is WMBO . . . the station that consistently delivers an average 50% share of the audience . . . more than the next two stations combined in every time period.

TO SELL THE HEART OF ILLINOIS, BUY WMBO!
Located at the geographical hub of the Virginia Tidewater area, WACH covers its fast-growing market with a high-gain Federal UHF antenna supplied by Graybar. Delivering 20,900 watts of visual ERP at 351', the antenna has a power gain of 24.3. The antenna power handling capacity is adequate when WACH increases power. Null fill-in eliminates close-in areas of low field strength.

Operations Manager Bradshaw and operator John Harris handle complete programming schedule with FTL Poly-Efex Scanner. Including two self-contained slide sources, a four channel video switcher and a special effects section, it provides a wide variety of presentations previously available only with additional specialized equipment. WACH's FTL-30B 1kw UHF transmitter can be seen in the background. Note the suspended FTL monitor (arrow) which can be swiveled for multiple visibility in other sections of the studio.

"An initial investment of $135,529 in...

...individual attention to our

"We selected Federal equipment for WACH-TV only after clear, cold professional analysis. Though products of all major TV equipment manufacturers were considered, Federal ranked at the top of the heap on the following points:

1. long-range performance and ease of maintenance.
2. flexibility and adaptability to meet future expansion.
3. technical superiority and low-cost operation.
4. close local liaison with supplier representatives.

"There in a few words is why we said 'make it Federal...via Graybar'."

GRAYBAR CAN SUPPLY COMPLETE TV OR AM STATION INSTALLATIONS—everything needed to put you on the air...and keep you there.

Experienced Graybar Broadcast Equipment Specialists will be glad to help you with specifications and prices, and, if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station requirements.

Call Graybar first—get everything electrical when and where you need it...one source, one responsibility.

A COMPLETE TV PACKAGE...distributed by Graybar

...manufacturers of TV station equipment.
Working closely with Blaw-Knox engineers, Graybar supplied this 314’ tower specially designed to fit into the limited 26’ x 50’ area shown. Note unusual installation of Prodelin transmission line from second-story transmitter location to tower (arrow).

Tom Bradshaw, WACH Operations Manager loads General Precision Laboratories PA100A 16MM projectors. (Not shown is FTL image-orthicon film camera.) WACH offers a unique new-each-night, see-it-at-home film program consisting of 3 continuous showings of a news reel, short, cartoon and feature film.

Technically-superior equipment put us on the air
small station needs sold us on Graybar*—Frederic F. Clair, Station Manager
WACH-TV — UHF Channel 33
Newport News, Virginia

"Modest first cost and future low overhead were keynotes in planning our facilities here at WACH. Our investment in a highly-integrated combination of technically-superior equipment illustrates this point. Though only the barest essentials were purchased, they were of highest possible quality to insure long-term performance.

"As WACH-TV operates nighttime only and our AM affiliate WHYU daytime only, a major saving was made by using existing AM studio apparatus and studio facilities. Physical layout is such that future expansion to 10 kw will require no shifting or rewiring of equipment. Operating costs are under $75,000 per year... only 3 men suffice for full operation of our normal film-and-slide program schedule.

"During planning and installation stages, Graybar personnel provided invaluable assistance - their warm, careful and considerate personal attention went far beyond the requirements of the equipment supplied."

Graybar Representative Hugh Foster and Broadcasting Specialist E. C. "Tommy" Toms visit with Manager Clair. During installation of equipment at WACH, both were on hand 'round-the-clock to coordinate deliveries and aid station personnel in becoming familiar with new equipment.


INDUSTRY BACKS HIGHWAY SAFETY

Radio-tv delegates to White House Conference draw up program to support effort.

BROADCASTERS last week pledged to support the White House Conference on Highway Safety in its campaign to reduce traffic deaths. Over two-score radio and tv delegates attended the three-day Washington meeting that wound up Friday.

Under direction of NARTB President Harold E. Fellows and Ralph W. Hardy, government relations vice president, broadcasters held separate panel sessions at which they drew up a program designed to put the industry behind President Eisenhower's drive to halt the traffic menace.

NARTB will serve as a clearing house to coordinate its programs and organizing methods. The coordination will bring state associations, women's groups and other specialized organizations into the campaign.

Each station will be asked to name a staff member as its contact man for highway safety matters. Safety themes will be incorporated into sustaining and sponsored programs, with local emphasis. Stations will be expected to work with other media and organizations. Each state association is to volunteer its assistance to the governor.

Eisenhower Speech

In addressing the 2,500 delegates at the opening session President Eisenhower reminded that in the last 50 years the automobile has killed 300,000 people in the United States and that many have lost their lives in all wars since the republic was founded 177 years ago.

Among broadcaster delegates on the conference registration list were:


Is Your Station in the Red—or Is It Making the Profit It Should

EXPERIENCED radio-tv merchandising and advertising executive in charge of two radio stations sold small radio station or allied field. Ready in confidence. P. O. Box 857, Chicago 60, Ill.
Buffalo Ch. 2 Proposed For Niagara-Frontier

The Buffalo vhf case had involved an inquiry into the good faith of Enterprise Transmission Inc. Grant is recommended after a merger.

WINDUP of the vhf ch. 2 case at Buffalo, involving FCC's inquiry into the good faith of Enterprise Transmission Inc., appeared near last week as Examiner Harold L Schilz issued an initial decision recommending a grant of the channel to Niagara-Frontier Amusement Corp.

The examiner stated that despite "circumstantial evidence that the application of Enterprise Transmission Inc. may have been filed with the Commission for the purpose of delaying other applications," he "cannot find conclusively that such application was filed for that purpose or to be a 'strike application'."

The late filing of the Enterprise bid was questioned by the Commission because of its effect on a proposed merger of other ch. 2 contestants with Niagara-Frontier. Enterprise's "good faith" was put in issue when FCC designated Niagara-Frontier's bid for hearing, although Enterprise had subsequently dropped out [B&T, Dec. 14, 1953, et seq.]

Lone Survivor

In the merger proposal, Niagara-Frontier is sole surviving applicant but will give part ownership to former competitors Victory TV Corp. and Niagara Falls Gazette Pub. Co. with the latter disposing of WHLD Niagara Falls. Niagara Frontier also would buy another ch. 2 contestant, WGR Buffalo, for $1.45 million from Leo Fitzpatrick and L. R. Lounsberry, all subject to Commission consent.

Referring to Enterprise, the examiner said:

It seems quite possible that old business friendships between the strangers to this proceeding and intangible pressures possibly exerted between strangers to this proceeding may have entered into the filing and withdrawal of this application; but the examiner cannot treat such speculative circumstances as the giving of a direct or indirect consideration in the accepted legal usage of the term "consideration" as meaning a money payment or exchange of a similar thing of fixed value as having passed between or agreed upon to be passed from Frontier to Enterprise.

The ruling concluded that Niagara Frontier acted in good faith when it proposed to purchase the equipment of now defunct ulf ch. 59 WBES-TV Buffalo for some $500,000, which negotiations, no longer in force, "also incidentally resulted in the dismissal of the Enterprise application."

The examiner said the ultimate question is whether Niagara Frontier is qualified and he ruled affirmatively, noting "there has been no showing here of any deliberate or willful intent on the part of the applicant to pursue conduct that could be contrary to Commission policy or trend to subvert or circumvent the same."

FCC Acts to End Repetitious Pleas

TO FURTHER cut down paper work in television and other comparative hearings before FCC, the Commission has amended its rules and practices to preclude repetitious pleadings. Effective Feb. 17, Sec. 1.730 of the rules is amended to require filing of oppositions within 10 days after petitions are filed in a case (no change) and replies to such oppositions within five days therefrom. No other pleadings may be filed unless (1) specifically requested by the Commission or (2) authorized by the Motions

there's a new look in Memphis radio to make listening better than ever

It's WMC's new half-wave radio tower producing 65% more efficiency over the typical quarter-wave antennas operated by other stations in Memphis

FM day and night. Now 300,000 watts effective power, serving exclusively from Memphis over 70,000 FM sets in the Mid-South area with clear, high fidelity reception.

The station that "sets the standard" for finer radio reception in the Mid-South.
Commissioner upon a showing of good cause.

Future notices of proposed rule making by the Commission in addition to specifying dates for filing comments and replies, will provide that no additional comments may be filed unless (1) specifically requested by FCC or (2) good cause for filing of additional comments is established. FCC ruled that requests for permission to file additional pleadings will be directed to the full Commission rather than to the Motions Commissioner.

FCC said the amendment of Sec. 1.730 does not alter the provision of Sec. 1.744 and 1.745 which apply to the Commission's motions practice and specify that actions on such motions may be taken four days after such motions have been filed with the Commission.

House Bill Would Allow Witness to Bar Radio-Tv

AN INFLUENTIAL GOP Congressman last week proposed that witnesses testifying before House committees be permitted "to decline to submit to radio, tv, or motion picture coverage."

The Congressman is Rep. Hugh Scott (R-Pa.), former Republican National Committee chairman and currently chairman of a House Rules subcommittee that is studying the need for rules to govern the conduct of Congressional investigations.

The importance attached to the Scott proposal was that his measure embodying the suggestions in the words of the Congressman, "mostly pulls together the best models and suggestions" which his subcommittee has "considered to date."

The Scott proposal (H Res 447), needing only House Rules Committee approval and passage by the House to become effective, was introduced Wednesday.

Ziffren to File Complaint Against KABC-TV's GOP Show

A FORMAL complaint will be filed this week with FCC by Paul Ziffren, Democratic National Committee California party leader, against the Republican-sponsored program, "Washington Calling California," on KABC-TV Hollywood (WTB, Feb. 15), it was reported last week.

Station Manager Frank King turned down a Democratic request for free equal time to answer the GOP program. Mr. King said the station would be discriminating if it gave Democrats free time equal to the Republican paid time and denied that the current NARTB code recommends against the sale of time for the discussion of controversial issues. Other station executives explained KABC-TV has a policy of charging for use of time and facilities for political broadcasts.

Plans UHF 'Network'

PROPOSING a small-market uhf "network," Sarke Tarzian, operator of WTVT (TV) Blooming-ington, Ind., has petitioned FCC to amend the allocation table so as to add uhf ch. 21 at Hunting-ton, uhf ch. 23 at Anderson and uhf ch. 25 at Logansport, all Ind.; delete uhf chs. 61 and 51 from Anderson and Logansport, respectively; make substitutions at Madison, Connersville, South Bend and Lebanon, all Ind. Mr. Tarzian is to seek uhf stations at Huntington, Anderson and Logansport, programming them by micro-wave relay from WTVT, plus local shows, he told the Commission.

Tall Tower Study Unit In Membership Snarl

Air Force request for tower review deferred again. Broadcast industry wants representation in the project.

COMPOSITION of a committee to look into the "problem" of tall, guyed towers was under further moves last week in the proposed study by the Airdromes, Air Routes and Ground Aids subcommittee of the Air Coordinating Committee (WBT, Jan. 11 et seq.). At the same time, an Air Force proposal that all applications for towers above 500 ft. in height be processed through regional and the Washington Airways subcommittee (WBT, Feb. 8) was deferred again last week at the Washington committee's meeting, following a formal protest by NARTB.

In the AARGA committee's project, an attempt was made to formulate dual membership of the ad hoc committee to study marking and lighting requirements for tall towers and to recommend changes if necessary.

Plan, protested vigorously by the FCC member, was to comprise the working unit with aviation interests to make the study, then if regional and Washington standards were found necessary, to add industry members on an associate basis. These would be broadcaster, tower, and equipment manufacturer representatives.

Membership Demand

The FCC is insisting that non-aviation membership be accorded representatives of broadcasting and allied industries at the outset.

NARTB's protest against the proposal which would to all purposes force the demise of "informal" approvals now practiced by Airspace regional subcommittees, made four points: (1) the amendment would serve no useful purpose; (2) it would unnecessarily increase the workload of regional and Washington airspace subcommittees; (3) it would require unnecessary expenditures of time and money by applicants; and (4) adoption of the amendment would indicate lack of confidence in regional subcommittees.

Gist of NARTB's argument was that all parties involved need NARTB representation on regional subcommittees and any requirement that the Washington committee pass on applications was unjustifiable duplication.

It was understood that this was the same position taken by the FCC representative. The CAA's position was not disclosed, although its representative asked for a further postponement.

Short TV Hearing

TO PROVE it could be done through cooperation of all participants, counsel for vhf ch. 8 at Petersburg, Va., last week concluded what is believed to be the shortest comparative television hearing yet held before an FCC examiner. In five days and less than 1,000 pages of official record, contestants WSSV Petersburg and Petersburgh TV Corp. (WLEE Richmond) both presented their full cases and the record was closed. Case now is before Examiner Claire W. Hardy for initial decision. Leonard Marks, counsel for WSSV, and Harry Plotkin, representing WLEE, agreed no important points of their cases were left out.

MILESTONES

JOHN G. LEITCH (i), engineering vice president of WCAU Philadelphia, receives an engraved silver platter from WCAU President Donald W. Thornburgh in recognition of Mr. Leitch's 25 years with the station.

SPECIAL program honoring the 2,600 men and women of ASCAP on the 40th anniversary of its original organization dinner was presented Feb. 13 on ABC Radio's Saturday Night Dancing Party (8:05-10 p.m. EST). George Jessel appeared on the show to recount highlights of ASCAP's history and provided commentary on ASCAP songs.

WHDL Olean, N. Y., celebrates 25 years of continuous broadcasting Feb. 1.

KGO San Francisco celebrated its 30th anniversary during the week of Feb. 6-12. Two series of week-long programs were scheduled commemorating the occasion.

DR. CHARLES E. FULLER, director of The Old Fashioned Revival Hour (ABC Radio, Sun., 4-5 p.m. EST), has begun his 30th year as a radio minister. Dr. Fuller launched Revival Hour in 1935, but had started broadcasting 10 years earlier.

WWJ Detroit's Minute Parade celebrated its twentieth year on the air Feb. 1. A morning breakfast program, featuring recorded concert music, Minute Parade is said to be the oldest Detroit program to remain under the same sponsor since its inception.

DURING a special show marking the 30th anniversary of WGBF Evansville, Ind., Leal Weed (t), head of the Chicago office of Weed & Co., the station's national representative, stepped up to the microphone to be introduced to the audience by General Manager Martin Leich.

BROADCASTING • TELECASTING
This George-Washington-type ad is Symbolic, like a T. S. Eliot play, only lucider. Little G. W. represents a disproved concept of tv chopping away at Papa, who represents Guess What.

Papa is doing nicely, thanks. Little George, too, in his Non-Hatchetman role of visual Boon to his Countrymen.

Happy Birthday, George.

WMT AM & TV

CBS for Eastern Iowa.

Mail Address: Cedar Rapids

Represented Nationally by The Katz Agency
The Price For Success

The Latest WCKY Story

Listeners to WCKY

sent coin or stamps for their copies of the WCKY Jamboree Almanac in 2½ months. They came from:

Every one of the 48 states:
- Canada
- Newfoundland
- Hawaii
- Haiti
- Virgin Islands
- Curacao
- Jamaica
- B.W.I.
- Bahamas
- New Guinea
- Cuba
- Ireland
- Sweden
- Netherlands
- Germany

Would you like a copy too? We have a limited supply left.
Loyalty; WCKY listeners expressed their unswerving loyalty to "their" station—their feeling of closeness to the folks they hear each night, by sending for copies of the Almanac to get pictures and stories of their WCKY favorites.

Faith; WCKY's sales record for advertisers is phenomenal. Product acceptance is based on the faith these listeners have in WCKY's integrity, and its solid backing up of advertised products.

Coverage; WCKY has an average daily audience of 823,530 rural families in 13 Southern States... larger than any station covering the South.*

Low Cost; WCKY's low rate allows you to buy this audience at 6.1¢ per thousand... 34% lower than any other station in the South.

BUY WCKY
With Fifty Grand in Selling Watts

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TY-FOUR HOURS A DAY
SEVEN DAYS A WEEK
WBTVM-TV WILL BRING TV TOTAL TO 365

UHF outlet to have started yesterday, Puerto Rico to get its first station March 1.

WBTVM-TV Danville, Va., was scheduled to begin commercial operations yesterday (Sunday), giving that city its first local TV outlet. The UHF ch. 24 station is represented by George P. Hollingbery and will be the 365th video outlet to start regular operations.

Delayed many times by bad weather and equipment difficulties, WMGT (TV) Adams (Pittsford), Mass. (ch. 74), is slated to begin programming soon. It has been on test patterns for two weeks.

WKAT-TV San Juan, P.R. (ch. 2), first station there, is also airing test patterns and will be ready to go commercial March 1. It is represented by Inter-American with offices in New York City.

WNEM-TV Bay City (Saginaw), Mich. (ch. 5), started commercial operations Feb. 16, John H. Bone, general manager, reported. It is affiliated with NBC-TV and DuMont and is using a DuMont 5 kw transmitter. Representative is Headley-Reed.

KHOI-TV Dedication

Formal dedication ceremonies of KHOI-TV Holdrege (Kearney), Neb. (ch. 13), were held last week. The station started operations last month.

The following stations have reported they expect to begin regular operations by March 15:

WINK-TV Fort Myers, Fla. (ch. 11); WGVO-TV Valdosta, Ga. (ch. 37); WSJY (TV) Elkhart, Ind. (ch. 52); WINT (TV) Waterloo, Ind. (ch. 15); KVOL-TV and KLYT-TV Lafayette, La. (sharing time on ch. 10); WBOC-TV Salisbury, Md. (ch. 16); KDKL-TV Duluth, Minn. (ch. 3); WMUR-TV Manchester, N. H. (ch. 9); WTRI (TV) Schenectady, N. Y. (ch. 35); KCEB (TV) Tucson, Ariz. (ch. 32); WQED (TV) Pittsburgh (ch. 13), educational; WNED (TV) Providence, R. I. (ch. 16); KRKG-TV Weslaco, Texas (ch. 5); WPJB-TV Fairmont, W. Va.

40-Pound Cookie Jar

AN AMBITIOUS vandal climbed the 209-foot tower of KTRC Santa Fe, N.M., one night last month and carried off the 40-pound glass shell that protects the aircraft warning light. This was discovered when an electrician climbed the tower to replace a supposedly burned-out bulb, but found it shattered and the protective shell gone. The unprotected hot bulb probably shattered when hit by snow. J. Gibbs Spring, KTRC owner, offered a $25 reward (no questions asked) for the return of the stolen prism. The glass shell was returned a week later and unconfirmed reports indicate that a youthful prankster climbed the tower, saw the prism hinges and descended with the shell because he and his friends needed a cookie jar. Mr. Spring noted that it took a person of unusual dexterity to descend the tower at night carrying the 40-pound shell. He said it would take some 400 feet of rope and a man with steady nerves to replace it.

Fetzer Pays $300,000 For KFOR-TV Lincoln

PURCHASE of KFOR-TV Lincoln, Neb., for in excess of $300,000 by the Fetzer Broadcasting Co., which only last summer bought KOLN-AM-TV that city for a total of about $650,000 (*T, Aug. 24, July 20, 1953), was announced yesterday by John E. Fetzer, president of the Fetzer firm, and James Stuart, president of the selling Cornbelt Broadcasting Corp.

The sale, subject to customary FCC approval, is part of a plan by Mr. Fetzer to transfer the KOLN-TV call letters to the ch. 12 KFOR-TV operation and increase its effective radiated power to the maximum permissible 316 kw. Mr. Fetzer contemplates disposing of the present ch. 10 KOLN-TV under duopoly regulations. The sale price does not include real estate but only KFOR-TV physical assets plus equipment.

Said to Be Unprecedented

The Fetzer purchase was said to be virtually unprecedented in television. Applications for transfer will be filed this week with the FCC by Paul O’Bryan of Dow, Lohnes & Albertson, Washington, D.C. firm.

Fetzer Broadcasting Co., owned 52% by Mr. Fetzer and 48% by his wife, Rhea H. Fetzer, vice president and secretary, also operates WKOZ-AM-TV Kalamazoo and WIZE-AM-FM Grand Rapids, while Mr. Fetzer is a minority stockholder in KXEL Television, Iowa, and is vice president and 33 1/3% stockholder in WMBD-AM-FM Peoria, Ill., an applicant for ch. 8 now pending initial decision.

Mr. Stuart said it is his wish to retire from television and devote his full time to KFOR-AM and other interests. KFOR-AM, an ABC affiliate on 1240 with 250, w will continue and expand its policy of "fine programs and service to Lincoln," he said. Mr. Stuart is 89% owner of Stuart Investment Co., which owns Cornbelt Broadcasting Co. (KFOR-AM).

KFOR-TV’s ch. 12 was granted in October 1952. Operation began May 31, 1953. KOLN-TV’s ch. 10 also was granted in October 1952 and began operating Feb. 18, 1953. It was purchased by the Fetzer interests from Cornhusker Radio & TV Corp. for $445,000 cash plus assumption of various obligations totaling about $500,000. FCC approved the transaction in August 1953. At the time of the 1953 purchase KOLN-AM-TV reported a total loss of $113,108.60 through the previous June.

Greenbaum Quits TV Duties

MILTON L. GREENBAUM, president and 66% owner of the Saginaw Broadcasting Co., (WSAM-AM-FM), which also owns WNM-TV Bay City-Saginaw, Mich., has resigned as vice president and board member of North Eastern Michigan Corp., licensee of the TV outlet. He will be succeeded in the vice presidency by O. William Myers, Jr., by Henry J. Freud and John Noonan, Detroit attorneys for Saginaw Broadcasting Co.

Rossiter Leaves WJTV (TV) For KBMT (TV) Managership

JOHN ROSSITER, general manager of WJTV (TV) Jackson, Miss., has resigned to become general manager of KBMT (TV) Beaumont, Tex., ch. 31 outlet currently under construction and expected to commence operations this spring.

Principal executives at KBMT under Mr. Rossiter will include Frank Browne, commercial manager, and Frank Leins, chief engineer. Mr. Rossiter formerly was chief engineer of WJTV, and before that was with WBOB Atlanta. Mr. Rossiter and KBMT president, John Noonan, are 48% owners.

XL Stations Prepare Workbook for Advertisers

WORKBOOK prepared by Pacific Northwest Broadcasters as a "help" exclusively for advertisers on its stations (KXLF-AM-TV Butte, KXLJ Helena, KXLQ Bozeman, KXL Missoula, KXLK Great Falls, all Montana, and KXL Portland, Ore.) tells them how and what to advertise and its policy. 

In a foreword E. B. Crane, president, credits Advertising Research Bureau Inc. as providing basic facts on media impact which point to the need for radio advertising. He also cites his firm’s research program carried on with retail firms in Oregon, Washington and Montana.

The booklet lists “helps” in advertising, a national average retail sales chart, Pacific Northwest monthly “percentage of business”
Pays for itself quickly with AM and FM operating costs saved...

...the new Continental
TRANSMITTER REMOTE
CONTROL SYSTEM

You can perform all operating, metering, and monitoring functions right at the studio with this reliable, high quality equipment. Units shown at left are for installation at studio or control point . . . units below at transmitter site.

Outstanding Features

- SIMPLIFIED OPERATION with no telephone dials or charts.
- FILAMENT AND PLATE CONTROL by a toggle switch and PLATE OFF and ON buttons. Supervisory lights show transmitter condition. Time delay protects rectifier filaments.
- OVERLOAD INDICATION by supervisory light operated by a return signal from the transmitter.
- MONITOR RECEIVER feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

Assembly at Transmitter Location

* TRC-S2 and TRC-T2 Units provide complete, independent control of a second transmitter, either AM or FM, if required. These units can be a part of the initial installation, or may be added later.

Check the money-saving features of this new Continental equipment for your new or remodeled station. Call or write your Graybar Electronic Salesman for complete details.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 17, Texas
charts, the advertiser’s own 1953 monthly “percentage of business” and “advertising” charts, a calendar of events planner for 1954 and the advertiser’s own 1954 “advertising” chart.

KMPT (TV) Goes Into Receivership

KMPT (TV) Oklahoma City, uhf ch. 19, was operating under receivership last week following approval of its petition for reorganization under the bankruptcy laws.

Named as receiver for the station, which began commercial operation last November, was Everett Cotter, Oklahoma City. He was given to April 12 to submit a plan of reorganization to the court.

Petition for reorganization stated that the licensee, KLPR Television Inc., owed more than $250,000 which it was unable to pay.

Active management of the uhf ch. 19 station, DuMont-affiliated and with The Bolling Co. as national representative, was taken over by Gordon B. McLendon (KLIF Dallas), former president of the Liberty Broadcasting System. This was at the request of the receiver, it was reported. Mr. McLendon, according to reports, immediately discharged 37 employees, but held 11 at once.

Byrne Ross, who owns KLPR Oklahoma City, is the major stockholder of KLPR Television Inc.

As of last week, 49 post-freeze grantees had surrendered their CPs, of which 40 were uhf stations. Last year, KONA (TV) Honolulu found itself in difficulties, but the station was bought jointly by J. Elroy McCaw and John D. Keating (KPOA) and the Honolulu Advertiser-KGU (BST, March 16, 1953).

WLIT Transmitter Inaugural

WLIT New York will inaugurate its new transmitter in mid-Manhattan by broadcasting a seven-day Festival of Negro Music and Drama starting yesterday (Sunday) and continuing through Saturday. During the period, WLIT will present 57 special broadcasts aimed at Negro audiences. Highlights of the festival are a Gospel Trip program scheduled to be broadcast yesterday 7-10:30 a.m., directly from Harlem’s Savoy Ballroom, and a WLIT Jam Session on Saturday, 3-6:15 p.m., which also will originate from the ballroom.

WHLI Ups Spot Rates

RATE CARD No. 6, representing an increase in spot announcement rates at WHLI Hempstead, L. I., effective April 1, has been announced by Joseph A. Lenn, vice president in charge of sales. He pointed out that since the last rate change seven years ago, the number of radio homes in WHLI’s listening area had doubled and the station’s share of audience had increased even more proportionately. Program rates will remain unchanged.

Kirsch Charges WTVI (TV)

Harold Kirsch, former sales manager of WTVI (TV) Nashville, Tenn., has served under the bankruptcy court and is the only one of the original owners of the station to remain unchanged.

Anderson to Publicity Post

APPOINTMENT of William Anderson, press editor for WOR-TV New York for the past two years, as manager of publicity for NBC’s WNBC-WNBT (TV) New York was announced jointly last week by Ernest de la Osa, manager of the stations, and Robert Blake, publicity director for NBC ocko stations. In his new post, Mr. Anderson will report to Mr. Blake. Mr. Anderson previously had served with Facts Inc., on the editorial staff of Collier's magazine, and with AP in New York. He is a graduate of the U. of Texas and served with the army in World War II.

GET-TOGETHER after WLBK De Kalb, Ill., signs four Purina-Ralston Co. area dealers for its quarter-hour, six-a-week news, market and weather show for one year, includes (1 to r): Seated—K. S. Albrecht, Ralston-Purina area representative; George C. Biggar, WLBI general manager; Elmer Brooke, Farmers Grain & Lumber Co., Syca- more; Herb Carroll, WLBI news director. Standing—John Kuenkel, Kirkland Cool & Feed Co.; Harold Flio and Frank Callahan, Callahan & Flio, De Kalb; Dick Meier, sales manager, and Bob Brown, program manager, both WLBI.

Rollins Inc. Buys WAMS

SALE of WAMS Wilmington, Del., by Frank Carrow and associates to Rollins Broadcasting Inc. for $3,000 plus assumption of obligations totaling about $105,000 was disclosed last week in an application tendered for FCC approval. Rollins would acquire $8,000 cash and contracts of $16,000 upon assuming ownership of WAMS, FCC was told.

Rollins operates WJMR Newark, N. J.; WJWL Georgetown, Del.; WRAD Radford and WRAP Norfolk, Va., and holds permit for WHRN Dover, Del. Rollins proposes to dismiss its pending bid for a new station at Burlington on 900 kc with 1 kw daytime. It also has asked the Commission to dismiss its Houston application but would retain a new am station application at Indianapolis.

Norton Appointed V.P. Of WMTW (TV) in N. H.

JOHN H. NORTON Jr., named Feb. 1 as general manager of Mt. Washington TV Inc., New Hampshire station now under construction, last Thursday was elected by the board to be a vice president. John W. Guider, president, announced the new office at the beginning of temporary offices in Casco Bank Bldg., Portland, Me.

Mr. Norton until recently was ABC network vice president, Central Div., Chicago. He will move to Portland shortly. Mt. Washington TV Inc. is building a station, WMTW (TV), to operate on ch. 8 atop 6,288 Mt. Washington. It expects to serve most of Maine, New Hampshire and Vermont.

Zimmer Joins Rollins

GRAEME ZIMMER, for the past two years national sales manager of United Broadcasting Co., which has stations in Virginia, Maryland, Ohio and the District of Columbia, has resigned effective Feb. 27 to become national sales director of Rollins Broadcasting Inc., which operates stations in Georgetown, Del., Norfolk and Radford, Va., and Newark, N. J. (See story above). His offices will be in New York.

Broadcasting • Telecasting
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Extra Arms and Hands in Your Sales Department

There is nothing at all mysterious about what it takes to move a product—in volume! The answer is ENERGY . . . all kinds, at all levels. When you decide to tell your story to Hometown and Rural America via the 687 KEYSTONE radio stations, you are hooking yourself onto lots more than just a radio network.

You and your product are going to get the full treatment which is typical of KBS sales drives. Extra hands to send letters to your dealers to get displays up in windows and hands to get your merchandising up for sale . . . and lots more!

Lots of people talk about MERCHANDISING, but KEYSTONE DELIVERS! We'll be glad to give you histories that will make you green with envy. How about you bet?
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STABILE TO DIRECT ABC BUSINESS UNIT

Creation of a business affairs department for ABC and the appointment of James A. Stabile as its director were announced last Friday by Robert E. Kintner, ABC president.

In the newly created position, Mr. Stabile will be responsible for all affiliate contracts affecting all ABC radio and television programs. The services of this new department also will be available to ABC Film Syndication and to ABC's owned stations in New York, WABC and WABC-TV.

Mr. Stabile has been associated with ABC since December 1951, when he joined the network's legal department. A year later he was named administrative manager of the ABC-TV program department, the position he held until his promotion to director of the business affairs department.

Lee Intl. Tv Network To Debut This Spring

President R. L. Kulzick distributes confidential brochure to station managers explaining the network.

A NEW "secondary tv network," described by its president as six years in the making, is scheduled to make its debut this spring.

Known as Lee International Tv Network, the project is headed by R. L. Kulzick, of 409 E. Washington Ave., Madison 3, Wis. (Phone 6-7290). It is a division of R. Lee Ltd.

Mr. Kulzick described the project as "a very major network." He refused to tell B&T about details of the plan, giving "no comment" replies to any questions involving operations or program-for-time exchanges.

A brochure, which Mr. Kulzick's announcement letter to stations described as a "rough booklet," briefly narrates the Lee story. It is obvious from the contents that the network will be a film operation, with programs having simultaneous release at all stations. "They haven't seen it somewhere else first," according to the brochure.

Mr. Kulzick implied in some of his answers that he has established contact with stations. "We'll have something in another week," he told B&T, but later said the announcement might not come out before April.

The letter, described as a "confidential report to tv station managers only," continues: "Six-year developmental work has yielded information and material that "will give the viewer new, different programs that they want and like. We will give sponsors the vehicle and merchandising they need to make tv as big as it should be for all. The member station gets the income and increased program strength to gain new cash and more viewers for a bigger audience. These are powerful statements. Let us prove them to you."

Promising a "national meeting in Chicago soon," Mr. Kulzick warned stations, "You have only ten days to indicate your interest."

DuMont Network Names Rosenberg to Sales Post

Appointment of E. J. Rosenberg, recently an independent package of television and radio programs in New York, to the newly-created position of director of sales development of the DuMont Television Network was announced last week by Gerry Martin, director of sales.

Prior to launching his own business, Mr. Rosenberg was for 10 years executive vice president of Trans American Broadcasting & Telecasting Corp., with supervision over production and sales development for such programs as Life Can Be Beautiful, Light of the World, The Parker Family, Famous Jury Trials and Texaco Star Playhouse.

DuMont's Per-1000 Cost Down $9.47 Since 1948

pointing up the "dramatic" drop in television's cost-per-thousand as set circulation has increased, NBC noted last week that cost-per-thousand tv homes on the full NBC-TV network had dropped from $12.39 in March 1948 to $9.92 in January of this year.

Hugh M. Beville Jr., NBC director of research and planning, who released the tabula-
ABC-TV To Show Same Program Three Times

New plan calls for live showing of 'The Mask' on Sundays and kinescoped version on Tuesdays and Wednesdays.

A TRIPLE-EXPOSURE plan in which hour-long programs from the same series will be seen live on one night and on film on two other nights was announced last week by ABC-TV, to go into effect March 2. Spokesmen said if the plan is successful it may be extended to other shows but that no definite plans for such an extension have been made.

The series is The Mask, a 60-minute melodrama which is carried regularly on Sundays at 8:30 p.m. EST. Under the new plan it also will be seen, in kinescope versions, on Tuesdays and Wednesdays at 8:30 p.m. Different programs from the series will be presented on each of the three nights each week, using kinescopes of shows originally presented live.

Prices for sponsorship have not been definitely set, officials reported late last week. But they estimated that the program cost alone would be in the neighborhood of $10,000 for a quarter-hour on all three Mask shows each week. A sponsor may buy one or more segments of the Sunday night live show without buying into the Tuesday or Wednesday repeats, but he may not buy into the Tuesday or Wednesday night telecasts without also sponsoring a portion of the live show. For the live show alone, program costs are approximately $6,500 for a quarter-hour, $13,000 for a half-hour, and $25,000 for the full hour.

Tv Half of McNeill Show Simulcast Open on ABC

ABC is offering the tv portion of the Don McNeill Breakfast Club simulcast to advertisers on the premise they will buy a radio strip on the program when it becomes available, it was revealed last week.

The simulcast starts today (Monday) on ABC radio and television networks, 8:30 a.m., with all tv quarter hours still unsold as of Thursday. Both Swift & Co. and Philco Corp., along with Quaker Oats and Toni Co., have exercised first refusal rights. ABC has cleared a substantial number of tv affiliates for the television (BWT, Feb. 15).
public favorite No. 1
in the Nation's No. 1 income market
WDEL 5,000 WATTS
day and night
Wilmington, Delaware

Overwhelming station favorite in the nation’s richest income market, WDEL delivers an audience that buys with the highest per capita income in the United States.
Radio's one-book library!

There's just no book like Broadcasting Yearbook-Marketbook. We say that bluntly, honestly and proudly.

It's a one-book library of one of the most vibrant, all-embracing arts of our day.

In Broadcasting Yearbook's 482 crisply-edited, clearly-written and minutely-accurate pages—we're not counting the lavish covers—is the story of radio today—as of now.

Again for the 20th year its precise editorial periscope sweeps a massive sea of vital, money-making, decision-making facts regarding radio.

It says, "Here is radio as it stands—every part of radio. Here is your industry and the facts you need every minute of your working day."

Anyone who is anyone—and that even goes for Mary Plunkett, the schedule typist—must have Broadcasting Yearbook at his or her elbow.

Got yours? If not . . .

Please write today . . .

Broadcasting Yearbook-Marketbook*
1735 DeSales St., NW
Washington, D.C. ME. 8-1022

*Single copy price $5.00. (With yearly subscription to 52 weekly issues: $9.00)
(With complete package, including Telecasting Yearbook-Marketbook published in August, $11.00).
PERSONNEL RELATIONS

AFM-NETWORKS CONTRACT SETTLEMENT HINTED IN 'ROUND-THE-CLOCK' PARLIES

Report is that the musicians have backed down from their demand that only 'live' musicians be used on live programs. Petriello, AFM president, rules against any wildcat strike of the New York local.

POSSIBILITIES of a settlement in the five-week-long contract negotiations between radio and television networks and the American Federation of Musicians loomed brightly late last week as negotiators held an around-the-clock session until 3:30 a.m. Friday and scheduled another meeting for Friday afternoon.

Though full details could not be ascertained, it was reported that the Federation had relented on demands for employment of 'live' musicians on all live programs, which networks have been resisting firmly. At an early-morning session Friday Al Manunti, president of New York Local 802, which had spearheaded the 'live' musicians issue, was said to have been persuaded to abandon his stand because of the networks' stand-pout attitude. As a conciliatory gesture, the networks were said to be considering some expansion of the number of musicians employed on their staffs as well as an increase in pay.

The optimistic outlook in negotiations came as James C. Petriello, AFM president, joined officials of key locals in New York and Chicago at the New York sessions. Mr. Petriello, who had participated briefly in a preliminary meeting with networks in mid-January, had been occupied on other Federation business until last week. One indication that the Federation was not considering any immediate drastic steps was a pronouncement by Mr. Petriello last Tuesday that there would be no strike by any local unless AFM granted approval. This ruling dispelled fears of prospects for a "wildcat" strike by Local 802 which provided Mr. Manunti last Tuesday that there would be no strike by any local unless AFM granted approval. This ruling dispelled fears of prospects for a "wildcat" strike by Local 802 which provided Mr. Manunti with strike authorization power several weeks ago.

Constant Conferences

The seriousness of the talks with NBC, ABC and CBS representatives can be adduced by the heavy schedule of negotiation sessions. Over-time meetings were held on Monday, Tuesday, Wednesday and Thursday, and another session was held on Thursday night. A Federation official commented that "there's still a lot of hard work to do, and we may as well keep on talking."

Though the extended deadline of the present three-year contract expired last Monday, negotiations were being continued on a day-to-day basis. It was believed that if the deadlock continues, AFM will not call a strike suddenly, but will set a deadline.

The networks were reported to be firmly resisting AFM's demands on "live" musicians and to be countering with proposals which would grant them the right to record all cues, bridges and mood music and extend the present unrestricted use of recorded music. Mr. Petriello, according to AFM officials, appeared to be leaning toward the sentiments of Local 802, which warned three years ago that the increased use of recorded music by the networks was sounding a death knell for musicians.

Composers Guild Plans

March Ratification Meet

SIMULTANEOUS general meetings in New York and Hollywood are being considered about March 18, to ratify the constitution and by-laws of the newly organized Composers Guild of America, formed to bargain for composers active in radio, tv, films and theatre.

As a New York general meeting Feb 2, at which Robert Russell Bennett, Deems Taylor and Arthur Schwartz of the eastern COA committee acted as co-chairmen, plans for formation were approved unanimously, according to organization executives. Present were Leith Stevens and Mack David, of the West Coast committee.

Attorneys Leonard Zissu and Abe Marcus are making final revisions on the COA constitution and by-laws.

TWA Would Re-Form

To Add Other Media

EFFORTS to reorganize as one overall union for all entertainment medium writers and thus bolster its position, will be made by Television Writers of America at a Hollywood membership meeting Wednesday night.

TWA, victim of internal dissension, in the past several weeks has lost a number of key members who resigned over retention by the Western Region group of its executive secretary, Joan LaCour, who refused to answer questions on purported membership in the Communist Party at a recent closed hearing by a House Un-American Activities subcommittee [BT, Jan. 14].

With the union's position weakened through loss of membership, NBC, CBS and ABC tv networks are reported to have withdrawn their tentative agreement to give TWA a 100% union shop in the current prolonged contract negotiations.

Although TWA last year won over Screen Writers Guild in an NLRB vote to represent network freelance tv writers, SWG is said to be considering a petition for a new election in June. With TWA considered vulnerable through loss of membership and prestige, SWG would contest the new union's jurisdiction, it was said.

SWG, also an advocate for one overall union for all writers, has felt the original loss of network tv free lance writers was due primarily to failure by Authors League of America to handle the New York campaign properly.

TWG to Negotiate Soon

On Comedy, Variety Writers

NEGOTIATIONS covering writers of comedy routines and variety sketches for tv films are expected to start "shortly" between the Television Writers Group of Screen Writers Guild and the Alliance of Television Film Producers as well as other tv film producers not affiliated with the latter trade group. TWG has appointed a special committee headed by Devery Freeman, with its members drawn entirely from the field of comedy writers to work out a program of demands.

Terms and conditions covering these specific areas of writing were withheld by SWG in earlier negotiations with the ATFP and other tv film producers in order to give further time to their study, it was explained.
I'D NEVER HEARD OF OAK HILL, W. VA.!

STATE'S SECOND LARGEST STATION
SURPRISES MANY TIME BUYERS!

Pardon us if we give you a jolt, but li'l ole Oak Hill does contain WOAY — the second most-powerful radio station in West Virginia! Matter of fact, we think you'll have a tough time finding another radio station, anywhere, that gives you 102,200 daytime families for a mere $21.60 per quarter hour (26-time rate).

Our national business shows steady gains, month after month. How about joining the parade? Address Robert R. Thomas, Manager, at:

WOAY
OAK HILL, WEST VIRGINIA
10,000 Watts AM
20,000 Watts FM

| Total Radio Homes in Area | STATE NCS Area | County | No. of Counties | DAYTIME
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GOOD YEAR FOR ELECTRONICS FORESEEN BY MANUFACTURERS IN NEW YORK PANEL

Mass market for color tv seen developing in 1956 by RETMA's Sprague who also cites factors to prove that black-and-white is not doomed to obsolescence.

DESPITE the complexities engendered by color tv, the electronics industry has a bright outlook for 1954.

This conclusion was drawn at a round-table discussion in New York last Thursday in which executives of six electronics manufacturing companies projected the course of their industry during 1954 at a meeting of members of the New York Society of Security Analysts. A detailed blueprint of things to come in the industry was offered by Robert C. Sprague, chairman of the board of the Radio-Electronics-Television Mfrs. Assn. and chairman of the board of the Sprague Electronics Co., North Adams, Mass., and was substantiated in brief talks by other speakers.

Participating in the discussion, held at the Hotel Roosevelt following a three-day meeting of RETMA (see story, page 37), were Robert C. Tait, president of Stromberg-Carlson Co., Rochester; H. Leslie Hoffman, president of Hoffman Radio Corp., Los Angeles; William S. Parsons, president of the Centralab Division of Globe Union Inc., Milwaukee; Frank Freimann, president of Magnavox Co., Fort Wayne, Ind., and David Schultz, treasurer of Raytheon Mfg. Corp., Waltham, Mass.

Mass market for color tv sets will develop in 1956, with black-and-white and radio continuing in heavy demand, Mr. Sprague said, predicting a demand for 11 million radio sets.

Output of color sets will not exceed 150,000 this year, he predicted, with prices ranging from $800 to $1,200. Looking into future costs, he estimated mass production will bring color sets down "to a range of 25% to 50% above that for black-and-white sets of comparable picture size."

While retail sales of tv sets were "virtually at peak levels in 1953," Mr. Sprague said a sudden sales drop beginning in September likely can be traced directly "to the widespread, but often incomplete, publicity given to color tv last fall, culminating in the authorization of the NTSC color system by the FCC in mid-December."

He found evidence that the public has since become "much better informed as to the prices and availability of color sets, and although retail sales figures for January are not yet at hand, increased purchases of black-and-white sets last month, reported in recent weeks appear to reflect revived interest in black-and-white on the part of consumers. If this trend continues the inventory situation may have over-corrected itself in another month or two."

He also said: "One of the best indications I know of that color is not going to make black-and-white television obsolete is the fact that television itself has not yet supplanted radio and gives no sign of doing so. Today there are approximately 120 million radio sets in use, located in about 94% of the nation's homes and in more than three-quarters of the cars on the road. The number of radios is increasing faster than television, he added."

Mr. Parsons, president of the Centralab, said that the electronics industry has a "completely new atmosphere in the replacement market this year, to about 2 per home at the present time. Demand for home sets of all types was down slightly last year, from 7.1 million in 1952, but this was more than offset by a sharp increase in auto radios, to 5.2 million from 3.2 million."

Predicts Increased Sales

Looking into 1954 prospects, Mr. Sprague said, "I shall be surprised if the electronics industry does not chalk up another increase in total sales. In view of the fact that there may still be some confusion in the minds of the public about color, there may be a drop of modest proportions in sales of tv sets, especially if unemployment continues to increase and consumer purchasing power is impaired. However, I believe that the public will buy television and radio sets if they are competitively priced and well merchandised, and recent surveys of consumer buying intentions indicate that many people consider 1954 a good year in which to buy durable goods. I am sure those in the industry who sell to the consumer will be prepared to meet this demand." He pointed to the fast growth in the number of tv stations.

Only 3.6 million of the 27 million sets in use are equipped for uhf reception, Mr. Sprague said, and these represent only a third of the 11 million homes already within range of uhf stations. If sales of another 15 million homes within range of a tv signal have sets at all, and a good replacement market also is indicated.

The year should bring a market for around 6 million tv sets at retail, Mr. Sprague predicted, justifying estimates of about 10 million black-and-white sets. As the public becomes aware of color problems, tv demand will pick up with production in the second half of 1954 about the same as that in 1953.

Demand for black-and-white radio to drop to about 4 million this year but he anticipated a total market for 11 million radio sets of all types. This would bring another year of $1.3 billion worth of radio-tv business at the factory, plus $2 billion in military business and $700 million worth of industrial equipment and replacement parts.

Cutback in tv output in November and December brought inventories down to 1.9 million, which Mr. Sprague said is not far from normal.

Along with supporting Mr. Sprague's observations, Mr. Tait commented that the full resources of the electronics industry have been far from tapped and said the fields of communications and electronics are becoming more closely allied every day. He cited the development by Stromberg-Carlson of a color electronic amphibious television set to replace the presently mechanically-controlled type, but said the invention has not been refiled to the point where it can be marketed.

Mr. Hoffman predicted a continuing growth for the electronics field in 1954 and added that his company is in a particularly advantageous circumstance because it is located on the West Coast, which he described as an area that is headed for more expansion.

Porsons Sees 50-75% Rise

Mr. Parsons offered a prediction that in five years the electronics industry will grow by 50 to 75% over its present size. He said that Centralab, which manufactures components, will grow side by side with makers of the end product. To prepare for the future, he said, Centralab conducts a program of continuous research designed to improve the quality of parts supplied to manufacturers.

Mr. Schultz asserted that the future of the electronics industry is bright in this period of the Cold War, claiming that the government will continue to require military electronic equipment. He pointed out that 70% of Raytheon's business is for the government and noted that the company currently has a backlog of orders amounting to some $180 million.

In reply to a question from the audience, Mr. Tait said he believed that color tv would have as much impact on the large set manufacturer as on the small and medium-sized manufacturers. He said color has created problems for all sizes of manufacturer, pointing out that the small firm might be in a better position to re-distribute its sets away from markets where sales are declining.

On another question relating to the prospects for reduction in price of color tv tubes, Joseph B. Elliott, RCA executive vice president in charge of the Consumer Products Division, said he believed that a lower price is in the offering. Mr. Elliott, who did not participate in the round-table discussion but was a special guest, said he based his belief on past accomplishments of the electronics industry.

Edgar, Watters Promoted By RCA International

THE PROMOTION of H. C. Edgar and Albert F. Watters to newly-created administrative posts in the RCA International Division were announced last week by Meade Brunet, RCA vice-president and the division's managing director.

Mr. Edgar, formerly merchandising director of the division, was advanced to director of export. He has been with RCA since 1924.

Mr. Watters, formerly vice president in charge of personnel for the RCA Victor Division, was promoted to director of associated company operations for the division. He joined RCA's tube manufacturing plant in Harrison, N. J., in 1935.
Christensen Named V. P., Chief Engineer at CBS Labs

APPOINTMENT of John W. Christensen as vice president and chief engineer of the CBS Labs Division was announced last week by Dr. Peter C. Goldmark, newly named president of the division.

With CBS Labs since 1946, Mr. Christensen is credited with participating in a number of the division's color television developments, including the CBS field-sequential system of color and the more recently unveiled CBS Chromacoder, which permits use of a single-tube camera in color-television under the standards approved by FCC.

In 1941-42 he was on the engineering staff of KSL Salt Lake City, and during World War II he was associated with the radio research labs of Harvard U. in the development of vhf and uhf antennas, receivers and direction-finding system for aircraft and guided missiles.

MANUFACTURING SHORTS

Hamlin Inc., Evanston, Ill., announces development of new hermetically sealed switch which is said to require exceptionally low loading of the activating system. Further information may be obtained from (Hamlin Inc.), Dept. B-8, 1316 Sherman Ave., Evanston, Ill.

Hunt Capacitors (Canada) Ltd. has been formed by Canadian Marconi Co., Montreal, and Hunt Capacitors Ltd., London, England, and will have production plant at Ajax, Ont., near Toronto, to make condensers for electrical and industrial market. K. A. Jackson of Canadian Marconi Co. has been appointed general manager with R. A. Grouse of the English parent company as chief engineer. Products of the new company will be marketed by the electronic tube and components division of Canadian Marconi Co., Toronto.

Clum Manufacturing Co., Milwaukee, Wis. (automotive equipment, specialty manufacturers), announces publication of latest catalog on electronic parts and units. Copies available on request to the company.

Andrea Radio Corp., Long Island City, N. Y., demonstrated a color television set with a viewing area equivalent to a 12½ inch black-and-white tube before a group of distributors last week. Spokesmen said it is expected to be in production in limited quantities during the second and third quarters of this year. President Frank A. D. Andrea said price would be competitive with those of other manufacturers' better-quality color lines.

Earl W. Daugherty Film and Sound Service Inc., N. Y., announces the Telecorder, 16mm sound motion picture film, offering an "off-the-air" recording service for advertising agencies as a research, a direct sales tool or for competitive analysis. Telecorder Studios have been opened at 84-54 63d Ave., Rego Park, Queens 79, N. Y.

Electronic Fabricators Inc., N. Y., announces it is now geared to offer its Type MH capacitors for delivery in quantity. Type MH is a line of high quality, close tolerance, miniature, plastic film capacitors. Illustrated brochure with complete specifications, dimensions, and test data will be sent upon request to Tech. Pub. #154, Electronic Fabricators Inc., Dept. I, 682 Broadway, N. Y. C.

Atlas Sound Corp., Brooklyn, has placed on the market new model MS-25 microphone stand which incorporates a "safety air-lock cushion" that is said to prevent accidental or sudden slippage of the stand's telescoping section. The safety mechanism is said also to prevent damage to the microphone that could result from severe mechanical shock.

Stephens Manufacturing Corp., Culver City, Calif., announces a new loudspeaker system featuring a fully expanded exponential rear horn and incorporating many new improvements in true fidelity audio reproduction. Named The Continental, it will be marketed immediately under the firm's Tru-Sonic label.

Sandor Products Inc., Ferndale, Mich., announces Divyd-ette usable for television back-drop purposes or as a studio divider. Consisting of three vertical louvers attached to a self-sustaining frame, Divyd-ette is adjustable and easily movable; the louvers may be set at any angle for different lighting effects. Available in three units, starting price is $37.95.

Belmont Assocs., L. A., manufacturers of Concertone tape recorders, announces a new multichannel mixer, identified as Model MCM-2, designed for both high and low impedance circuits. Mixer and accessories are available for immediate delivery.


Zenith Radio Corp. announces production of six new phonograph and combination phonograph-radio models, plus 19 new tv receivers.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone license. Call on us for your technical personnel needs. Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC. A Service of Radio Corporation of America 35 West Fourth Street, New York 14, N. Y.

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CUT OUT FOR YOU!

SELL to the market in which 73% of OKLAHOMA's retail sales are made...

with a station whose coverage is concentrated 98% therein!

Yes, WKY is powered and programmed exclusively for Oklahoma.

WKY RADIO

Owned and Operated by THE OKLAHOMA PUBLISHING CO. The Daily Oklahoman Oklahoma City Times

Former Stockman "WKY-TV" Represented by THE KATZ AGENCY

February 22, 1954 • Page 79
Czechs Adopt 1-Station Wired Radio Network

U. S. Information chief Streibert sees communist move as counter-measure to increasingly effective free world broadcasts.

CZECHOSLOVAKIA is getting closer to its Big Brother, the Soviet Union, by adopting the Russian's method of radio control.

As Theodore C. Streibert, director of the U. S. Information Agency, sees it, this greater radio control "is designed as a counter-measure to the increasingly effective Voice of America and other free world broadcasts such as Radio Free Europe."

But Mr. Streibert says the system of a wired radio network, which the Czechs are adopting, will not shut off free world broadcasts because there is a radio set for every five persons in the country. This assumes that greater counter measures, perhaps outright seizure of sets not now operating, are not taken by the government.

Mr. Streibert said the information was in the Czech communist daily newspaper, Lidova democratik.

Under the control method, individuals can plug in their radio set, of simple construction, to receive by wire the official, local radio station that broadcasts communist propaganda. Also, loudspeakers are set up in public squares, recreation centers, assembly halls and market places. That type of captive audience broadcasting bars the broadcasts being turned off.

Mr. Streibert says the control broadcasts had been tried sporadically before, but he indicated that this time the Czech government means business.

Everybody Uses Canada Local Radio—CARTB

EVERY type of business uses local radio in Canada. This is believed proven by a survey made by the Canadian Assn. of Radio and Television Broadcasters. Ninety percent of all Canadian independent stations, or over 300, are listed in major group headings.

Pat Freeman, director of sales and research for CARTB at Toronto, declared "salesmen can use this study by going through its pages to match their local sales pattern, category by category. As they do, they will realize that 'Radio Sells Everything,' from hair restorer to superfluous hair remover; from Volkswagons to Packard; from ice to fuel; from fertilizers to florists."

A local account not using radio will be surprised how many firms, engaged in his type of business, do sell by radio."

Mr. Freeman has indexed his study, which occupied almost the full time of the Toronto CARTB office for six weeks, by groups and categories. He has arranged all categories in an approximate geographical order, so that salesmen can use experience closest to home in bringing the results of the study to local advertisers. In the 12 main groups there are numerous sub-divisions, making for a total of 130 categories in all.

The 12 main groups in the survey cover amusements, automotive, building, clothing, department stores, farm and food, organizations; personal, general and home services; and a miscellaneous group. As an example of how each group is divided into categories, the amusement group is divided into seven categories consisting of theatres, entertainment and entertainment centers, sporting goods stores, sports organizations, golf schools and driving ranges, bowling alleys, dance halls and dance instruction.

As a result of the study, Mr. Freeman found that 900 automobile and truck dealers use local radio, that electric appliance stores and allied services using local stations number 580, and that the same number of jewelers use local Canadian radio stations.

Mr. Freeman hopes to be able, at a later date, to do a more thorough coverage of the local radio field for the entire year. A French-language station survey may also be made at a later date.

Three TV Outlets Plan Early Start in Canada

THREE more Canadian tv stations are slated to go on the air soon, with CKCO-TV Kitche- ner, Ont., on ch. 13, making its first official telecast on Feb. 21. On March 15 CHSJ-TV St. John, N. B., ch. 4, becomes the first Canadian tv station east of Montreal. Canadian Broadcasting Corp. has announced that CHSJ-TV will join the CBC tv network as a basic non-interconnected station, with Class A rate of $165 an hour and earning regional discounts on a basic station of CBC Atlantic region tv network.

CHCH-TV, Hamilton, Ont., ch. 11, is now slated to go on the air on April 15, with nine hours daily on the air, from 3 p.m. to midnight Monday thru Friday, and two or three more hours on weekends.

Payments in Canadian Dollars Advised for CARTB Members

WITH CONTINUING fluctuations in Canadian dollars in terms of U. S. dollars, the board of directors of the Canadian Assn. of Radio & Television Broadcasters has recommended to its members that they request payment for their dues in Canadian funds. Canadian dollars for the past 18 months have been worth more than U. S. dollars on the international money market, varying from one to five cents over the U. S. dollar. CARTB officials have taken the matter up with financial organizations and the government's Bank of Canada, and the result is that Canadian stations will ask for payment for U. S. advertising on their stations in Canadian dollars or its equivalent in U. S. dollars. For most of the war and postwar years U. S. dollars were at a premium over Canadian dollars, but with the return of the Canadian dollar to the free market, it is today worth more than the U. S. dollar.
CARTB SETS AGENDA FOR QUEBEC MEET

ACCENT on new sources for radio accounts marks the agenda of the 29th annual meeting of the Canadian Assn. of Radio and Television Broadcasters at the Chateau Frontenac, Quebec, Que., March 22-24.

CANADA Representatives from at least four nations will take part in the sessions which will be opened by Goar Mestre, Radio Centro, CMQ Havana. This marks the first time a representative of the Inter-American Assn. of Broadcasters has been present at a Canadian convention.

Speaker at the opening day dinner will be Malcolm Muggeridge of London, England, editor of Punch and vice-president of the Popular Television Assn. He has been active in promoting development of commercial tv in Great Britain in competition to the British Broadcasting Corp.

Opening convention morning will also feature Don Henshaw, account executive of MacLaren Adv. Ltd., Toronto, who will discuss the free broadcast press, outlining the development of radio as electronic publishing. Afternoon session of first day will include business panels on sales headed by Paul Mulvihill, station representative to Toronto; programming panel chaired by Al Hammond, manager of CFCF Montreal; and a panel on new ideas in broadcasting headed by Donald Jamieson, CJON St. John's, Newfoundland.

Tuesday morning will be annual meeting of the Bureau of Broadcast Measurement, and the following sessions on Tuesday and Wednesday will be for members and associate members only, dealing with internal CARTB problems.

Cuba as Latin American Film Center Discussed in Havana

REUB KAUFMAN, president of Guild Films Co., New York, conferred in Havana last week with Cuban officials on their plans to establish Cuba as a television film center in Latin America.

CUBA Mr. Kaufman, invited to Havana by the tv executives there, reported that the Cuban tv industry is interested in producing half-hour and 15-minute programs with Latin-American backgrounds and in marketing them in the U. S. and Latin America.

U. S. Shows Split Rating Honors With Canada—E-H

HALF the top ten evening network shows in Canada during January were of U. S. origination, and half were produced in Canada, according to national ratings released by Elliott-Haynes, Ltd., Toronto.

Leading were Our Miss Brooks, rating 26.4, Radio Theatre 25.7, Amos 'n' Andy 25.7, Ford Theatre (Canadian) 18.7, The Tytlers (Canadian) 16.5, Great Gildersleeve 15.0, Showtime (Canadian) 15.5, Wayne & Shuster (Canadian) 16.5, Sexappeal 15.5, and Bourbon Street Beat 14.6. Five leading daytime shows were of U. S. origination, being Ma Perkins 15.6, and Road of Life 13.8.

In French-language evening shows most popular continue to be Un Homme et son Pecher with rating 43.6, followed by Le Fil de la Vie 32.5, Le Survivant 27.5, La Metropole 25.5, and Tidings. The first five French-language daytime shows in January were Femmes 31.3, Le Jour de l'Oiseau 26.5, Rue Principale 25.3, Je Vous ai Tente 35.4, Les Joueuses Troubadours 36.5, and Vie de Femmes 30.4.

FOREIGN visitors at RCA Victor Engineering Products Division's 19th tv technical training program last week at Camden watched a demonstration of RCA's Type TK-11 monochrome tv camera by E. T. Griffith (on platform), RCA broadcast promotion manager. Others (! to r): William Botista, Rio de Janeiro, Brazil; Narendra K. Jain, New Delhi, India; Felipe Urbaneja Sucre, Caracas, Venezuela; Jorge Edo, Sao Paulo, Brazil; Y. Katsuse, Shiznuko, Japan. The program ran Monday through Friday.

Canada Radio Homes Up

LATEST SURVEY of Canadian government's Dominion Bureau of Statistics, Ottawa, shows that at the end of September 1953 there were 3,914,000 homes in Canada with one or more radio sets, up from 3,144,000 in June 1951, when the decennial census was taken. This leaves only 130,000 homes in Canada without radio receivers.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

MOST People in Western Virginia listen to WDBJ NEWSCASTS because we employ:

- Two competent, full-time News Editors
- Direct AP AND UP presswire services
- Tape recorders, police and fire department monitors, telephone "beep" system, etc.
- Full repertory services of both morning and evening Roanoke newspapers (including some 50 string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced newscasts weekly
- 11 complete farm shows weekly

AND, we've been steadily serving, steadily improving, steadily promoting these services for almost 30 years.
Oklahoma U. Sets Radio-Tv Conference

SOME 150 to 200 commercial and educational broadcasters and students are expected to attend the 12th annual Radio & Television Conference March 4-6 at the U. of Oklahoma at Norman, according to an announcement last week by Harry M. Lyle of the university's speech department and director of the conference.

The radio leaders, educators and students will attend from Oklahoma, Texas, Kansas, Missouri, Arkansas and Louisiana, Mr. Lyle said. Awards will be made for announcing, commercial copywriting and dramatic and non-dramatic productions, with Edgar T. Bell, KWTV (TV) Oklahoma City tentatively scheduled as speaker at an awards dinner March 5 at Oklahoma Memorial Union.

Broadcasting demonstrations will be made by schools and sessions will be held by radio-tv news directors, tv station managers, radio executives, tv art directors, broadcasting sales managers, commercial managers, production managers and students.

**Speakers List**

Speakers will include: D. C. Sperry, advertising director, Oklahoma Tire & Supply, Tulsa, on "The Missing Link in Today's Radio and Tv Advertising"; Leona Scott, radio director, Arkansas State Teachers College, "How to Make Best Use of a Small Station With a Limited Budget"; Cedric L. Crink, Southwestern State College, Weatherford, Okla.; M. H. Bonebrake, president, KOCY Oklahoma City; Cy Casper, president, WBBZ Ponca City, Okla.; Elaine Tucker, Oklahoma City Schools; Bill Morgan, general manager, KNOR Norman; S. R. Worsham, program director, KBTV (TV) Denver; Roy Bascut, commercial manager, WBAP Ft. Worth; Robert C. Currie Jr., program director, KEED Wichita; George Gow, KANS Wichita; Bill Hoover, general manager, KADA Ada and KWSH Wewoka.

**Drops D. C. Educ. Bid**

Cutting lack of federal assistance, the board of education of the District of Columbia voted last Wednesday to drop its application before FCC for reserved noncommercial educational uhf ch. 26 at Washington. Action clears the way for the forthcoming bid of the Greater Washington Educational Tv Assn., non-profit group representing various educational and cultural interests in the nation's capital.

**Chicago Educational Tv Considers Manager**

RICHARD B. HULL, director WOI and WOI-TV, Ames, Iowa, and Kenneth Bartlett, head of Syracuse U. radio-tv center, are being considered for the general management of the Chicago educational tv outlet, it was reported last week.

This was confirmed by the Chicago Educational Television Assn., licensee of WTTW (TV), which plans to begin operation by year's end. Other prospects also are under consideration, it was explained, and a staff will be selected shortly.

Edward Ryerson, CETA president, announced Thursday that a change in studio plans is under study. He said the association is giving favorable consideration to the Museum of Science and Industry as a site instead of Man-

**PLANS for the second annual WBT-WBTV (TV) Charlotte $5,000 college scholarship competition are discussed by (I to r) Charles H. Crutchfield, executive vice president-general manager of WBT-WBTV; Joseph M. Bryan, president of Jefferson Standard Broadcasting Co., licensee, and J. Robert Covingto, assistant vice president for sales and promotion.**

**WAAM (TV) Holds Regional tv Seminar for Students**

THE Fourth Annual Regional Television Seminar, sponsored by WAAM (TV) Baltimore and five universities, will be held in Baltimore Feb. 26-27, it has been announced by Ken Carter, WAAM general manager.

Subject for the seminar will be "The Local Television Station." Speakers, active in television, will speak to college students from the East and Southeast on career opportunities in local television and the various phases of operating a station.

Clair R. McCollough, Steinman radio and tv stations, is chairman of the Orientation Meeting Friday morning. Carl Haverlin, BMI president, will address the annual dinner Friday, and James O. Lowe, chief timebuyer, J. Walter Thompson Co., will speak on the "Evolution of a Commercial" at the Saturday afternoon session.

Sponsoring colleges are American U., Johns Hopkins U., U. of Maryland, U. of North Carolina and Temple U. Fee charged students is $5, covering meetings, copy of the proceedings and four meals.

**Stones to Manage KUOW-TV, U. of Washington Outlet**

LOREN B. STONE, general manager of KBRO Bremerton, Wash., active in Pacific northwest commercial broadcasting since 1931, has been named manager of noncommercial educational KUOW-TV Seattle (ch. 9), it was announced last week by H. F. Everest, vice president of the U. of Washington and chairman of the proposed station's advisory board. Target date for actual telecasting is next fall.

Mr. Stone said Bruce Bartley, owner of KBRO, has assumed management of that station also.

Prior to his KBRO assignment, Mr. Stone had been with KIRO Seattle 16 years, the last seven as general manager. He started in 1931 with KOMO Seattle.
PEOPLE

Advertisers

Philip S. Barber, manager, Columbia Records Div., H. R. Basford Co., S. F., named vice president and sales and advertising. Patrick Butler replaces Mr. Barber and Paul McKimme becomes sales supervisor, record dept.

Roy Westly, Los Angeles city sales manager, Pabst Brewing Co., to Lucky Lager Brewing Co., same city, as assistant sales manager in charge of promotion in area.

R. Douglas Ross, formerly account executive, Martin & Tuttle Adv., Seattle, appointed advertising and public relations director, Van de Kamp's Holland-Dutch Bakers Inc., same city.

Kenneth D. Myers, advertising manager, Robert Gair Co., American coating mills, Chicago div., appointed sales promotion director. He will continue to handle advertising.

Jerry Luboviskl and Earl M. Welty, both assistants to vice president, public relations and advertising, Union Oil Co. of Calif., I. A., named manager of public relations and advertising, and manager of press relations, respectively.

Robert E. Massa, purchasing dept., General Foods Corp., named manager of newly-created merchandising aids dept. in General Foods' corporate marketing office. Other appointments in new department: Ray Dubrowin, as manager of display material, and Edward G. Sawyer, as manager of premium section.

Agencies

Arthur P. Livingston, director of merchandising, McKee & Albright Inc., Phila., appointed vice president of that agency.

Paul Brickman, account executive, Fuller & Smith & Ross, Chicago, elected a vice president.

Irwin Solomon, copy director, Al Paul Lefton Adv., Phila., appointed vice president of that agency.


A. Joel Robinson, creative art director, David D. Polon Adv., N. Y., appointed executive vice president. He will direct an expanded department for new client services for product design, packaging, promotion and direct mail.

John H. Riordan, account executive, Roy S. Durstine Inc., L. A., transfers to N. Y.


Kenneth Metivier, formerly assistant to vice president of sales, U. S. Steel Supply, Chicago, named general manager in charge of office production and advertising production, Warner, Schuberg, Todd & Assoc., St. Louis.

George Wolf, director of radio and tv, Geyer Inc., N. Y., elected a vice president of the agency.

Samuel H. Northcross, vice president and manager of tv production dept., William Esty Co., N. Y., appointed director of tv for that agency.

Ralph Nelson, vice president, Abbott Kimball Co., N. Y., appointed assistant to Abbott Kimball, chairman of agency. William L. Braun has been promoted to post of art coordinator and Joseph J. Kiebrick to production coordinator, same agency.


Herbert Daniels, former retail sales manager, Montgomery Ward & Co., appointed merchandising manager of Tatham-Laird Inc., Chicago.

Gordon Hearn, sales and advertising manager, Selectric Products Co., Lynwood, Calif., to W. H. Hunt & Assoc., L. A., as assistant account executive.

Jack D. Gifford, formerly writer-producer, WLW Cincinnati, named assistant account executive and senior copywriter, Peck-Hoekstra Adv., that city; Miler Raymond III named creative director, same agency.

Albert Goldman, formerly with Ad Composition, Cleveland, to BT Adv. Agency, same city, as account executive; Jerry Carr, formerly manager, WFPA Fort Payne, Ala., to head radio-tv and publicity, BT Agency.

Robert Erwin, American Viscose Corp., to John Falkner Arndt & Co., Phila., as assistant account manager.


Robert G. Lurie, account executive; Morton B. Elliott, merchandising, copy and contact man; Marianne Haer, radio-tv copy and presentation, and Gertrude C. Fitz, production and traffic manager, to Lawrence C. Gumbinner Adv., N. Y.


Kathryn C. Brandon, account manager, Dan

Yes, in Pennsylvania, 1 buy covers 3 . . . when that one buy is WJAC-TV, Johnstown.

Based on October '53 Hooper standings, WJAC-TV is . . .

FIRST in Johnstown (a 2-station market)

SECOND in Pittsburgh (a 4-station market)

FIRST in Altoona (a 2-station market)

If you want to blanket the rich southwestern Pennsylvania market . . . and do it for the minimum amount of wampum ... buy the 1 that covers 3 . . .

Send up a smoke signal or . . . Get full details from your KATZ man!
Lawrence Co., San Diego, Calif., adds duties of publicity director.


Richard B. Burton, Meredith Publishing Co., to N. W. Ayer & Son's Philadelphia office unit of the Plymouth cooperative advertising program, and Anne Roberts, film director, WLWD (TV) Dayton, to traffic section, Ayer's radio-TV dept. in New York.

Mercille Bignasco named assistant treasurer, Guild, Bascom & Bonfigli Inc., S. F.

Nancy Cordell, KOA Denver, to Diamond & Sherwood Inc., S. F., in media and production department.


Robert M. Marks, former senior account executive and member of plans board, Silberstein & Goldsmith, opens own agency, Robert M. Marks & Co., at 32 E. 57th St., N. Y.

Douglas Calverley, Safeway Stores Inc., S. F., forms own advertising agency, Douglas Calverley Co., with offices at 785 Market St. same city. Telephone is Sutter 1-8644.

Frances Johnson, secretary to Al Kaye, vice president in charge of West Coast operations, Benton & Bowles Inc., Hollywood, and Vernon Pellouchoud were married Feb. 20.

Peggie Jones, radio-TV dept., Doherty, Clifford, Steers & Shenfield, N. Y., is to be married Feb. 28 to James McDonnell of Richmond Hill, N. Y.

Stations

Cliff Bennett, sales account executive, KSWI Council Bluffs, Iowa, to KMTV (TV) Omaha, in same capacity; Frank Peddie promoted to regional sales manager, KMTV (TV).

Harry Dizer, formerly with Music Corp. of America, to KPIX (TV) San Francisco, as account executive; Tony Bomha promoted to technical director, same station.

William S. Clear, sales and promotion manager, WRTA Altoona, Pa., promoted to manager, according to announcement from Roy F. Thompson, general manager and 30-year pioneer in radio.

Harold E. Kane, formerly in charge of receiver and monitoring stations, Radio Free Europe, to WRNY Rochester, N. Y. as technical director.

Alice O'Hare, formerly assistant chief program coordinator, DuMont TV Network, N. Y., appointed program manager, WGLV-TV Easton, Pa. Pete Gallagher, WCAU-TV Philadelphia, to WGLV-TV, as production manager, and Ira Harsell, WSTC Stamford, Conn., named musical director, WGLV-TV.

Lacy S. Sellars named program director, WBTW (TV) Charlotte, N. C., succeeding J. William Quinn, promoted to managing director, WPDC (TV) Florence, S. C. Both stations are owned by Jefferson Standard Broadcasting Co.

Varner Paulsen, assistant program director, WIP Philadelphia, named program director, succeeding Murray Arnold who has resigned.

Gene Roth, program director, KXLY Spokane, promoted to program director, KXLY-TV, with Martin Koschmann, chief announcer, KXLY, succeeding Mr. Roth.

Howard C. (Pat) Clark, formerly assistant to advertising and promotion director, WOR New York, appointed continuity and sales promotion director, WSOK Nashville, Tenn.

Si Palmer, KGNC Amarillo, to KOA-TV Denver, as director.

Bill Melson, assistant program director, WBT Charlotte, N. C., appointed program director.

Charles E. Jackson, KFMB-TV San Diego sales staff, promoted to local sales manager.

Ralph Wallace, formerly manager, WABI Bangor, Me., to WHAM-AM-TV Rochester, N. Y., as director of promotion and publicity.

Harry E. Travis, formerly general manager, WBKZ-TV Battle Creek, Mich., to WNEM-TV
Jo Anne Noll, formerly of WKY-York, board of education station, appointed bookkeeper, and

Charles Edwards, program director, WPDO Jacksonville, Fla., to WIS-TV Columbia, S. C.,
as announcer.

Bob Bohrer, WQWA Geneva, N. Y., and Bill Edwards, WSAV Rochester, N. Y., to WRNY Rochester. George Li Butti named chief announcer and Harry Langton assigned to announcing staff, same station.

J. Gordon French and Phil Landman, both WJPS Evansville, Ind., to KTHS Little Rock, Ark., as news editor and staff announcer, respectively.

Hud Stevens, disc jockey, WTRY Troy, N. Y., and Dave Sauter, staff announcer, WPRO Providence, to staff, WTRI (TV) Schenectady. Ken Thomas, formerly of General Electric's Electronic Park, Syracuse, to WTRI (TV) as studio engineer.

Walter Ross named administrative assistant, KXOK St. Louis; Gilbert Legler and Charles Scott join that station's engineering staff.

Henry J. Veenstra, former commercial manager, WBIZ Muskegon, Mich., returns to that station after five year absence.

F. E. Lackey, president, WHOP Hopkinsville, Ky., commissioned a colonel on Kentucky Governor Wetherby's staff.

Michael Wolfson, president, WTVJ (TV) Miami, received a plaque from President's Committee on the Physically Handicapped for his work toward helping find jobs for the handicapped.

Lawrence H. Rogers, vice president-general manager, WSAZ Inc., presented National Guard Meritorious Service Plaque of West Virginia National Guard for assistance given by WSAZ-TV Huntington to Guard activities.

Lester W. Ludow, general manager, WFDF Flint, Mich., presented Meritorious Service Plaque by National Guard Bureau, in recognition of station's support of National Guard from 1948-1953.

Charles Hye, manager, WGGV Charleston, W. Va., presented U. S. Air Force Award of Merit, in recognition of station's support of U.S.A.F. reserve activities during the past 15 months.

Freeman W. Cardall, business manager, WBAL Baltimore, received meritorious service plaque Feb. 10 in recognition of station's "outstanding service in the defense effort of the Army and Air National Guard."

Jim Murray, promotion manager, Atlanta Newspapers Inc., licensee of WSB-TV same city, was selected as one of five outstanding young men in Georgia by State Junior Chamber of Commerce Feb. 14.

Jack Ellsworth, program director and disc jockey, WALK Patchogue, N. Y., father of boy, Gary Frederick, Feb. 11.

Dix Harper, farm news director, WLS Chicago, father of boy, Tod Dixon, Feb. 8.

Networks

F. Willard Butler, WJW Cleveland, to radio spot sales office, NBC Central Division. Robert H. Anderson, formerly with Moloney, Regan

Bay City (Saginaw), Mich., as administrative assistant to General Manager John H. Bone.

Art Berg, formerly with WNBQ (TV) Chicago, to sales staff, WBBM same city. Nathan Shapiro, formerly with WERN Chicago, to news staff, WBBM.

Howard P. Mendel, announcer-salesman, WELL Battle Creek, Mich., to sales staff, KHMO Hannibal, Mo.

Fred Stubbs, L. business manager, KSD San Diego, to KCOP (TV) Hollywood, as sales coordinator. Maida Seven, former producer for now-disbanded Oxxar-Steffner Productions, Hollywood, to KCOP (TV) that city, as producer of Hollywood on TV program, replacing Madel Tuttle, resigned.

Norman Cisup, sales manager, WTTV (TV) Bloomington, Ind., named assistant station manager.

Steve Briggs, formerly producer, WTTV (TV) Bloomington, Ind., to WISH-TV Indianapolis, as TV production manager.

Web Quinna, sales staff, WTRY Troy, N. Y., to sales staff, WTRI (TV) Schenectady. Other additions: William Carpenter, to sales staff; Florence Clow, bookkeeper, and Helen Marie Loel, traffic manager.

Dorothy Klock, tv supervisor, WNYE New York, board of education station, appointed production supervisor.

James H. Butts, studio supervisor, KBTV (TV) Denver, to KOA-TV same city, as TV operations supervisor.

Jo Anne Noll, formerly of WKY-TV Oklahoma City, to KLZ-TV Denver, as public service director.

Del Leson, audience promotion manager, KDYL-AM-TV Salt Lake City, named director of newly-created planning and development dept. for that station.

Alan Bickley, KTUL Tulsa, to WKY-AM-TV Oklahoma City, as television announcer.

Cy Kassel, WXXL Concord, N. H., to WCCM

Broadcasting • Telecasting

NORMAN A. GITTLESON (l.), manager of WJAR-TV Providence, R. I., greets Jay Hoffer, the station's new promotion manager. Mr. Hoffer formerly was promotion manager of WICC-AM-TV Bridgeport.

Lawrence, Mass.; John D. O'Connell promoted to sports and news director, WCCM; Hal Bishop to same station as staff announcer.

Ross named administrative assistant, WKBZ Muskegon, Mich., to WSB West Virginia National Guard for assistance given by WTVJ Miami, received a plaque from President's Committee on the Physically Handicapped for his work toward helping find jobs for the handicapped.

Charles Hye, manager, WGGV Charleston, W. Va., presented U. S. Air Force Award of Merit, in recognition of station's support of U.S.A.F. reserve activities during the past 15 months.

Freeman W. Cardall, business manager, WBAL Baltimore, received meritorious service plaque Feb. 10 in recognition of station's "outstanding service in the defense effort of the Army and Air National Guard."

Jim Murray, promotion manager, Atlanta Newspapers Inc., licensee of WSB-TV same city, was selected as one of five outstanding young men in Georgia by State Junior Chamber of Commerce Feb. 14.

Jack Ellsworth, program director and disc jockey, WALK Patchogue, N. Y., father of boy, Gary Frederick, Feb. 11.

Dix Harper, farm news director, WLS Chicago, father of boy, Tod Dixon, Feb. 8.

Networks

F. Willard Butler, WJW Cleveland, to radio spot sales office, NBC Central Division. Robert H. Anderson, formerly with Moloney, Regan

Bay City (Saginaw), Mich., as administrative assistant to General Manager John H. Bone.

Art Berg, formerly with WNBQ (TV) Chicago, to sales staff, WBBM same city. Nathan Shapiro, formerly with WERN Chicago, to news staff, WBBM.

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Alan Bickley, KTUL Tulsa, to WKY-AM-TV Oklahoma City, as television announcer.

Cy Kassel, WXXL Concord, N. H., to WCCM
Recorded from life with utmost realism and fidelity.

Pressed on double faced 78 r.p.m. vinyl plastic discs.

. . . a complete record library

**STANDARD**

**RADIO TRANSCRIPTION SERVICES, INC.**

360 N. Michigan Ave., Chicago 1, Ill.

"A good sound buy since 1934"

**SOUND**

**EFFECTS**

Send 10¢ for 40 p. Catalog
The Tape That Mirrors the Original Sound

Irish Green Band Professional

THE FINEST TAPE YOUR RECORDER CAN USE

Just as the reflection of a perfect mirror is faithful to the original image, in every detail, so too does Irish Green Band record, retain and reproduce the original sound with flawless fidelity. Instruments will reveal that Irish Green Band offers lower noise level, uniform sensitivity, minimum amplitude variation, less distortion.

But instrument tests are only the landmarks of good design and production. The final proof is in the hearing. To appreciate the quality of Irish Green Band, it must be listened to, and compared with other tapes on the same recorder.

You will find that the only limitation to Irish Green Band quality is the limitation of the tape recorder itself... it is the finest tape your recorder can use.

Irish Green Band Professional is fast becoming the choice of audio engineers in broadcast stations, recording studios and wherever sound quality is of paramount importance.

1200 feet on plastic reel $3.30 Net.
2400 feet on metal or fiberglas reel $7.71 Net.

One day you will surely use IRISH... so write today for free sample reel.

At all leading radio parts distributors

ORRADIO INDUSTRIES, INC.
OPELIKA 9, ALABAMA

World's Largest Exclusive Magnetic Tape Manufacturer

EXPORT DIVISION: Morhan Exporting Corp., 458 Broadway, New York, N. Y.
Everybody agrees that if a deal is profitable to both buyer and seller, the relationship will be a long and happy one.

At Pleasantville, N. J., Station WOND proposed a package of 4 daily newscasts to the Atlantic Cadillac & Pontiac Company, for used car specials. Price of the cars was reduced slightly each day until sold. So effective has been the program that the sponsor repeatedly has renewed the schedule and, in addition, has bought a one-hour Sunday show plugging new Pontiacs.

Says John G. Struckell, general and sales manager for WOND:

"Program ideas come and go, but with AP news in our station, we feel we always have a salable feature. And, too, the cost per program of AP news is so low, in comparison with other program material, that the station can realize a profit from newscasts with little effort."

and from still another station——

Station KOCA in Kilgore, Tex., reports the following experience with AP news——

1 In 1953, AP news consumed only 11% of station's broadcast time.
2 In same year, AP news accounted for 28% of total station revenue.

All of the station's special AP features have been sponsored since February, 1953.

Says Station Manager H. A. Degner: "Our advice to any sister station having revenue trouble is to just dig into their goldmine—AP."

Those who know famous brands . . .

know the most famous brand in news is AP
Extra Spice in Ivar's Chowder

A NEW brand of clam chowder priced four cents higher than its nearest competitor has been turned into big business in Seattle thanks to radio and a new merchandising gimmick that sent sales soaring immediately after the product was introduced.

The new food item—Ivar's Clam Chowder—was given its promotional initiation by KOL Seattle. It sold so fast at a test store especially selected for the introduction that it is now available in most of the grocery markets in the Greater Seattle area. The continual ring of the cash register has prompted the Ivar firm to extend its original test schedule on KOL from 13 to 52 weeks.

When Ivar's Clam Chowder was attractively packaged and ready for sale radio was selected as the medium that would move it from the store shelf to the consumer's dinner table. The firm signed a 13-week contract calling for 10 spots a week on KOL's John Forrest Show, a daily morning program. The spots were originally run as teaser messages, saying that Ivar's Clam Chowder was soon to make its appearance in city markets.

During the teaser campaign Mahlon Taft and Paul Ellis of KOL's merchandising staff worked on the point-of-sale displays. Incorporated in their plans to make Ivar's soup a domestic hit was a relatively new merchandising aid to be used in the store along with the display—a message repeater. A correct decision on the length of the message was important. The merchandising men agreed to run the repeater for only 10 seconds. Its brevity reduced the chance of the shopper missing part of the message and eliminated the possibility of the store's personnel tiring of the message and shutting off the repeater.

A large supermarket in the Tradewell chain was chosen as the test store where a 15-case display of Ivar's Clam Chowder complete with the hidden message repeater was set up. Mr. Forrest returned to the picture by broadcasting the name of the store and its location over KOL. One day after sales began, 10 of the 15 cases brought into the test market had been sold.

The Tradewell management was so impressed with the demand for the new product that KOL got the go-ahead sign and set up the same sort of display using Ivar's soup in all 32 Tradewell markets. Reports on the sales progress of the new product continued on The John Forrest Show. The shopper's response gave strong testimony to the power of radio. In one store, the 15-case display sold eight out of 15 cases during weekend shopping. In another market, seven cases were sold. One market reported that five out of 10 cases were sold in two and one half days.

The new product unknown two months ago has been firmly established as a repeat sales item in grocery stores throughout Seattle. Ivar's Clam Chowder has shown a sales increase of over 100% in some instances.

The firm attributes the immediate acceptance of its product—traditionally the slowest mover in the soup line—to KOL and its merchandising staff which kept reminding shoppers through the message repeater that their grocery lists wouldn't be complete without picking up a supply of Ivar's Clam Chowder.
An Editor's Defense of Freedom of the Air

No more eloquent argument for private operation of radio and television has recently been made than that appearing below. It was presented by Malcolm Muggeridge, editor of the celebrated British humor magazine, "Punch," in a debate with Lady Violet Bonham-Carter, an advocate of government control. Though Mr. Muggeridge's remarks dealt with the effort of private interests to break the British government monopoly of telecasting, they apply equally well, in principle, to the constant effort of private broadcasters and telecasters in America to keep the U.S. government from assuming more power over these influential communications media. Here is the text of Mr. Muggeridge's part of the debate, which was broadcast by the BBC Home Service.

I SHOULD like to begin by pointing out to you that it is only because we are still a free society that this controversy about commercial television arises at all. In Nazi Germany and Fascist Italy, in Soviet Russia and its satellites, in Franco Spain and Tito Yugoslavia, the matter was settled from the word go. The exigencies of dictatorship made it seem self-evident that a government agency must control radio, as all other communication media, whether written or spoken.

Are we to make the same assumption here as far as television is concerned? Or are we to take the admitted risks involved in ending the BBC monopoly, which Lady Bonham-Carter and her friends want to maintain in perpetuity, That, as I see it, is the basic issue. I am in favor of taking the risks. I want non-governmental—which means non-BBC—television, and the more varied and the more diverse, in purpose and control, it is, the better I want it, because I am convinced that only so can this formidable invention—the most formidable in the field of communications since printing—be used to nourish freedom rather than to promote conformity.

No one who has had anything to do with the BBC, particularly at its lower levels, can doubt that it is susceptible to official pressure. For instance, Sir Winston Churchill's voice was kept off the air at the time of Munich. Why? Lady Violet Bonham-Carter will tell you because the Conservative Party so decided. But the Conservative Party was in power at the time. It was, in effect, the Government. And there is no reason, so long as the existing arrangement is maintained, why other governments on other occasions should not likewise stifle the voice of reality, and impose their disastrous fantasies through the medium of a BBC vastly more potent, because of the invention of television, than it was in 1938.

Penalty of Government Control

I do not believe that, in the long run, a democracy can function when the most powerful single instrument for influencing public opinion is thus subject to decisive control by the government of the day. Such an arrangement must lead ultimately to servitude.

But, you will ask, will commercial television prove any readier than the BBC to allow the expression of views critical of official policy? I think it is reasonable to hope so. In any case, the mere existence of an alternative television system, not dependent on government funds, is, from my point of view, an immense gain. Let me refer you, in this connection, to the press. What keeps newspapers truthful (insofar as they are truthful) is one another—the fact that their exaggerations, their special pleading, their distortions, will necessarily be exposed, explicitly or by implication, in the columns of their rivals. Commercial television provides, it seems to me, the only present prospect of the BBC being subjected to a like salutary check.

The strongest criticism of commercial television has derived from its dependence on advertising revenue. Let me say at once that I have no liking for advertisements as such. If The Times or the Manchester Guardian could be brought out without all those columns of advertising matter cunningly arranged to catch the reader's eye, I might well prefer it. But, of course, I know this isn't possible. They, and every newspaper and periodical in the country (including Punch) would fold up tomorrow if deprived of advertising revenue. Highmindedness wouldn't carry the Manchester Guardian along unless fortified by the cotton trade, and even the Observer would wither on the branch if advertisers so took to heart its fulminations against advertising on the air that they applied them to the written word.

Advertising, in fact, is the price we pay for the freedom of the press, and I am quite prepared to pay a like price for freedom of the air. If there were some other way of procuring freedom of the air, so much the better. It's the freedom I want, not the advertising, which is only a means (and a very imperfect, and sometimes distasteful, means) to an end.

Mission and Megalomania

Opponents of commercial television say that the BBC has done a wonderful job and become the "admiration of the world." Why interfere with so admirable an arrangement? they ask. My own feelings in regard to the BBC are well this side of idolatry. I heartily endorse some very sensible observations made on the occasion of his resignation by the second Director General, Mr. Ogilvie—incidentally one of the few among the corporation's big brass to escape the occupational disease of megalomania.

Mr. Ogilvie drew attention to the grave dangers, actual and potential, attendant upon the BBC's monopoly, with particular reference to its officials, who too often, he said, combined undue authority with a sense of mission. The same dangerous combination is even more apparent today.

Be that as it may, the introduction of commercial television will not involve any interference whatsoever with the BBC as it now exists. Mr. Dimbleby will continue to provide his fruity accounts of royal and other occasions; Mr. Gilbert Harding will continue to disport himself on the television screen; and those syrupy voices will continue at their allotted times to present each day's happenings. For those who so desire it, there will still be the BBC, the whole BBC, and nothing but the BBC. No one is going to drag Lord Halifax or Lady Violet Bonham-Carter or the Archbishop of Canterbury, or even Lord Reith [former director-general of BBC], kicking and screaming to look at commercial television—tempting as the prospect might be.

As for American television whose hideous example has so frequently and so ignobly been cited, speaking as one who has listened and viewed often and long in different parts of the United States, I can only tell you that a very great deal of nonsense has been talked about it over here. In any case, it would be as unreasonable to expect commercial television in this country to be identical with American television as to expect the films produced by, say, Ealing Studios to be identical with those produced by Hollywood. Adverse comparisons of American with

(Continued on Page 92)
spot keeps Kools hot and booms Viceroys

Kool was "made" by spot radio and Viceroy "established" by spot television.

Thus, unqualifiedly, did one Brown & Williamson executive hail the effectiveness of the sister media in selling the related brands of the Louisville manufacturer.

Kool and Viceroy, heavy users of spot, together will spend more than $9 million in radio and television this year. Brown & Williamson is considered one of the largest spot advertisers in the industry.

Since 1951 Viceroy has allocated 95% of its budget to television. That first year sales increased 44% and by 1953 had risen 300% over the pre-tv figure. Today Viceroy is considered the largest selling filter-tip cigarette in the country.

Viceroy began with a spot television schedule in 1951, then expanded a year ago to include a network show, The Orchid Award (ABC-TV, Sundays, 9:15-9:30 p.m.) while continuing to run its spot campaign. The announcement schedule includes three to six 20-second spots in Class A time, weekly, on more than 200 stations. The agency buys top evening adjacencies wherever possible.

Contracts are again for 52 weeks.

The entire advertising media budget is under the supervision of John W. Burgard, advertising manager for Brown & Williamson. Ted Bates & Co., New York, is the agency for both cigarettes. Concurrent with the success of the cigarettes has come the expansion of the radio-tv department of the agency. Three years ago, for example, one timebuyer administered the entire B & W budget; today, that timebuyer, William Kennedy, has been supplemented by two more full timebuyers, two estimators, and an assistant timebuyer, a total of a half-dozen persons who devote their entire time to purchasing and clearing radio and television availabilities for the one account.

More than a small share of the success of the two brands has been attributed to the excellent use the agency has made of its availabilities.

Needless to say, these Ted Bates timebuyers are smoking Viceroys, and a pack of Kools lies handy on the desk. (L-r) Michael James, timebuyer for Kools; Frank McCann, timebuyer for Viceroy; William Kennedy, chief timebuyer for both cigarettes, and Bill Warner, assistant timebuyer.
Because I believe in competitive television, I am not required to defend, as such, the Government’s proposals. They seem to me, like so many governments devised resolutions of conflicting views, to err on the side of timidity and imprecision. At the same time, their intention—to break the BBC monopoly—is sound, and, in the light of that intention, they deserve to be given a trial. May I conclude by quoting some words of G. K. Chesterton written in 1928, long before this present controversy began:

“Suppose,” he writes, “you had told some of the old Whigs, let alone Liberals, that there was an entirely new type of printing press, eclipsing all others; and that, as this was to be given to the King, all printing would henceforth be Government printing. They would be roaring like rebels, or even regicides. Yet that is exactly what we have done with the new invention of wireless.”

Chesterton goes on to speak of “a swift, sweeping and intolerant state monopoly.” How eagerly would he have supported the present effort to break this monopoly. How surprised, and I think distressed, he would have been to find among his opponents, not only expected figures like Lord Reith and Lord Halifax, the editor of The Times, with their train of vice-chancellors, prelates, moderators and other camp followers of conformity, but, as well, the accomplished daughter of a great Liberal prime minister.*

* Lady Violet Bonham-Carter was the late Lord Asquith and Oxford and one time prime minister of Britain.

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**Editor’s Defense of Freedom**

(Continued from Page 90)

BBC television are, I may add, the more ludicrous in that, almost without exception, the most successful BBC television programs have been lifted straight from America.

Again, it is often contended that advertisers will, in fact, if not in theory, control the organization responsible, under the Government’s scheme, for putting programs on the air. Their interest will lie, it is argued, in getting the largest audiences, and they will therefore insist on low-grade entertainment, thereby “lowering the standards” of all television. Apart from the highly prigish assumptions behind this argument, it is just not true that advertisers only take account of quantitative, as distinct from the qualitative, considerations. If it were so, all newspaper advertising would tend to go to the largest circulation newspapers like the Daily Telegraph and the Daily Express. But, of course, this doesn’t happen. Nor would it happen on the air. The sort of viewers who like Glyndbourne Opera would be interesting to advertisers of some commodities, just as the sort who like Variety would be of interest to advertisers of others.

It would be quite dishonest of me to pretend that I know just how the controlling body of commercial television, as envisaged in the White Paper, will work out. Perhaps it will prove as obsequious and subservient towards authority, and as monolithic in structure, as the BBC—though that is difficult to credit.

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**How Schedules Can Be Plugged Without Daily Newspaper Logs**

NEWSPAPER radio-tv-logs are fine, but they’re a long way from being indispensable, judging by the comments of 14% of radio-tv stations when these logs are not printed in daily newspapers.

Stations have found many other ways—including their own facilities—of keeping the public informed about daily program schedules. A lot of these techniques are strikingly successful, judging by results of a survey conducted by NARTB [B&T, Feb. 15].

Preliminary scanning of NARTB’s survey, conducted by Research Manager Richard M. Allerton, indicates that on-air promotion is the most popular and most effective way of informing listeners in a number of areas where newspaper attempts to charge advertising rates for daily logs are being resisted by broadcasters.

**Most Don’t Pay**

NARTB’s survey showed that only 13% of stations are paying for publication of logs, either at newspaper rates or through time-space exchange deals. Eighty-seven per cent of stations make no payment to newspapers for publication of logs.

The methods used to inform the public about program schedules include mailed logs, shoppers guides and merchants’ wrappers or inserts.

A happy result has appeared in some cities where logs do not appear in newspapers. In these areas broadcasters have discovered that listener-viewer habits become more regular without newspaper logs. In other words, they form listener habits and stick to them. At the same time, stations are likely to make fewer changes in their schedules.

Three main methods of paying for log space were listed—local rate, general or national rate and special rate, plus exchange of time for space.

Forms of on-the-air promotion include station breaks, periodic news programs, non-news programs, specified times, reading of logs on the air and air spots promoting special events shows.

In addition to on-the-air promotion announcement, some stations mail schedules to listeners who request them via postcards or letters. Some merchants use mimeographed stuffers in wrapping merchandise. Other stores include station logs in their paid newspaper advertising, or distribute them by other means.

Still other techniques are monthly community magazines, weekly shopping newspapers, out-of-town dailies circulating in the station’s area and country weeklies.

Here are some typical comments received by NARTB from stations not paying newspapers in any way for their listings:

“We issue news and publicity releases on various special programs. We plug on the air. We have used billboards, letters, and have urged local organizations using our facilities to notify their membership and friends. Once, we urged listeners to phone their friends.”

“There is a monthly community magazine published here and they print free of charge a full page for the entire weekly schedule. We think it would be very bad to pay the local paper (a competitive ad medium) to publish the radio schedule as their ad department would certainly use this as ‘proof’ of the necessity of the newspaper even to the radio station.”

“It is our personal experience, that program listings in the paper are never cut out or used. Have yet to see one near a radio or used to find a program. (In 20 years of radio we have used paper for programs.) Feel that to have a radio and especially on the networks we are very foolish to continue to plug the papers by saying consult your local newspaper for time and station. Have we ever heard of a paper saying consult your, or listen to your local radio for headlines in the news? Our own medium is the best form of publicity for programs.”

“Our listeners just don’t get daily program changes, but they seem to keep our general programming structure pretty well in mind, as witness the number of calls we have whenever there are considerable program changes. The fact that we’re the only station—or principal station—serving this area, also helps. Incidentally, when a newspaper man tries to point out what a favor he’s doing the radio by publishing listings, he should be reminded it can be a disservice! I tell the E & P men that without their listings, my public keeps tuned in for fear of missing something, but if they had listings, they would turn their radios on only for specific programs.”

“Each month we distribute about 1,500 mimeographed Program Schedules by getting our better accounts to wrap them up in packages that leave their stores... by placing these schedules on counters of restaurants, etc., and occasionally telling our listeners to drop a card if they’d like one. Each month, we find our mailing list growing from these ‘request’ cards. And, occasionally, we put out ‘flyers’—distributing them helter-skelter—to promote a special program or a new program. Of course, we use air plugs continuously.”

Page 92 • February 22, 1954
important news

NEW PRODUCTION SCHEDULES NOW PERMIT
IMMEDIATE DELIVERIES OF MITCHELL
35mm BNC...35mm NC...16mm PROFESSIONAL CAMERAS

It is impossible to compare a Mitchell with any 35mm or 16mm camera now in existence—for the history-making Mitchell is the only truly professional motion picture camera. Exclusive professional operating features plus the smooth trouble-free Mitchell movement, with its 0.0001 inch tolerances, can insure the success of your film making as can no other single element of production.

Now—on the huge six and one-half acre site of the Mitchell Camera Corporation plant — increasing numbers of 35mm and 16mm cameras are being created to meet the extensive use of professional motion picture equipment in such fields as television, entertainment, business, education, religion and government. Each of these superbly designed cameras possesses the supreme quality craftsmanship rightly due the world’s most used, most flexible professional motion picture cameras.

Write today for information and prices of the currently available 35mm BNC, NC and 16mm Professional Mitchell Cameras and accessories.

MITCHELL Camera CORPORATION
666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell.
STORER CHECK PROMOTION
STORER Broadcasting Co., for its WIBK-TV Detroit, is sending agencies and advertisers a promotion piece made out like a bank check. Called its "Maximum Power Bonus Check," it is made out to the recipient for "305,800 additional tv sets and 1,070,300 more viewers."

The check is drawn on the "Bank of Progress."

WIBW-TV KITCHEN TIPS
A New kitchen program, What's Cookin'? has begun on WIBW-TV Topeka, Kan., according to an announcement by General Manager Ben Ludy. The weekday program features Dee Smith who discusses the creative aspects of cooking and also answers readers' questions about kitchen problems.

TV IS WITNESS
FILMS of the apprehension and confession of two suspected criminals were aired on WPTZ (TV) Philadelphia recently, and according to that station, police officials have said that the films will be introduced as evidence in court.
The station believes that this will be the first time in the city's police history that films made by a tv station will have been used for such purpose. A WPTZ news team accompanied police on a series of night raids and made sound-on-film recordings of the arrests and confessions.

' MUSIC HATH CHARM S'
WGMS Washington has sent a colorful Valentine greeting, bound by a red ribbon and featuring cherubs playing on various musical instruments, to agencies and clients. The verse on the four page card reads:
If music be the food of love, play on
But not Le Jazz Hot
And stop that Be-Bop
Let's have something gentle
A little sentimental
To put you in the mood
To be woo'd.

BE MY VALENTINE
Your friend at WGMS, the Good Music Station

CONTEST TO BEST EXPRESS'
HALLMARK Cards Inc., sponsoring Hallmark Hall of Fame (NBC-TV, Sun., 5-5:30 p.m., CBS Radio, 9-9:30 p.m.), is offering 116 prizes on the program for junior and senior high school students for the best 100-word essays starting, "I nominate for the Hallmark Hall of Fame. . . ." The contest is designed to boost interest in the programs, which dramatize lives of prominent figures in history and contemporary life. Winning nominations will provide material for future programs. Those nominated must have "contributed, in some way, to making this a better world." Entries close March 29. They will be submitted to Hallmark Hall of Fame Contest, Box 1672, Grand Central Station, New York. Sixteen awards will be presented to winning schools. Cash prizes total $3,500.

MAINE POLITICAL COVERAGE
THE NEWS conference of Gov. Burton M. Cross of Maine was telecast live over WPMT (TV) Portland and WLAM-TV Lewiston-Augusta, which according to those stations, was a Maine television "first." The station reports that the half-hour conference attracted a larger than usual press turnout. The telecast, which was carried simultaneously over both stations, originated from the studio of WPMT.

RADIO HELPS POLICE
WHIZ Zanesville, Ohio, recently aided local police in the capture of an armed criminal who had broken out of jail, according to that station. Police asked WHIZ's cooperation in broadcasting a description of the fugitive, who had escaped the day before, and within an hour he was captured after being recognized by an auto passer-by who had heard the escapee's description broadcast on WHIZ.

LIVESTOCK MANAGEMENT SHOW
A FIFTEEN-minute livestock management show is being broadcast daily by KOMO Seattle for Larro Feeds, a General Mills subsidiary. The reporting is handled by Barney Molohon, who broadcasts information on the feeding, care and breeding of livestock in addition to daily market reports.

'MRS. WASHINGTON' CONTEST
FIVE food chains representing 41 stores join WMAL-AM-TV Washington and the Washington Gas Light Co. in conducting the 1954 Mrs. Washington contest. Food Town, Food Fair, Saratoga, Shirley and Food Barn stores have built displays around Better Living magazine which publishes official entry blanks. Entry blanks must be picked up and deposited at displays in each store. On-the-air announcements

COLOR CASTING
Advance Schedule
Of Network Color Shows

CBS-TV

The New Review every Friday, 5:30-6 p.m. (sustaining).
March 2: Paul Tripp Show, 5:30-6 p.m., Tuesday (sustaining).

NBC-TV

Feb. 23: Circle Theatre, 9:30-10 p.m., Tuesday (Armstrong Cork through BBDO).
Feb. 28: Excursion, 4:45 p.m., Sunday (sustaining).
March 8: Ding Dong School, 10:10-10:30 a.m., Monday (sustaining).
March 13: NBC Opera ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).
March 15: Name That Tune, 8:30 p.m., Monday (Block Drug Co. through Cecill & Preshrey alternating with Speddel through Sullivan, Staufer, Colwell & Bayles). March 31; Eddie Fisher, 7:30-9 p.m., Wednesday (Coca-Cola through D'Arcy Adv.).
April 18 (Easter): Frontiers of Faith, 1:30-2 p.m., Sunday (sustaining).

(Note: This schedule will be corrected to press time of each issue of B-T.)
INDIANA BASKETBALL FANS have been defined as Hoosiers who see, hear and count by twos. They are among the first to double-cheer Tom Carnegie, WFBM's ubiquitous sportscaster who is seen and heard by double-counting Hoosiers every night of the week. His is an intense, though demanding, audience. When Tom recently broadcast five high school basketball games in a single day, his tour de force was greeted with a roar of silence. Not that his listeners were struck dumb: they simply didn't want to miss his late sports broadcast.

People have been hanging on Tom Carnegie's words ever since he placed 4th in his high school oratorical contest. By the time of his graduation from William Jewell College (where he was silenced momentarily when elected President of the Student Body) our Tom had talked his way into the Collegiate Oratorical Championship of Missouri. Never at a loss for wind, his lung power propelled him through 74 inter-collegiate debates in 18 states.

In rapid-fire sports announcing, Carnegie's leather lungs are vital, especially when he finds time to breathe. Breathless example: Indianapolis Speedway Classic. Chief Announcer of the 500-mile Memorial Day race since 1946, Carnegie has yet to be lapped. Nor does he expend his wind talking in circles. Leather Lungs Carnegie has play-by-played more than 100 Big Ten and Notre Dame football contests, has lost count of the basketball games.

Mass-producing words may be Tom's specialty, but his word quality is what sells listeners. Carnegie's oratorical experience is an undeniable asset behind the mike. Journalistically speaking, the man can write: a member of Sigma Delta Chi, he held down a sports column on the Indianapolis Star for four years.

Tom was born in Connecticut and attended school and college in Missouri. Hoosiers have adopted him, however, and his voice has been heard on Indiana radios since 1942. Almost a native son by now, Carnegie has been entrusted—for the past five years—with the sacrosanct ritual of narrating Indiana's official high school track and basketball films.

As one of the most popular after-dinner speakers in Indiana, Tom personally meets hundreds of his listeners every year. He speaks to thousands more on radio and tv, as loyal a group of sportsmen and women as ever heard a commercial.

Tennis, anyone?
and newspaper ads name the stores as official entry headquarters in an effort to create store traffic during February. This year's Mrs. Washington will receive nearly $5,000 in prizes.

**KEEN 'ATOMIC AGE' SERIES**

**IMPACT OF atomic science on civil defense, military preparedness and industrial development** is dramatized on weekly KEEN San Jose, Calif., This Atomic Age program. The program is presented by Stanford U. Air Force ROTC under general supervision of Dr. Stanley Donner, Stanford radio department head.

**WTVT (TV) POP-UP BROCHURE**

A BROCHURE with a double pop-up insert has been sent to advertisers by WTVT (TV) Bloomington, Ind. When the brochure is opened, a circular platform, denoting old and new larger coverage area, pops up through which replicas of the old 650-foot and new 1,000-foot antennas stick up. Promoting 1,000-foot antennas, new 100 kw power and new ch. 4, the booklet claims an audience of 669,015 families with 35% billion spendable annual income. A table lists comparisons of the "old" and the "new" in terms of coverage and lists numerical and percentage increases.

**WRTV (TV) PROMOTION**

WRTV (TV) Asbury Park, N. J., reported last week it has distributed about 28,500 promotional pieces in the last six months to help some 30 tv set manufacturers and about 400 dealers in conversion of tv sets to receive the newly-opened ch. 58 station. Promotional material included some 15,000 brochures, 1,500 circular window streamers, 1,000 reprints of newspaper ads, 5,000 showroom cards and 2,000 WRTV test pattern pictures.

**’PASS THE AMMUNITION’**

THE FAMOUS "Nine O’Clock Gun" of Vancouver, B. C., which booms out each evening at that time, was nearly silenced recently by economy-minded Ottawa. It was estimated that savings in gunpowder would be about $1,000. Citizens insisted that the well-known time signal stay. Bill Rea, owner-manager, CKNW New Westminster, B. C., wired Vancouver's Mayor Fred Humne and offered to buy the gunpowder to keep the gun booming for tourists and citizens during 1954.

**WORD PUBLIC SERVICE**

WORD Spartanburg provides the S. C. Junior Chamber of Commerce with 30 minutes free radio time as a public service Thursday nights for the Jaycee Forum, a discussion program designed to better acquaint the people of the Spartanburg area with problems and current issues. The entire responsibility for the program rests with the Jaycees and the only station requirement is that topics be of general public interest and not just subjects which the Jaycees or any other single group may want discussed.

**’ANSWER MAN’ SERIES**

THE Arkansas Dept. of Publicity and Information is producing a series of 15-minute tape-recorded programs titled The Arkansas Answer for weekly mailing to all Arkansas radio stations. Peter Harkins, writer and narrator of the series, gives answers to listeners' questions about state history, folklore, recreation, game and other subjects of interest to the people of Arkansas.

**MATCH GUESSING CONTEST**

ENTRIES totaling 25,287 were received by WSZ-TV Huntington, W. Va., in a six-week contest conducted for the children's audience on that station's Old Timer program (Mon,-Fri., 5:30 p.m.). A Huffy bicycle, donated by the Crans Supply Co., was given each week to the child who came closest to guessing the correct number of matches in a jar. More than one-third of the entries came from Ohio, Kentucky and Virginia.

**KWKW SPANISH PROGRAMS**

SPANISH-speaking market of Los Angeles area is second only to Mexico City, KWKW-AM-FM Pasadena, Calif., reminds advertisers and agencies in a promotional brochure. The station, which daily features 9½ hours of Spanish language broadcasts, points to 500,000 Latin American residents in the region and cites a letter from the Pabst Brewing Co., L. A. (Eastside Beer), expressing pleasure over results of KWKW programming.

**COLLEGE PROGRAM EXTENDED**

WEEKLY five-minute segment, Salute to Women's Colleges, is being incorporated into a 15-minute public service series, Neighborhood Hour, on WOPA Oak Park, Ill. Individual member colleges have prepared tape recordings to explain their inducements for prospective students and parents. Program highlights west suburban organizations and their activities, Mon. through Fri. at 10:05 a.m. Among the colleges scheduled thus far are Vassar, Barnard, Welles, Wheaton and Wilson.

**KTTV (TV) REVIEWS PAST**

NOSTALGIA reigns on new weekly KTTV (TV) Hollywood Flashback program, on which host Paul Coates shows newsreel clips of a significant events of the past and comments on fashions, movies, news highlights, sports and thinking of a period in the past. The program also features an interview by Mr. Coates of a participant in some important event.

In the first program viewers saw the world of 1929, with inauguration of President Hoover, that year's Indianapolis Auto Race, the world-circling trip of the Graf Zeppelin and George E. Cryer, former mayor of Los Angeles, told about Southern California's problems of 25 years ago.
NEW
GABRIEL COSECANT
UHF TRANSMITTING ANTENNA

NO DE-ICING NECESSARY

Featuring Null Fill-In

Adjustable Beam Tilt

Two models available for each channel

THE GABRIEL COMPANY

*ACTUAL INSTALLATIONS PROVE OUTSTANDING PERFORMANCE


For Complete Information, Write For Bulletin TV-100

GABRIEL ELECTRONICS DIVISION
(Formerly Workshop Assoc. Div.)

Endicott Street,
Norwood, Mass.

WNOW-TV
WECT
WBCK-TV
KANG-TV
WGLV-TV
WBUF-TV
KNUS-TV
WNOK-TV
WNAO-TV
WTZI
WTSK-TV
KFAZ
KQTV-TV
WACH
WICC-TV
WTAT
WAIM-TV
Proetz Awards Deadline Is Set for March 15

ENTRIES will be accepted until March 15 for the 1954 Erma Proetz Awards to women engaged in creative advertising work, according to Josephine Hickey, president of the Women's Advertising Club of St. Louis, which sponsors the four annual awards of $100 each and inscribed plaques. Entries, for work in copy, radio, television or art, should be mailed to Jane Wright, Gardner Advertising Co., 195 Olive St., St. Louis 1, Mo.

Hennock Receives Honor

FCC Comr. Frieda B. Hennock has received the Tuition Plan Award for “outstanding service to education” in 1953. The award was made at the Ambassador Hotel in New York at a luncheon sponsored by The Tuition Plan Inc. The award is given annually to the person who in the opinion of a jury of seven education officers has rendered the most outstanding service to education in the preceding year. Comr. Hennock, since the television allocation proceeding, has championed education’s cause for reservation of television channels.

WNYC Wins Citation

CITATION was presented to New York-owned WNYC-AM-FM Feb. 12 by the National Institute of Arts and Letters for “30 years of service to the people of New York City.” A station spokesman noted that the award to WNYC marks the first time that the 56-year-old organization has cited a medium of mass communications. The citation referred to the station’s “service to American music and contemporary composers in presenting annually a Festival of American Music devoted to this purpose.”

Awards Honor WTVN (TV)

WTVN (TV) Columbus, Ohio, has received two awards since December. It was one of six stations to receive the C. A. Swanton & Sons silver plaque for outstanding promotion of the company’s first annual Pie Promotion. WTVN was presented with an award by American Legion Auxiliary Camp Post No. 98, Columbus, for outstanding service to the Legion’s community activities.
As a trained newsman, CAN YOU TELL
THE CHIEF DIFFERENCE AMONG THESE?

Each of the four subjects pictured has to do with the flow of traffic—in four different, competitive forms of transportation.

Actually, the chief difference among these—aside from their physical form—is that only one is paid for and maintained completely by the carrier that uses it.

The others are built and maintained largely out of public funds—out of taxes collected at federal, state and local levels—as well as from disproportionate charges levied on the individual motorist.

In other words, only the railroad yard—like all railroad installations—doesn’t cost the taxpayer money; isn’t “donated” out of public funds for the benefit of companies being operated for private profit.

The taxpayer obviously would get a better break if all forms of transportation provided only those services which their customers (not the taxpayers) paid for.

This would not only ease the burden on the taxpayer but, by putting all carriers on an equal competitive basis, could be expected to result in the kind of service improvements which free and equal competition has traditionally brought about...Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, New York.
FOR THE RECORD

Station Authorizations, Applications (As Compiled by B & T)
Feb. 11 through Feb. 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit; DA—directional antenna; ERAP—educational radio program; SSTV—studio-transmitter link; synch. — synchrony; news amplifier; vhf—very high frequency; uhf—ultra high frequency; ant.—antenna; sur.—surface. vs.—visual; kw.—kilowatts; watts.—watts.

FCC Commercial Station Authorizations
As of Jan. 31, 1954

<table>
<thead>
<tr>
<th>License (all on air)</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,508</td>
<td>327</td>
<td>101</td>
<td></td>
</tr>
<tr>
<td>2,514</td>
<td>335</td>
<td>197</td>
<td></td>
</tr>
<tr>
<td>2,584</td>
<td>357</td>
<td>197</td>
<td></td>
</tr>
</tbody>
</table>

Total authorized 2,644, 574, 566.
Applications in hearing 123.
New station requests 165.
Facilities change requests 144.
Total applications pending 769.
Licenses deleted 9.

FCC Commercial Station Authorizations
Total Applications filed as of Jan. 31, 1954.

<table>
<thead>
<tr>
<th>Total</th>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,039</td>
<td>239</td>
<td>122</td>
</tr>
<tr>
<td>1,376</td>
<td>337</td>
<td>122</td>
</tr>
<tr>
<td>1,948</td>
<td>555</td>
<td>136</td>
</tr>
<tr>
<td>1,513</td>
<td>300</td>
<td>136</td>
</tr>
</tbody>
</table>

Note: includes noncommercial educational fm and tv stations.

Authorized to operate commercially.

Am and Fm Summary Through Feb. 17

<table>
<thead>
<tr>
<th>Apps. In</th>
<th>licensee</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,531</td>
<td>2,531</td>
<td>143</td>
</tr>
<tr>
<td>2,526</td>
<td>2,526</td>
<td>143</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications Since April 14, 1952

<table>
<thead>
<tr>
<th>Total</th>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>394</td>
<td>176</td>
<td>122</td>
</tr>
</tbody>
</table>

APPLICATIONS OF FCC
New TV Stations

GRANTS

Modesto, Calif.—KTRB, Inc. (KTRB)
granted vhf ch. 14 (470-476 mc); ERP 26.4 kw visual and 11 kw audio; antenna height above average terrain 3,188 ft., above ground 3,942 ft. Estimated construction cost $600,000, first year operating cost $200,000, revenue $140,000.

Stockton, Calif.—Radio Diablo Inc., granted vhf ch. 12 (210-216 mc); ERP 156 kw visual, 7 kw audio; antenna height above average terrain 2,118 ft., above ground 2,932 ft. Estimated construction cost $600,000, first year operating cost $200,000, revenue $140,000.

Charleston, W. Va.—H. M. Tierney Co. (WCHS), granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 7 kw audio; antenna height above average terrain 681 ft., above ground 500 ft. Estimated construction cost $864,531, first year operating cost $280,000, revenue $250,000.

Clarksburg, W. Va.—Ohio Valley Bestco. Corp. (WVBLK), granted vhf ch. 12 (284-310 mc); ERP 25.8 kw visual, 115 kw audio; antenna height above average terrain 746 ft., above ground 420 ft. Estimated construction cost $300,000, first year operating cost $200,000, revenue $250,000.

Lincoln Building • New York 17, N. Y., 7-4242
401 Georgia Savings Bank Bldg. • Atlanta, Ga., Lamar 2036

Allen Kander
Negotiator
FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C. NA. 8-3233

APPLICATIONS

Oakland, Calif.—San Francisco-Oakland TV Inc. vhf ch. 2 (54-56 mc); ERP 100 kw visual, 70 kw audio; antenna height above average terrain 774 ft., above ground 1,406 ft. Estimated construction cost $319,828, first year operating cost $175,518, revenue $130,000.

Memphis, Tenn.—Memphis Community TV Foundation, noncommercial educational vhf ch. 10; ERP 4 kw visual, 7 kw audio; antenna height above average terrain 390 ft., above ground 390 ft. Estimated construction cost $527,000, first year operating cost $100,000.

For the record page 100 • February 22, 1954

Broadcasting • Telecasting
Help Wanted

Combo announcer, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B-T.

Managerial

Manager wanted for 1000 watt daytime station. Send all replies to Box 482C, B-T.

Unusual opportunity for station manager in small midwest location with progressive-expanding network. Will consider a young man with solid sales experience and will train station staff. Please send full resumes of experience, personnel background and photo. Box 489C, B-T.

Help Wanted—(Cont'd)

Majority DJ with combo experience. Must have northern market. Over $400.00 month guarantee. Write in full details. KSPO, Spokane, Wash.

Announcer, first class engineer desirable but not essential. Bill Harrell, KYWO, Cheyenne, Wyoming.

Announcer with first phone, for concert music station. Send details and audition tape, WCRB, Waltham, Mass.

Experienced announcer, strong on news and commercials, for general staff work on long-established network affiliate. Excellent opportunities with good salary. Send auditions and resume. NY, LA, and Boston. Box 458C.

I kilowatt independent with topflight staff has immediate opening for good announcer. Modern market. Good working conditions, congenial co-workers. Starting Salary $150.00. Write for full details and resumes. WCRB, Savannah, Ga.

Good announcer for southern fulltime station. Station to go on the air March 1st. Box 190, Monroe, Ga.

Technical

Good experienced combination man, Must have first license. Salary, commission. Write details. Box 455C, B-T.

Transmitter operator, 60 hrs. Contact Chief Engineer, WGSN, Huntington, Long Island.

Combination man wanted. First class license and technical experience required, announcing secondary. Contact Ed Bartron, WSBG, Sumter, S. C.

Combination announcer-chief engineer, new daytime operation. Good opportunity. Submit details to P. O. Box 1528 or phone 4-5536, Clarksburg, West Virginia.

Production-Programming, Others

Alert production director who can handle all aspects of hard hitting successful smaller market station. Imagination, experience, willing to work, primary qualifications. Box 445C, B-T.

Television

Help Wanted

Applicant for vhf station in North Carolina is seeking tv trained personnel: Station operations manager, production director, program director, video technicians, cameramen, film processors, salesmen, women's director and continuity director. Applications for jobs should be in writing. Write Seven Days before your arrival. Box 435C, B-T.

Announces

Top morning combo with five years experience and 1st ticket. $100.00 for 4 hour week for good producer. Write WNYW, New York, New York.

A good opportunity for young man good on music shows and news, preferably with small town, small station experience and ready to move up and start assuming responsibilities growing with station. Send tape and background. Box 469C, B-T.


Announcer for one thousand watt network full time 9AM to 12NOON. Send tape and photo to KIOX, Bay, Texas.

Unusual opportunity for top announcers at two of the largest and best known Amcas, KOWH and WTIX, New Orleans. KOWH has largest market area of any independent in New Orleans. New Orleans is 5 to 6 years from million of commercial broadcasting experience required. Will consider good on news, disc shows and commercials. Good salary, good benefits on essential. Send experience, disc and photo if possible with full resume. Address all inquiries to Tony Powell, KOWH, New Orleans. Write today, without fail.

Top pay, free hospitalization insurance etc.

Announcer, combo man, experienced, strong on music shows. Send full details, photo, KRTN, Raton, New Mexico.

Situations Wanted

Managerial

Thoroughly experienced mature manager available for relocation because of tv merger. Top references, national character. Will relocate. Experienced as assistant manager—program director. Some sales. Ready on special events and announcing. Interested in station where I can prove my skills. Age 38 . . . Family man. Contact Box 466C, B-T.

Personnel engineer in broadcasting since 1928 wants opportunity to manage station and build audience, billings, production staff network. Proposals invited from all stations, new and old. Box 430C, B-T.

Is your station in the red or is it making the profit it should? Experienced radio-television merchant and advertising executive wants a challenge either in a tv or radio station on all levels of responsibility. In confidence. P. O. Box 667, Chicago 90, Ill.

Salesmen


Salesman with good record in competitive market wants position in town over 20,000. Box 436C, B-T.

Account executive-wother. University graduate, 5 years experience. Excellent reputation N. Y. City. Box 478C, B-T.

Baseball announcer, Seven years experience. Fine voice, best of references. Box 341C, B-T.

Take me out to the ball game! Sportscaster with 4 years experience in baseball, softball and hockey desires baseball play-by-play. Make a high salary with good opportunity. Write for information. Good enthusiastic voice that'll sell product, sport and self. College graduate preferred. Box 472C, B-T. Good salary, good opportunity. Make offer. Box 368C, B-T.

Experienced play-by-play and staff man. At present sports director at 5 kilowatt station. Desires good opportunity with reliable organization. College grad. married. Tape and resume on request. Box 317C, B-T.

Play-by-play, 3% years experience. Minor league baseball, and/or college football, basketball. Excellent sports background. Can deliver. Box 427C, B-T.

Personality announcer; program director, news, sports specialist fourteen years. Available. Box 428C, B-T.

Authoritative news presentation. Understanding voices, chords, commercials, 35mm experience. Mid-western graduate. Gates board. Box 441C, B-T.

Assistant to program director, all phases control board. Third class ticket. Tape, resume. Box 494C, B-T.

Young man, personable, excellent voice, no experience, anxious to become announcer, will relocate. Box 445C, B-T.


Sports announcer—all sports and sales. 28, college, five years experience. Box 448C, B-T.

Sportscaster desires sports berth with progressive medium market. Send resume with full experience. Did live and recreated baseball in Class AA league. References, tapes available. Box 446C, B-T.

Announcer, nine years market am-tv experience. Versatile, dependable. Box 454C, B-T.

Newsmen, ten years experience gathering, editing, delivering radio and television news. Well-versed on camera delivery. Box 445C, B-T.

Announcer, 29, single, draft exempt, 8 years experience. Metropolitan market radio news director, program director. Specialty, news, DJ shows. Television experience. Box 3-691, Mason, Georgia. Write Box 458C, B-T.
Self praise sticks! Box 462C, B-T.

Experienced staff announcer, board work, third class ticket, midwest background. Box 460C, B-T.

Competent... ambitious... definite asset to your station. Experience in television and promotion-newman wants progressive operation New York, Conn., New Jersey area. Box 467C, B-T.

Announcer, 8 years experience, last 5 present place. Strong on news, music of all types. Deep voice, good diction, with opportunity for advancement. Mature reliable. Prefer station with tv future, but everything considered. Box 470C, B-T.

Announcer, 18 months staff, will travel. Consider all offers, want to settle. Box 461C, B-T.


News, sports, special events plus competent staff work by versatile and flexible announcer. Ten years broad experience. Sober family man, 36, seeks permanent opportunity with progressive operation—a carry-over. Will travel. Box 466C, B-T.

Female personality, warm friendly voice, slight British accent. Business background, college trained. Control board, control office, experience, specialize in news, sport, shows. References, c/o Foster, 168-20 Northern Blvd., Flushing, N. Y.

Alert announcer, light experience, recent radio broadcast experience. Well grounded in news, commercials, control board, control office, experience, specialize in news, sport, shows. References, c/o Foster, 168-20 Northern Blvd., Flushing, N. Y.


Personality announcer, salesman, deep voice, skilled on news, occasional sport. Single, anywhere. Telephone 768-W, Morgan ton, N. C.

Technical

Chief engineer, 12 years radio, 10 years television, broadcast, served as chief & field. Am. fm, new construction. All phases. Will relocate. Box 462C, B-T.

Am-tv engineer. 7 years experience all phases including 8,000 and 1,000,000 watt transmitters. Television experience. Available summer 1954. Resume on request. Box 467C, B-T.

Technician, first phone license. Some experience. East preferred. Box 443C, B-T.

Am or fm engineer desires permanent connection with representative network station, kw up. Box 451C, B-T.

Chief engineer, kw 3½ years. 8 years broadcast experience. Built two stations...fair announcer...want to relocate Gulf states. Box 461C, B-T.

Engineer, three years experience studio and transmission. Worked in ten miles of New York City. Box 460C, B-T.

Experienced engineer with degree and considerable electronics experience is interested in job with promising future. Knowledge of Spanish and tv will travel. Box 465C, B-T.

Engineer: Three years broadcast experience. Two years, electronic experience in Army. Desires immediate permanent position with future. Box 467C, B-T.

Engineer. Eighteen years experience construction, maintenance and operation. Prefer chief engineer position. Box 467C, B-T.


Desire studio or transmitter position with or without control board. Have first class license. Graduate of D.T.I.'s Chicago lab. Box 483C, B-T.

Situations Wanted—(Cont'd)

Conductor first ticket, two years radio school. One year 200 watt am. Dj, staff, available immediately. Tape, photo, resume. Like classics. Box 469C, B-T.

Will trade first phone, 5 years engineering for job. Interested in country or large station. Box 492C, B-T.

1st class engineer. Excellent references. Upper midwest preferably. Box 467C, B-T.

Chief with six years experience desires engineering position. Can do combo. Married, two children. C. A. Christensen, P. O. Box 433, Hamilton, Alabama.

First class, no experience, will travel. Henry Corney, 336 Carroll Street, Brooklyn 31, N. Y.

Engineer 1st phone, chief experience. am-fm-tv references, please answered. Box 71, Passaic, New Jersey.

Production-Programming, Others

Graduate broadcasting school desires opportunity as director-producer. Single, ambitious. willing to relocate. Box 430C, B-T.


Program, director, announcer. Age 18...family man...dependable. 3 years experience...as program director and announcer. Morning man...farm news...man on street...baseball...football...spots...tv commercials. Includes...spots and...newscasting. Have written continuity...operate board. Contact Box 495C, B-T.

Need a right arm? Use mine! Ad agency, publicity, tv production experience. Box 469C, B-T.

Tv or radio—news—sports editor just hung up Marine Corps corporal's star. Wants job, with progressive outfit. Before Corps wrote for top northeastern dailies and...journalism, married, Mid-20s, 3 years experience. References. Box 467C, B-T.

Television-radio, experienced radio production-advertising, College graduate. Alice Bliss, WDEC, America, Georgia.


Continuity writer with programming and commercial experience available immediately. Familiar with...traffic sheets...and...continuity...co-ordination. Has 300 hours...production...Single, mo-...tured, unconsidered, willing to go where opportunity presents itself. Will work for company or children's programs for radio or television production and distribution. Contact Hotel 233 7th Street, New York City 19, or phone 5-4100, extension 103.

Television

Managerial


General-sales manager, tv or dual uhf-operation, impressed by large station and of country's largest tv stations in highest income market. Adequate reason for being available. Box 445C, B-T.

Tv commercial or assistant manager. Experienced production and sales phases 2½ years vhf. Helped launch successful uhd station as commercial manager in market. Presently employed. Box 490C, B-T.

Salesmen

Salesman, large account experience. Presently top-billing account executive, first class station. Covers all phases station operation. Young family man. Box 465C, B-T.

Technical

Tv chief engineer with BSEE Degree, six years' tv experience and fifteen years' radio experience, seeks position as engineering manager in station on west coast. For further information write or wire North Hollywood, Calif.

Tv engineer. Experienced RCA equipment, transmitter and studio, also micro-wave remotes. Excellent location please. Central U. S. Box 469C, B-T.

Production-Programming, Others

Thorough background in programming and production. Versatile—highly adaptable! Want opportunity in tv. Box 370C, B-T.

Artist, 7 years commercial experience including tv art in advertising agency. Present position, art director. Small town. Because of family health needs immediate warm climate. Prefer southwest.

Tv or network film editor, 4 years experience N. Y. company. Desires to relocate. Box 456C, B-T.

Graduate of Television Broadcasting School, arts and production phases. For complete data write, Richard J. Dunlap, 522 N. Prospect, Colorado Springs, Colorado.

For Sales

Salesmen

Idaho radio station. Making money. All or part for sale. Opportunity for right person or party. Box 437C, B-T.

Local station, southern location—showing substantial increase. Because under American can flag. No competition from tv or other fm or am station. Box 469C, B-T. Desires engineer...station that offers unique possibilities. Box 472C, B-T.

Ask for our list of good radio buys today. Jack L. Stoll, 6658 Melrose, Los Angeles 29, Calif.


Equipment, etc.

Planning tv? Save your boss some money. 590 75-100 watt linear rf coils $27.50. 200 watts, 100$ an 500$ am. New. In storage—never used. Can be bought at a big discount. Box 373C, B-T.

RCA BYH-5A 5 kw fm transmitter. 4-section RCA pylon antenna 88 to 97.6 frequency range, photo-electric controlled radio beacon with flasher, Hewlett-Packard frequency and television stations bought and modulator, Western Electric monitoring amplifier, 2500 watt match, 200 feet 3½ inch transmission line, Andrews automatic de- served. Can be bought at an excellent condition. Send for complete data sheet. Box 439C, B-T.

2383 musical selections for sale. The Cole Tran- scription Library, 324 W. 57th Street, New York City. Preferred in studio, $17.25. 3141, Stuart, Trail Dusters, Montana Pete's Square Dancing, Big Band, The Lulu Girls, Don Hopkins and Country Boys, Johnny Betta, the singing evangelist, Rex Allen and Arctic Ramblers. All in album of 16-inch transcriptions at 50% r.p.m. Best offer takes this wonderful lib- rary, never used and no reasonable offer refused. Bud Penta, XWBZ, Beatrice, Nebraska.

Two Presto 10-A turntable chassis in perfect con- dition, with added equipment for 45 rpm. A real buy for $180.00, for both, crated for shipment, FOI, Woodin, Texas. First one not yet served. Technical Director XXYYZ, Gulf Bulldog, Houston, Texas.

RCA type SA side band filter and TF-3A diplexer, type E-3A, Excellent condition, reasonably, WBEN Buffalo, New York.

RCA radio microphone type BTP-1A with operating and maintenance instructions. Factory new. C.O.D., $95.00. Box 469C, B-T.


Best offer, 240 ft. Truesco; self-supporting tower, type H-50 with lights, immediately, reasonable. WOJO, 304 W. Wis- consin Avenue, Milwaukee, Wisconsin.

Interested in films? For public reaction through screening committees National Board of Review, First Run and Pictures magazine. Only $3 a year, reads "Films in Review," P. O. Box 168, Gracie Station, New York 24, N. Y.
Help Wanted—(Cont'd)

Production-Programming, Others

NEWS DIRECTOR WANTED

60,000 watt Miami CBS outlet has opening for high caliber news director. Must have authoritative news delivery, news sense and ability to re-write local and wire news. Previous executive ability considered. Send references and audition for other pertinent information to

W G B S
1605 Biscayne Boulevard
Miami, Florida

Farm Service Director

No other work involved. Solid lineup national accounts, good opportunity in rich dairy area. Salary based on ability. Prefer midwest man now employed in similar capacity and looking for advancement. WEAU Radio and TV, Eau Claire, Wisconsin.

Help Wanted

Salesman

BROADCAST-COMMUNICATIONS SALES ENGINEERS

Major manufacturer of broadcast, communications and electronic equipment has excellent opportunities for two broadcast field sales engineers to work from New York and Dallas offices. Qualifications must include experience in selling broadcast or communications equipment. Send complete personal resume including experience and salary requirements to the nearest regional office below.

C O L L I N S R A D I O C O.

W. A. Betrader
J. W. Bean
1891 Ho-Dee Dr.
New York 56, N. Y.
1021 08th St.
Dallas 2, Texas

Help Wanted—(Cont'd)

Situations Wanted

Situations Wanted

Television

25 YEAR VETERAN BROADCASTING BUSINESS

Currently General Manager of TV and AM operation in that market with 3 VHF stations. Put TV in black in 6 weeks. Well known at top level in all phases of broadcasting. Will make change for personal reasons. Can take over full responsibility for building TV station from scratch. Excellent references. Available for personal interview. Box 471C, B-T

Situations Wanted

Television

ATTENTION TV STATION MANAGERS

Do you want a smooth running professional operation? Three TV engineers with five years experience in every phase of TV operation at a major market station. Will train them in all phases of TV operation. Write Box 476C B-T for information.

Miscellaneous

TECHNICIANS

CBS Television Network

Needs Technicians for Video Control and Maintenance Work.

Emphasis placed on engineering education, electronic schooling, first-class licenses, broadcast experience (AM, FM or TV), amateur activity, etc.

Mail detailed resume to

CBS-TV,
Technical Operations Manager,
524 West 57th Street,
New York, N. Y.

ATTENTION TV OWNERS

Somewhere in the West or Midwest there’s a TV-Radio owner looking for a family man, 37, who has spent 10 years with one company in an allied field. This man has climbed from Bookkeeper to Office Manager to Operations Manager to Sales Manager to General Manager and Corp. officer. Now wants desperately to get into TV-Radio. Needs thorough grounding but can become key man in short time. Salary secondary, will start anywhere along the line. Write Box 493C, B-T.

Situations Wanted

FOR THE RECORD

(Continued from page 100)

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio Effective Service to Employer and Employee

Howe S. Passer
TV & Radio Management Consultants
309 Bond Bldg., Washington 6, D. C.

For new selling opportunities in the sales market, write for our FREE "Cable TV Selling Guide," page 2427, Tel. 4-2115, N. W. D. C.

APPLICATIONS AMENDED

Washington, D. C.—United Bestco. Co. (WOOK) amends bid for new tv station on uhf ch. 50 to change ERP to 22.5 kw visual and 33 kw aural. Filed Feb. 15.

Daytona Beach, Fla.—Telrad Inc. (WMWD) amends bid for new tv station on uhf ch. 3 to include 1.25 kw visual and 72 kw aural. Filed Feb. 11.

Omaha, Neb.—Herald Corp. amends bid for new tv station on uhf ch. 37 to include 1.25 kw visual and 72 kw aural. Filed Feb. 11.

Televest, Pa.—Haven Bestco. Co. (WHPZ) amends bid for new tv station on uhf ch. 23 to change name to Lock Haven TV Corp. Filed Feb. 11.

Salesman

Aggressive, top man, who can sell in a tough market. Must be good. Top salary, plus commission. For background, references, etc., to Box 475C, B-T.

Page 104 • February 22, 1954
Comr. to ERP to 9; 12 to Wausau; change ERP to 6 Feb.

WAREHOUSE BROADCASTING Tulsa, Okla.; Miami, Fla.; Modesto, Calif.

System seeks modification date.

Francis W. Fryer to FCC on Feb. 6. Filed on behalf of Detroit, Conn.-John Matranga d/b and household furnishings.

Chadron, Neb. — Community Service Radio Corp. granted CP to change ERP to 2340 kHz. Filed Feb. 15.

vogue, — Irving V. Schmidtkie granted authority to remain silent for period of 90 days from Feb. 1.

WDAS Philadelphia, Pa.—Max M. Leon Inc. granted CP to change to 1450, 250 kw unlimited. Filed Feb. 11.

WALY Blackstone, Va. — Blackstone Corp. granted authority to have regular program.

— Voice of R. Inc. seeks CP to change from directional day and night to directional only. Filed Feb. 8.

APPLICATION DISMISSED

WHEB Havelock, N.C.—Beaufort Bevy, Co. granted to operate new transmitter and studio location in Washington, D.C., and changes in antenna system. Dismisse.

Existing FM Stations

APPLICATIONS BY FCC

KFGO-AM (TV) San Diego, Calif.—Warther-Hultzel Broadcasting Co., Inc. granted to change ERP to 118 kw visual, 158 kw auroral, antenna height above average terrain 700 ft. Granted Feb. 11; announced Feb. 16.

WRD-TV Augusta, Ga.—Radio Augusta, Inc. granted to change ERP to 10 kw visual, 19 kw auroral, antenna height above average terrain 300 ft. Granted Feb. 11; announced Feb. 16.

WPC-AM Tames, Md.—L. R. Lanford, et al d/b as Calhoun Station, Co. granted modification of CP for ERP to 1290 kw. Filed Feb. 15.

APPLICATIONS

Foam 50 kw visual, antenna height above average terrain 425 ft. Granted Feb. 10.

WJAC-TV Johnstown, Pa.—James W. Seigle, Co. granted modification of CP for ERP to 67 kw visual, antenna height above average terrain 400 ft. Granted Feb. 12.

WHTM-TV Columbus, Ohio.—Paul A. Seigle, et al d/b as Columbus Radio Station, Co. granted modification of CP for ERP to 710 kw visual, antenna height above average terrain 500 ft. Granted Feb. 10; announced Feb. 16.

WDSM-TV Superior, Wisc.—WDSM TV Co. granted to open commercially on ERP of 50 kw visual, 85 kw auroral, antenna height above average terrain 625 ft. Granted Feb. 16; announced Feb. 18.

APPLICATIONS

WPMT (TV) Portland, Me.—Portland Telecating Co. granted to change ERP to 20 kw visual, antenna height above average terrain 267 ft. Filed Feb. 11.

KHOL-TV Holdrege, Neb.—Bi-States Co. seeks modification of CP for ERP to 207 kw visual and 163 kw auroral. Filed Feb. 12.

TVANZ-TV Zanesville, Ohio.—Southern Ohio TV System seeks modification of CP for ERP of 70 kw visual, antenna height above average terrain 350 ft. Filed Feb. 11.

KCBS (AM) St. Paul, Minn.—CBS Broadcasting, Inc. granted to change ERP to 714 Fifth St.; correct geographical coordinates to 90° 59' N., 89° 36' W. Long. Filed Feb. 8.

KRYD-TV (TV) Cleveland, Ohio—Coastal Bend TV Co. seeks modification of CP for ERP of 28 kw visual, 55 kw auroral, change transmitter and studio location to intersection of 10th and Centre; antenna height above average terrain 318 ft. Filed Feb. 11.

SEATTLE STATION DELETED


New AM Stations

APPLICATIONS BY FCC

Redding, Calif.—Irvirn James Schwartz, William Beach, and Captain Charles C. Hoersch, Jr., of Redding as KML (Radio Enterprises (KGM, Sacramento), granted CP to change ERP to 6,000 kw visual, antenna height above average terrain 316 ft. Filed Feb. 17.

Redding, Calif.—VALR Inc., granted 1400 kw to 250 kw unlimited. Estimated construction cost $49,993.68. First year operating cost $60,000, revenue $60,000. Principals are President Rowland H. Beach (80%), Secretary Robert L. Hoffman (16%), and Mr. T. Ranked in California, Calif.; Boyd M. Wilson (16%), Aturius, and Jean Rokert (16%). Post office address 45 East Spring Street, Redding, Calif. Granted Feb. 17.

Southbridge, Mass.—James W. Miller, granted 490 kw visual, antenna height above average terrain 420 ft. Estimated construction cost $11,000, first year operating cost $40,000, revenue $40,000. Mr. Miller is owner of J. W. Miller Enterprises, Inc., theatres and camp-

The general partnership are owners of KCOM and KCI.

Chadron, Neb. — Community Service Radio Corp. granted CP to change ERP to 1450 kw. Granted CP to change ERP to 150 kw.

Hobbs, N. Mex.—W. Lloyd Hawkins and Ted Law-

Lowery & Dorothy Bremner d/b as L&W Broadcasting Co., granted CP to change ERP to 30 kw visual, 50 kw auroral. First year operating cost $67,890.00, revenue $67,890.00. Principals in partnership are W. L. Hawkins (50%), partner minor interest; KINNY Vonnaun, N. M., and Lawrence (50%), 10% partner.

Bremner (50%), department store employee. Granted Feb. 10.

Martinburg, Pa.—Carl W. Kestinger and Robert F. Stiner, granted CP to change ERP to 55 kw. Granted CP to change ERP to 1430 kw.

Atlantic City, N. J.—L. & Dorothy Bremner d/b as Coastal Broadcasting, granted CP to change ERP to 1430 kw. Granted CP to change ERP to 250 kw.

WNYC-TV (AM) New York, N.Y. — WNYC (AM) granted CP to change ERP to 1430 kw. Granted CP to change ERP to 250 kw.

Manchester, Conn.—John Deme d/b as Manchester Transmitter Company, granted to change ERP to 1290 kw. Granted CP to change ERP to 30 kw.

Aurora, Colo.—Artie S. Rogers, 1430 kw, 1 kw daytime, antenna height above average terrain 500 ft. Granted CP to change ERP to 67 kw visual, antenna height above average terrain 400 ft. Granted Feb. 12.

Manchester, Conn.—John Deme, d/b as Manchester transmitting Co. Granted CP to change ERP to 1290 kw. Post office address R. D. 11, Box 43, Montmorency, Conn. Granted Feb. 10.

hobis, to change ERP to change ERP to 1450 kw.

15 kw.

115 kw.


KDKA-FM (AM) Pittsburgh, Pa.—Western Union, granted CP to change ERP to 150 kw.

KODA FM Township, Pa.—Western Union, granted CP to change ERP to 150 kw.

KFGO-AM (TV) San Diego, Calif.—Warther-Hultzel Broadcasting Co., Inc. granted CP to change ERP to 118 kw visual, antenna height above average terrain 700 ft. Granted Feb. 11; announced Feb. 16.

KDFE TV Portland, Me.—Portland Telecating Co. granted to change ERP to 17.28 kw visual, 16.35 kw auroral, antenna height above average terrain 267 ft. Filed Feb. 11.

KHFY-TV (TV) Corpus Christi, Tex.—Central City, Ky.—Muhlenberg Bevy, Co. granted CP to change ERP to 719 E. 11th St., Denver. Estimated construction cost $134,000, first year operating cost $60,000. Mrs. Rogers is former assistant manager of KDKA. Filed Feb. 10.

Manchester, Conn.—John Deme d/b as Man-

sday with 50 kw to 12 kw.

Motorola, Inc. to change ERP to 9 kw.

Kravitz, a lawyer, to change ERP to 9 kw.

12 kw.

85 kw visual, antenna height above average terrain 425 ft. Granted Feb. 10.

APPLICATIONS

WYBH-FM (FM) Ladoga, Ala.—Gadden Bevy, Co. granted to cancel license and delete station. Filed Dec. 7.

KFMY (FM) Ft. Dodge, Iowa.—Northwest Bevy, Co. granted to change ERP to 9.5 kw.

KXYR Anchorage, Alaska.—Keith Capper, Bev. President granted license to operate new 12 kw, 1 kw directional, 1 kw, day unlimited. Granted Feb. 16.


WNSM Huntington, N. Y.—Huntington-Mon-
Hearing Cases...

INITIAL DECISIONS

Mobile, Ala.—New, vhf ch. 5. FCC hearing examiner in preliminary order, Jan. 12, 1954, makes initial decision looking toward grant of application of Mobile Broadcasting Co., Inc., for construction permit for new tv station on ch. 5 in Mobile, Ala., and denial of the competing application of WKRG- TV Inc., to operate station on ch. 5 in Mobile. Feb. 12.

Buffalo, N. Y.—New, vhf ch. 2. FCC hearing examiner in consolidated initial decision looking toward grant of application of Niagara Falls Broadcasting Co. for construction permit for new tv station in Buffalo, N. Y., and denial of the competing application of SEACO, Inc., to operate a station on ch. 2, Buffalo. Feb. 15.

Chicago, Ill.—FCC grants a new hearing in the consolidated proceeding involving application of WBBM-AM-FM for construction permit for a new tv station on ch. 5 in Chicago, and, accordingly, (2) reinstated Zenith’s application for change of permit. For action see B.T., Feb. 15.

Mutual Broadcasting System—FCC granted application for special temporary authority to operate in Los Angeles, Cal., on ch. 2, as a result of the hearing held in the Consolidated Chicago II案件

OTHER ACTIONS

KIFN Phoenix, Ariz.—Western Bcitg. Co., FCC granted for hearing application to change operation on ch. 1550 kw hr., from day only to 1550 kw unlimited. Action Feb. 17.

KMO San Bernardino, Calif.—Western Bcitg. Co., entered its consent to entry of license to KHOO to KECA (formerly used in Los Angeles). The Commission finds that conclusion to people living within the service areas of both stations, whether for the same or different purposes, might result if such a change is made. Action Feb. 17.

Chicago, Ill.—In view of the decision by the U. S. Court of Appeals for the 2d Circuit, Feb. 2, 1954, vacating that portion of its memorandum opinion and order of Oct. 8, 1953, which reversed the order of the Commission as to the number of stations to be allocated in the tv market, new applications are invited for the purpose of selling the tv market in Chicago, Ill., and which also disallowed the application of WBBM-AM-FM. Motion filed Feb. 17.

KSD St. Louis, Mo.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KSD St. Louis and Northwest Telecasting Corp. For new tv station on ch. 7. Motion filed Feb. 17.

KSTP Stillwater, Minn.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KSTP-AM-FM in St. Paul. Motion filed Feb. 17.

KQWX Chicago, Ill.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KQWX in Chicago. Motion filed Feb. 17.

KXLO and KXLI Los Angeles, Cal.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KXLO and KXLI in Los Angeles. Motion filed Feb. 17.

KXLA and KXLM Los Angeles, Cal.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KXLA and KXLM in Los Angeles. Motion filed Feb. 17.

KXJZ San Antonio, Tex.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KXJZ in San Antonio. Motion filed Feb. 17.

KXIS Fort Worth, Tex.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KXIS in Fort Worth. Motion filed Feb. 17.

KXMO Dallas, Tex.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KXMO in Dallas. Motion filed Feb. 17.

KXHA and KXHP San Diego, Cal.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KXHA and KXHP in San Diego. Motion filed Feb. 17.

KXAD New Orleans, La.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KXAD in New Orleans. Motion filed Feb. 17.

KXOM and KXOB San Antonio, Tex.—FCC granted application for extension of authority for one year beginning Mar. 1, 1954, to the program of KXOM and KXOB in San Antonio. Motion filed Feb. 17.
February 12 Applications

ACCEP TED FOR FILING


Modification of CP

KAMD Camden, Ark., Camden Radio Inc. — Modification of construction permit (BP-3048) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6428).

KRII Henderson, Nev., Maritz Zenalf — Modification of construction permit (BP-6807) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6430).

WPBC Greenville, S. C., Carolina Television Inc. — Modification of license to change name of applicant to WMBE Inc. (BMP-1577).

KYLV Cleveland, Tex., Harvard Bailes — License to cover construction permit (BP-8929) which authorized new standard broadcast station for extension of completion date (BMP-6430).

WIKY Cambridge, Mass., Mckuenh Bcstg. Corp. — Modification of construction permit (BP-8966) which authorized new standard broadcast station for approval of antenna, transmitter and studio location (BMP-6429).

February 15 Applications

ACCEP TED FOR FILING

WLD Homewood, Ala., Johnston Bcstg. Co. (George Johnston and George Johnston Jr., partners) — Modification of construction permit (BP-8855) as modified, which authorized changes in the antenna system by adding antenna (increase in height) for extension of completion date (BMP-6430).

WEPP South Pittsburgh, Tenn., Karon P. Go- van Jr., tr/s Marion County Bcstg. Service — Modification of construction permit (BP-8892) which authorized new station for approval of antenna, transmitter and studio locations (BMP-6434).

Control functions separate from metering
Rack cabinets standard equipment
Cabinets interwired, ready to use
Generous facilities for expansion

Delivery excellent
Nation-wide sales and service
Three separate direct reading meters
The complete system

Branches in New York, Washington, Atlanta, Houston and Los Angeles. Field sales engineers everywhere.

GATES RADIO COMPANY
Manufacturing Engineers Since 1923
QUINCY, ILLINOIS — U.S.A.

February 22, 1954 • Page 107
Renewal of License
KTAC Tacoma, Wash, Tacoma Bests Corp.—(BR-1136).

WFDJ-WM Bangor, Me., Murray Carpenter—(BRH-130).

WFBW Woburn, Mass, Middlesex Bests Corp.—(BRH-600).

Remote Control
WBNG Newark, N. J., The Board of Education of Newark in the County of Essex—(BRED-25).


Modification of CP
WATC-TV Flint, Mich., Trendle-Campbell Bests Corp.—Mod. of CP (BFCPT-370) as mod, which authorized new tv station for extension of completion date to 8-8-54 (BMPCT-1849).

WTCN-TV Minneapolis, Minn., Minnesota Television Public Service Corp.—Mod. of CP (BFCPT-844) as mod, which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1850).

WMIN-TV St Paul, Minn., WMIN Bests Co.—Mod. of CP (BFCPT-243) as mod, which authorized new tv station for extension of completion date to 6-1-54 (BMPCT-1853).

APPLICATION RETURNED
Myron Jones, Salem, Ohio.—Construction permit for new standard broadcast station on 1798 kc, 1 kw, daytime hours only. Site not specified.

February 16 Decisions
BROADCAST ACTIONS
Actions of Feb. 12

The following stations were granted mod. CPs for extension of completion dates as shown:

...to extraordinary lighting effect... at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For faster lighting service, because found at a lower cost...

March 4 or before March 4, 3 counsel for each party re applications of Times-World Corp. and Radio Station WMBI, Inc., Chicago, Ill. to 9 at Noon, Va., 8-8-54 (Docket 10555). Should be... to exhibit evidence in chief in support of the party's case. Further order... that further hearing shall commence March 11, 1954, and shall proceed in accordance with paragraph 13 of the order of Jan. 5, and upon pages of the record shall proceed with the presentation of its evidence in chief to be followed by the evidence in chief on behalf of Radio Roanoke Inc. and then by such evidence in chief as furnished by the First Amendment of the Chief Broadcast Bureau, and at an... in the course of the parties in consequence... shall present such rebuttal evidence as may be offered to offer.

By Hearing Examiner H. Gilford Irwin

On request of all parties, continued further hearing in re applications of Gulf Coast Bests Corp., Baptist General Convention of Texas, for ch. 6 at Corpus Christi, from Feb. 12 to Feb. 25 (Docket 10557-6).

By Hearing Examiner W. Adare A. Honig

Gave notice of a pre-hearing conference of all counsel, including counsel for the Chief Broadcast Bureau, to begin on the applications of Appalachian Bests Corp. and Tri-Cities Tele Corp., for ch. 5 in Bristol, Va. (Docket 10559-46).

By Hearing Examiner Millard F. French

Pending applications for new tv stations... and... hearing was held and... hearing as provided for by the Commission in the hearing in connection with the LTV Snow Manor Inc., and New York Times World Corp. at 8:30 a.m. (Docket 10650-80).

By Hearing Examiner and Neal Hunting

By memorandum opinion and order and ordered that the material filed by Oil Capital Corp., Tulsa, Okla., specifically referred to in paragraphs 4 and 5 in the memorandum opinion, be effective because found not to be necessary (Docket 10665-3) for ch. 2, and Oil Capital is directed to furnish requested factual information in lieu thereof which is in conformity with and in support thereof which is in conformity with and in support of the facts of the hearing. Further, also... further ordered that Oil Capital be directed to deliver the information in accordance with the Fair TRADESMAN license and furnish the information referred to in paragraphs 13 from Ch. 11 on Feb. 12, and that said Ch. 12 has and herein to be furnished shall be signed under oath and filed with the Commission in lieu of the affidavits with copies of furnished to Central Plains (including applicant), the Broadcast Bureau and the examiner.

By Hearing Examiner Thomas H. Donahue


By Hearing Examiner Harold L. Schill

Hav-A-Call Inc., Philadelphia, Pa.—Granted petition for leave to amend its application for one-way signaling station (Docket 10685), to change cost of construction, et cetera.

By Hearing Examiner W. Adare A. Honig

Samuel N. Kirkland, d/b a Contact, Philadelphia, Pa.—Granted petition for leave to amend application for one-way signaling station (Docket 10685), to change location of base station transmitter, et cetera.

February 16 Applications
ACCEPTED FOR FILING
Renewal of License
WNAS Decatur, Ga., WNAS Inc.—(BR-6983); WMBI Chicago, Ill., The Moody Bible Institute of Chicago—(BR-1136); WIBC Inc.—(BR-985); WZIP Covington, Ky.—(BRH-10); WRCB-AM-1694-1; e.; WBNB Chicago, Ill., Bernard B. McCray and Cyril W. Reddick, d/b a Salisbury Bests Corp. (BR-2514); WABJ Adrian, Mich., Ger- rety Bests Co. (BR-1136); WCXY-NB Urbana, N. Y.—Orange County Bests Corp. (BR-817); WWGP Sanford, N. C., Sandhill Bests Corp. (BR-1453); WHID Providence, R. I., Inter-City Bests Corp. (BR-897); KMKD Dallas, Tex., KMMD Radio Corp. (BR-897); KGHI Henderson, Tex., Henderson Bests Corp. (BR-680); WOAI San Antonio, Tex., San Antonio Bests Corp. (BR-1197); WRTL Rutland, Vt., Central Vermont Bests Corp. (BR- 2317).

WAFF-FM Crossville, Tenn., WAFF Inc.—Construction permit to replace expired permit (BRP-1851) which authorized new fm station which expired 1-29-54 (BRP-1851).

Remote Control
KCMC-FM Texarkana, Tex., KCMC Inc.—(BR-685); Operation by remote control (BRCH-73).

Modification of CP
WPET Greensboro, N. C., Wayne M. Nelson—Modification of construction permit (BRP-8849) as approved by the Commission in the hearing in connection with the LTV Snow Manor Inc., and New York Times World Corp. at 8:30 a.m. (Docket 10650-80).

BROADCASTING • TELECASTING
February 17 Decisions

BROADCAST ACTIONS

Letter

WHLA Lancaster, Pa., Harold C. Burke—is being advised that application (BMCT-2988) for additional time to complete new tv station on ch. 21 cannot be granted on basis of present showing. Comm. Hennock dissented.

Granted CP

WQGM Huntington, N. Y.—Granted CP to change monitoring equipment for extension of completion date to Feb., 1954 (BMCT-1857).

Modification of CP

WOWL-FM Buffalo, N. Y.—Greater Erie Bench.—Consent to extension of completion date to April 1, and waived rules to permit use of kind of equipment with less than required median field intensities over Buffalo and North Tonawanda (BMF-4635).

Renewal of License

Granted renewal of following station licenses on condition of base.


ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Caivali B. Corp. (Assignee) Larus &Brother Co. (Assignee) Norfolk, Va.—Granted joint petition for dismissal without prejudice of applications for assignment of WCAV Norfolk, Va. (Docket 10888; BAL-1644; Action 2/13).

By Hearing Examiner Isadore A. Hönig

Appalachian Broad. Corp., Bristol, Va.—Tri-Cities Group—Issued record of conditional grant for additional stations on condition of consent for Tri-Cities and with the concurrence of conditions of application filed by Bristol Corporation, an affiliate of the Appalachian Broad. Corp., hearing conference in the matter of applications for ch. s 5 was continued from Feb. 17 to Feb. 18, (Dockets 10876, 10880; BMCT-1352).

Hearing Examiner Herbert Shafman

Ordered further hearing conference in the proceeding re applications of Wisconsin Broad. Corp., Inc. (Docket 2979); et al. for ch. 12 at Milwaukee, Wis., on Feb. 17 at 10:00 a.m.

By Hearing Examiner Basil P. Cooper

KYHS Inc., Shreveport, La., International Broad. Corp.—Denied joint request for corrections in various respects to Volume 21 of the transcript in the matter of applications for ch. 3 (Dockets 10476, 10477; BMCT-364, 465).

By Hearing Examiner Charles J. Frederick

CBS Corporation—Denied granting of governing consent of proceeding re tv applications of City of Jackson- ville, Fla. (Docket 10030; BMCT-349, et al.) for ch. 12, ordered that parties exchange evidential information before agreed to be exchanged with each other in on or before Feb. 22; that the matters of reliance of March 2 and that Commission counsel be supplied with same and that an additional hearing conference in this matter be continued until further order of the Ex-

By Hearing Examiner Harold L. Schult

Niagara Frontier Amusement Corp., Buffalo, N. Y.—Granted motion for correction in various respects to the transcript of record in proceeding re application for ch. 2 (Docket 10586; BMCT-1766) with three exceptions.

February 17 Applications

ACCEPTED FOR FILING

Renewal of License

KTTX-AM Minneapolis, Minn., Northwestern Theological Seminary & Bible Training School (BMPH-4540) for renewal of license (BMCT-7213).


KQYF Allentown, Pa., Queen City Television Corp.—Modification CP of station to extend completion date to 8-1-54 (BMPT-2056).

WQUN Providence, R. L. The Outlet Co.—Modification CP (BPCT-715) as mod., which authorized changes in existing tv station to extend completion date to 8-1-54 (BMPT-1856).

FEDERAL COMMUNICATIONS COMMISSION Washington 25, D. C.

Public Notice 1718, February 13, 1954

TV APPLICATIONS AND GRANTS TO FEB. 1, 1954

Following is a record of the Commission's tv processing activity since the lifting of the freeze up to February 1, 1954:

Disposition of Pending Applications for New TV Stations:

Total applications filed .... 1,204
Applications disposed of by dismissals (including 45 grants subsequently surrrendered) .... 527
Applications disposed of by decisions, denials, or modifications .... 356
Total disposed of .... 1,083
(Fail but all 23 are operative)
Applications for Major Changes in TV Facilities:
Total applications filed .... 254
Total disposed of .... 241
Applications pending .... 13
Number of Post-Freeze TV Stations Requested and Granted:
Commercial Noncommercial Total
Total applications .... 1,189 49 1,204
Total number of stations represented .... 595 44 639
Total grants (exclusive of 45 grants surrendered) .... 453 29 482
Per cent of total stations requested which have been granted ......... 72.6% 65.9% 75.4%
Total TV Grants, Pre-Freeze and Post-Freeze, Present and Potential:
Number of pre-freeze stations .... 108
Number of potential future stations .... 48
Number of potential grants, represented by pending applications .... 157
Total present and potential stations .... 747

Number of TV Stations—February 1, 1954:

Based on:

-32
Vhf and Uhf 

2.77
103
Total Vhf Stations 

324
369
Number of Commercial TV Stations in Communities as of February 1, 1954:

Number of Stations in the Community 

Based on Stations on the Air

Vhf Only .... 76 29 10 3 220
Uhf Only .... 93 19 4 118
Vhf-Uhf .... 23 6 3 32
Total Communities .... 133 65 17 6 233
Number of Stations in the Community 

1 2 3 4 5 6 7 8 9 Total

Based on Authorized Stations

Vhf Only .... 106 29 13 2 1 150
Uhf Only .... 93 19 4 114
Vhf-Uhf .... 41 24 9 8 1 1 105
Total Communities .... 198 89 40 22 9 6 2 364

Number of Commercial TV Stations in VHF/UHF Communities As of February 1, 1954:

Based on

Authorized Stations

Stations on 

Authorized Plus 
Pending Applications

Communities With

Vhfs

Communities 

Vhfs

One Vhf Station and:

One UHF .... 23 35 41
Two UHF .... 3 5 3
Three UHF .... 1 2
Four UHF .... 1

Two Vhf Stations and:

One UHF .... 3 11 15
Two UHF .... 1 2
Three UHF .... 1 2
Four UHF .... 1

Three Vhf Stations and:

One UHF .... 1 3 6
Two UHF .... 1 5
Three UHF .... 1

Four Vhf Stations and:

One UHF .... 1 2
Two UHF .... 1

Seven Vhf Stations and:

One UHF .... 1
Two UHF .... 1

Total per cent of Communities With Specified Number of TV Stations as of February 1, 1954:

Based on

Authorized Stations

Stations on 

Authorized Plus 
Pending Applications

Total Communites 

100.0

100.0

Fulltime Network in Growth Market $125,000.00

This attractive property is located in one of the southwest's great growth markets. It is profitable, clean and fixed assets are above average. Good financing available. 

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

BROADCASTING • TELECASTING
When a time buyer selects WSB-TV he picks up a highly profitable bonus audience for his advertiser. Programming on low channel 2 with 100,000 watts from a 1062 ft. tower, WSB-TV delivers far more than the immediate Atlanta area alone. This station's impact throughout Georgia and its remarkable strength in Georgia's important secondary markets is a plus value of outstanding worth to sponsors. This total WSB-TV audience cannot be equalled by any other Georgia station. Ask Petry for availabilities.
## 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 and (2) grantees. Triangle (°) indicates stations now on air with commercial outlet which is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

### ALABAMA
- Birmingham:
  - WABT (11) CBS, ABC, DuM; CBS Spot Sta.; 225,000
  - WRBC-TV (6) NBC; Rayner; 180,300
  - WJLB-TV (48), 11/18/52—Unknown
  - WSGN-TV (42), 12/18/52—Unknown
- Decatur:
  - WMLV-TV (25) 12/28/53-/54
- Mobile:
  - WAMA-TV (16) ABC, CBS, NBC; Headley-Reed; 52,900
  - WKAB-TV (46) CBS, DuM; Forjee; 41,900
  - The Mobile TV Corp. (5) Initial Decision 9/12/54
  - Montgomery:
  - WCCV-TV (30) ABC, CBS, NBC, DuM; Rayner; 51,000
  - Montgomery Bcast. Co. (12), Initial Decision 10/7/53

### ARIZONA
- Mesa (Phoenix):
  - KTVX-TV (12) NBC, DuM; Avery-Knodell; 80,289
  - Phoenix:
  - KOOL-TV (19) ABC; Hollenberg; 80,289
  - KTVK (10) ABC; Blair; 80,289
  - KPHO-TV (5) ABC, CBS, DuM; Katz; 80,289
  - Tucson:
  - KOPO-TV (13) CBS, DuM; Forjee; 19,825
  - KVOA-TV (4) NBC; Rayner; 19,825
- Yuma:
  - KIVA (11) DuM; Forjee; 17,902

### ARKANSAS
- Fort Smith:
  - KFSA-TV (22) ABC, NBC, DuM; Pearson; 38,500
- Hot Springs:
  - Southern Newspapers Inc. (9) 12/30/53—Unknown
- Little Rock:
  - KARK-TV (7) NBC, DuM; 6/18/53-9/15/54
  - KETV (33), 10/30/53—Unknown
  - KRTV (17) CBS, DuM; 1,000
  - Pine Bluff:
  - KATV (7) ABC; Avery-Knodell; 56,102

### CALIFORNIA
- Bakersfield:
  - KBAB-TV (29) ABC, DuM; Forjee; 49,600
  - KFERO-TV (19) CBS, NBC; Avery-Knodell; 98,831
- Berkeley (San Francisco):
  - KQED (9*) 7/30/53—Unknown
- Chico:
  - KGHL-TV (12) CBS, NBC; Grant; 28,200
- Corona:
  - KCOA (52), 9/18/53—Unknown
- El Centro:
  - Valley Empire Telecasters (15) 2/10/54—Unknown
- Eureka:
  - KIEM-TV (3) ABC, CBS, NBC, DuM; Blair
- Fresno:
  - KBID-TV (53) Meeker
  - KJCO-TV (47) ABC; Branhman; 89,652
  - KMJ-TV (24) CBS, NBC; Rayner; 85,841
- Los Angeles:
  - KBIG-TV (23), 12/15/53—Spring '54
  - KABC-TV (7) ABC; Petry; 1,758,985
  - KCOO (13) Katz; 1,758,985
  - KHJ-TV (9) H-H; 1,758,985
  - KNBH Spot Sta.; 1,758,985
  - KNXT (2) CBS; CBS Spot Sta.; 1,758,985
  - KTLA (5) Rayner; 1,758,985
  - KTVF (11) DuM; Blair; 1,758,985
  - KTKE (28)
- Merced:
  - KMER (54), 9/16/53—Unknown
- Modesto:
  - KTRB Bcast. Co. (14) 11/17/54—Unknown

### NEWEST STARTERS:
- Listed below are the newest stations that have started commercial operation:
- **KBID-TV Fresno, Calif.** (ch. 53), Feb. 13
- **WRDW-TV Augusta, Ga.** (ch. 12), Feb. 15
- **WTOC-TV Savannah, Ga.** (ch. 11), Feb. 14
- **WNEM-TV Bay City, Mich.** (ch. 5), Feb. 16

**Monterey**:
- **KMBY-TV (8) CBS; Hollenberg; 190,212**
- **Sacramento**:
  - **KBIE-TV (46) 6/28/53—Spring ’54**
  - **KCCC-TV (46) 44,000**
- **McClatchy Bcast. Co. (10), Initial Decision 11/18/53**
- **Salt Lake City**:
  - **KSBW-TV (8) CBS, NBC; Hollenberg; 380,990**
  - **San Bernardino**:
    - **KITU-TV (13), 11/16/52—Unknown**
- **Orange Belt Telecasters (30), Initial Decision 11/18/53**
- **San Diego**:
  - **KFMB-TV (6) ABC, CBS, DuM; Petry; 206,382**
  - **KFSD-TV (10) NBC; Katz; 206,382**
  - **Eliot, Cushman (21), 12/23—Unknown**
- **San Francisco**:
  - **KBAU-TV (20), 1/11/53—Unknown (granted)**
  - **KBGD (7) ABC; Petry; 829,400**
  - **KPIX (5) CBS, DuM; Katz; 829,400**
  - **KRON-TV (4) NBC; Free & Peters; 829,400**
- **San Jose**:
  - **KVB (46), 6/15/53—October ’54**
  - **Standard Radio & TV Co. (11), Initial Decision 11/18/53**
- **San Luis Obispo**:
  - **KEVC-TV (6) DuM; Grant; 64,579**
- **Santa Barbara**:
  - **KVEY (5) ABC, CBS, NBC, DuM; Hollenberg; 413,627**
- **Stockton**:
  - **KTVU (39) Hollenberg**
  - **Radio Diablo Inc. (32) 6/1/54—6/1/54**
- **Tulare** (Fresno):
  - **KVVG (27) DuM; Forjee; 107,000**
- **Yuba City**:
  - **KAGT-TV (52), 3/11/53—Unknown**

### COLORADO
- **Colorado Springs**:
  - **KXYT (11) ABC, CBS, DuM; Hollenberg; 62,217**
  - **KRXO-TV (13) NBC; McGillivra; 35,000**
- **Denver**:
  - **KBTY (9) ABC, CBS; Free & Peters; 197,516**
  - **KFEL-TV (5) NBC; Blair; 197,516**
  - **KLTX-TV (7) CBS; Katz; 197,516**
  - **KOAA-TV (4) NBC; Petry; 197,516**
  - **KRMA-TV (30), 7/1/53—1954**
- **Grand Junction**:
  - **KFXJ-TV (5) Holman; 3/28—3/53—May ’54**
- **Pueblo**:
  - **KCCL-TV (5) NBC; Avery-Knodell; 38,000**
  - **KDZA-TV (3) McGillivra; 40,200**

### CONNECTICUT
- **Bridgewater**:
  - **WCBS (71), 1/29—Unknown**
  - **WICC-TV (43) ABC, DuM; Young; 54,019**
  - **WSJL (40), 8/14/53—Unknown**
- **Hartford**:
  - **WEDH (94), 1/29—Unknown**

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.

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OHIO

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**For the Record**

WHBF-TV
Rochester, N.Y.

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (250,000)

Les Johnson, V.P. and Gen. Mgr.

Page 112 • February 25, 1954
KANSAS KOVERAGE

WTCH 240,000 WATTS

WICHITA

HUTCHINSON

Windy, the bright spirit of TV in Central Kansas, is demonstrating what KTVH can do for you! Besides covering the big Wichita and Hutchinson markets, KTVH brings your product into the homes of fourteen other important communities. Get your share of this complete coverage by contacting KTVH sales office in Wichita or Hutchinson. Studios in Hutchinson: Howard O. Peterson, Gen. Mgr.

CHANNEL 12

VHF 240,000 WATTS

CBS BASIC—DU MONT—ABC

REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS
OREGON

Eugene—
KVAL-TV (12) NBC; Hollingbery; 5/14/53-4/1/54
Medford—
KRES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
KQUN-TV (4) CBS; Avery-Knodel; 138,876
KPTV (27) NBC; NBC Spot Slk.; 148,156
Oregon TV Inc. (12), Initial Decision 11/10/53
Salem—
KPCJ (24) 12/9/53-Unknown (granted STA Aug. 31)
KSLM-TV (3), 9/20/53-Unknown

PENNSYLVANIA

Allentown—
WFMZ-TV (67) Avery-Knodel; 7/10/53-Unknown
WQCY (39), 8/12/53-Unknown
Altoona—
> WFBG-TV (10) ABC, NBC, DuM; H-R: 418,788
Bethlehem—
WLEV-TV (51) NBC; Meeker; 64,427
Chambersburg—
WCLA-TV (46) ForJoe; 15,500
Easton—
WGLY (35) ABC, DuM; Headley-Reed; 65,008
Erie—
WICB (11) ABC, CBS, NBC, DuM; Petry; 108,500
WSEE (25) Avery-Knodel; 10/14/53-4/25/54
WLEO-TV (88) 12/31/53-Unknown
Harrisburg—
WCBM-TV (27) Cooke; 7/26/53-5/1/54
> WIBF-TV (55) CBS; Hollingbery; 85,150
> WPTA (71) NBC; Headley-Reed; 85,750
Hazelton—
WAZL-TV (43) Meeker; 12/18/52-Unknown
Johnstown—
> WARD-TV (58) Weed
> WJAC-TV (4) ABC, CBS, NBC, DuM; Katz; 741,367
Lancaster—
> WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 106,329
> WUTA (31) Venard; 5/7/53-Fall '54
Lebanon—
> WLLB-TV (15) Pearson; 138,300
Lewisburg—
WMUP-TV (38), 4/2/53-Unknown
New Castle—
> WSKS-TV (45) DuM; Everett-McKinney; 85,802
Philadelphia—
> WCAU-TV (10) CBS; CBS Spot Slk.; 1,592,000
> WPHL-TV (4) ABC, DuM; Katz; 1,066,641
> WIBG-TV (32), 10/31/53-Unknown
WIP-TV (29), 11/28/53-Unknown
> WPTZ (3) NBC; Free & Peters; 1,724,329
Pittsburgh—
> WPIT (9) ABC, CBS, NBC, DuM; DuM Spot Slk.; 806,760
> WENS (46) ABC, CBS; Petry; 154,290
> WGGY-TV (53) Weed; 174,300
> WQED (12), 5/14/53-February '54 (granted 11/24/54)
> WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
> WEEU-TV (33) ABC, NBC; Headley-Reed; 45,925
> WKXU-TV (61) CBS; H-R; 127,350
Scranton—
> WARM-TV (10) Hollingbery; 135,000
> WGBI-TV (82) CBS; Blair; 130,000
> WTVU (70) Everett-McKinney; 150,434
Sharon—
Leonard J. Shafitz (28) 1/17/54-Unknown
Wilkes-Barre—
> WBBK-TV (28) NBC; Headley-Reed; 130,000
> WLVK-TV (14) ABC, DuM; Avery-Knodel; 152,500
Williamsport—
WRKJ-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
> WNOY-TV (49) DuM; Hollingbery; 72,000
> WBBA-TV (43) ABC; Radio-TV Representatives; 74,000

RHODE ISLAND

Providence—
> WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,108,189
> WMPT (48) ABC; DuM; Raymer; 4/8/53-3/1/54
(granted STA Feb. 23)
> WRPO-TV (12) Blair; 8/1/53-Unknown (granted STA Sept. 22)

SOUTH CAROLINA

Aiken—
WAKN-TV (54), 10/21/53-Unknown

BROADCASTING • TELECASTING

Meet Western Party's JIM LYNA

Every afternoon from 4:30 to 5:45 PM, Mondays thru Fridays, Jim Lyna emcees WSIX-TV's Western Party on Nashville's Channel 8 airing a full length cowboy movie and a short-short funny paper skit.

Talented and personable, youthful Jim Lyna was immediately accepted by the small-fry throughout this region. Kids love the show and prove it with mail often exceeding 500 letters daily. And lots of Dads and Moms are in his regular listener group.

Success stories? Sure, we've got 'em! Call your Hollingbery man or the station and see how you can perk up sales in Middle Tennessee-Southern Kentucky with WSIX-TV's Western Party at regular participating card rates.

SOUTH DAKOTA

Sioux Falls—
> KELO-TV (11) ABC, CBS, NBC; Raymer: 52,127

TEENNESS

Chattanooga—
> WIOD (49) Pearson; 8/21/53-Unknown
> WTVT (45), 8/21/53-Unknown
> WDEF Bcastg. Co. (12) Brannam; 1/28/54-4/15/54
Jackson—
> WIXI-TV (9), 12/23/53-6/1/54
Johnson City—
> WJIL-TV (11) Pearson; 44,465
Knoxville—
> WPTV (4) ABC, NBC; Avery-Knodel; 55,005
> WSK (36) CBS, DuM; Pearson; 42,380
Memphis—
> WESQ-TV (13) CBS; Blair: 253,061
> WMCT (5) ABC, NBC, DuM; Brannam; 253,061
Nashville—
> WSIX-TV (8) CBS; Hollingbery: 133,660

Meet Western Party's JIM LYNA

Every afternoon from 4:30 to 5:45 PM, Mondays thru Fridays, Jim Lyna emcees WSIX-TV's Western Party on Nashville's Channel 8 airing a full length cowboy movie and a short-short funny paper skit.

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Success stories? Sure, we've got 'em! Call your Hollingbery man or the station and see how you can perk up sales in Middle Tennessee-Southern Kentucky with WSIX-TV's Western Party at regular participating card rates.
Here, Virginians earn more and live more and grow greater numbers than in any other metropolitan area of the Old Dominion State. Here, too, are four TV stations, but only One is NBC serving 500,000 earn-more, spend-more Virginians.

WVEC-TV is a basic

Television Affiliate

FOR THE RECORD

- WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 142,561
- Old Hickory (Nashville)—WLAC-TV (5), Katz; 8/5/53-March ’54

TEXAS

Ablenet—
- KRBC-TV (9) Pearson; 20,502
- Amarillo—
- KFDA-TV (10) ABC, CBS; Bransham; 44,361
- KGNM-TV (4) NBC, DuM; Katz; 44,361
- KLYN-TV (1), 11/11/53-Unknown
- Austin—
- KKTX-TV (7) ABC, CBS, NBC, DuM; Raymer; 50,540
- Beaumont—
- KMRT (21), 12/4/53-Unknown
- KTVM-TV (6), Initial Decision 7/22/53
- Corpus Christi—
- Coastal Bend To Co. (22), 1/6/53-Unknown
- H. L. Hunt (43), 12/9/53-Unknown
- Dallas—
- KDFX (23), 1/15/53-Unknown
- KLIF-TV (39) 2/18/53-5/1/54
- KLRL-TV (4) CBS; Bransham; 318,000
- WFAA-TV (8) ABC, NBC, DuM; Petry; 319,000
- El Paso—
- KROD-TV (4) ABC, CBS, DuM; Bransham; 36,500
- KTEM-TV (9) NBC; Hollinger; 60,300
- Ft. Worth
- KTEC (20), 3/11/53-Unknown
- WBAP-TV (5) ABC; NBC, Free & Peters; 303,411
- Galveston—
- KGUL-TV (11) ABC, CBS, NBC, DuM; CBS
- Harlingen—
- KGMT-TV (4) ABC, CBS, DuM; Pearson; 31,300
- Houston—
- KNUS-TV (30) DuM; Forjoe; 58,086
- KBPRC-TV (3) ABC, CBS, NBC, DuM; Petry; 300,000
- KFTH (23), 1/8/53-Unknown
- KHUT (9) 281,500
- KXYZ-TV (30), 6/18/53-Unknown
- Houston To Co. (42), Initial Decision 1/14/53
- Longview—
- KTVL (13) Forjoe; 16,100
- Lubbock—
- KCBD-TV (11) ABC, NBC, Pearson; 42,561
- KFAB-TV (13) CBS; DuM; Avery-Knode; 42,561
- KFYV-TV (5) Kats; 5/7/53-Unknown
- Lufkin—
- KTRE-TV (9) Verand; 2/11/53-Fall ’54
- Marshall—
- KMSL (10), 6/33/53-Unknown
- Midland—
- KMID-TV (2) NBC; Verand; 26,000
- San Angelo—
- KFEL-TV (8) CBS; Verand; 20,063
- San Antonio—
- KALA (25), 2/28/53-Unknown
- KGTV (5) ABC, CBS, DuM; Katz; 181,870
- WOAI-TV (4) NBC; Petry; 181,870
- Sweetwater—
- KPAB-TV (18) CBS; Avery-Knode; 8/28/53-Unknown
- Temple—
- KCEN-TV (8) ABC, CBS; DuM; Verand; 85,107
- Tyler—
- KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,350
- Lucille Ross Lansing (7) 1/27/54-Unknown
- Victoria—
- KNVL (18) Best; 2/28/53-Unknown
- Waco—
- KAMX-TV (34) ABC; Pearson; 30,046
- Waco—
- KIRQ-TV, DuM; Raymer; 1/17/53-2/3/54 (granted STA Jan. 18)
- Wichita Falls—
- KFDX (3) ABC, NBC; Raymer; 44,000
- KWTX-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo—
- KVOO-TV (11), 12/2/53-Unknown
- Salt Lake City—
- KDLV-TV (4) NBC; Blair; 153,100
- KSL-TV (5) ABC, CBS, DuM; CBS Spot Sla.; 153,100
- KUTV (2) ABC; Hollinger; 3/8/53-8/15/54

VERMONT

Montpelier—
- WCAX Bcast. Corp. (3), Initial Decision 10/2/53

VIRGINIA

Danville—
- WBTM-TV (10) Hollinger; 12/18/52-2/11/54 (granted STA Jan. 7)
- Hampton (Norfolk)—
- WVEC-TV (15) NBC; Rambeau; 76,260
- Harrisonburg—
- WSHV-TV (13) NBC; Devney; 68,788
- Lynchburg—
- WTVQ-TV (3) ABC; DuM; Feltis; 82,100
- WVEC-TV (18) See Hampton
- Richmond—
- WCVY (29), 12/2/53-Unknown
- WTVR (4) ABC, CBS, NBC, DuM; Blair; 452,134
- Roanoke—
- WLSV-TV (10) NBC; Avery-Knode; 355,374

WASHINGTON

Bellingham—
- KVOY-TV (12) Forjoe; 33,261
- Seattle—
- KING-TV (5) ABC; Blair; 323,400
- KOMO-TV (4) NBC; Hollinger; 325,400
- KQW-TV (9), 10/28/53-9/25/54
- Spokane—
- KGQ-TV (6) ABC, NBC; Katz; 52,796
- KXLY-TV (4) CBS, DuM; Walker; 40,676
- Tacoma—
- KOJO-TV (13) Bransham; 323,400
- KNTV-TV (11) CBS, DuM; Weed; 321,400
- Vancouver—
- KYAN-TV (11), 9/25/53-Unknown

Yakima—
- KIMA-TV (27) CBS; Weed; 14,733

WEST VIRGINIA

Beckley—
- WBOV (21), 6/25/53-Unknown
- Charleston—
- WVTN-TV (9) ABC, DuM; Weed 32,000
- The Terney Co. (4) Bransham; 2/11/54-May ’54
- Clarksburg—
- Ohio Valley Bcast. Corp. (12) Bransham; 6/11/54-9/1/54
- Fairmont—
- WVSZ (6) ABC, DuM; Gili-Perta; 7/1/53-3/25/54
- Huntington—
- WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 215,000
- Parkersburg—
- WATP (15) ABC, DuM; Forjoe; 20,000
- Wheeling—
- WLTV (51), 12/11/53-Unknown
- WTRF-TV (7) NBC; Hollinger; 451,500

WISCONSIN

Eau Claire—
- WEOY-TV (13) ABC, NBC, DuM; Hollinger; 54,520
- Green Bay—
- WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,383
- La Crosse—
- WKEF (8) CBS, NBC; Raymer; 10/28/53-7/1/54
- La Crosse To Corp. (38), 12/11/53-9/1/54
- Madison—
- WKOW-TV (111), 10/17/53-Unknown
- WKOW-TV (27) CBS; Headley-Reed; 35,000
- WMTV (33) ABC, DuM; Meeker; 32,000
- Milwaukee—
- WMBG-TV (11), 11/8/53-Unknown
- Milwaukee—
- WCAY-TV (25) CBS; Rosenman; 256,640
- Worny-TV (19) ABC, DuM; H-B; 256,640
- WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 441,930
- Neenah—
- WITV (42) George Clark
- Oshkosh—
- WOSH-TV (41) Headley-Reed; 17,668
- Superior—
- WDSM-TV (8) CBS; Free & Peters; 10/14/53-3/25/54 (granted STA Feb. 9)
- Wausau—
- WJST (16) E. O’Kinsti (16) Rambeau; 2/10/54-7/1/54

WYOMING

Cheyenne—
- KSFV (2), 5/14/53-Unknown
- Cheyenne—
- KPRC-TV (3) CBS; Hollinger; 1/23/53-3/15/54

ALASKA

Anchorage—
- KFIA (5) ABC, CBS; Weed
- KTVN (11) NBC; DuM; Feltis
- Fairbanks—
- KFIF (3) ABC, CBS; 1/1/53-Spring ’54

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.

Broadcasting • Telecasting
**HAWAII**

Honolulu:
- KGMB-TV (9) ABC, CBS; Free & Peters; 44,946.
- KONA (11) NBC, DuM; NBC Spot Slts: 41,000.
- KULA-TV (4) ABC: Henley-Reed; 5/14-5/31/54 (premer 2/4 Feb. 11).

**PUERTO RICO**

San Juan:
- WAPA-TV (4) NBC, DuM; Caribbean Networks; 9/12-9/26/54.
- WRAQ-TV (9) Inter-American; 1/26/54-3/1/54.

**CANADA**

Londonderry:
- CFTV (10) Montreal.
- CHFT (3) 151,005.
- CHMY (5) 154,005.
- CHOT (4) 10,100.
- CKSO-TV (5) 4,208.

**UPCOMING**

**FEBRUARY**

Feb. 22-24: NCAA TV committee holds hearings on controlled football TV plan, New York (hotel not yet announced).

**MARCH**

March 5-7: High Fidelity Fair, Hotel Harrington, Washington, D. C.
March 5-7: National Federation of Advertising Agencies, Hotel Statler, Los Angeles.
March 18 (tentative): Composers Guild of America, simultaneous general meeting in New York and Hollywood to ratify constitution and by-laws.
March 21: Third rally of RFTA reps making military equipment, Roosevelt Hotel, New York.
March 22-24: Canadian Assn. of Radio-TV Broadcasters, Chateau Frontenac, Quebec City.
March 22: Kentucky Broadcasters Assn., spring meeting, Hotel Seelbach, Louisville.
March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

**APRIL**

April 1: Comments due on FCC proposed license fees.
April 4: Kansas Assn. of Radio Broadcasters, Baker Hotel, Hutchinson.
April 4-6: American Public Relations Assn., Hotel Biltmore, New York.
April 2-16: Ohio State U. Institute for Education by Radio-TV, Columbus.
April 6: Nebraska Broadcasters Assn., Hotel Padlock, Beatrice.
April 11: Replies due to comments on FCC proposed license fees.
April 19: Advertising seminar, Canadian Assn. of Radio-TV Broadcasters, Toronto.
April 22: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.
April 23-25: American Assn. of Women in Radio & Television, annual convention, Kansas City, Mo.
April 28: Brand Names Day.

**MAY**

May 5-7: IEI Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.
May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.
May 23: NARTB Convention, Palmer House, Chicago.
May 24-26: National Telemetering Conference, Hotel Morrison, Chicago.

**JUNE**

June 20-23: Advertising Federation of America, Boston.
June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

**AUGUST**


**SEPTEMBER**

Sept. 24-26: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

**OCTOBER**

Oct. 4-6: 10th National Electronics Conference, Hotel Sherman, Chicago.

**SPECIAL LISTING**

BMI Program Cliques
March 8: Albuquerque, N. M.; Austin, Tex.
March 9: Phoenix, Ariz.
March 10: Los Angeles; New Orleans
March 12: San Francisco; Jackson, Miss.
March 15: Vancouver, B. C.; Columbia, S. C.
March 17: Seattle; Winston-Salem, N. C.
March 22: Birmingham, Ala.; Nashville, Tenn.
March 24: Atlanta, Ga.; Louisville, Ky.
March 26: Orlando, Fla.; Huntington, W. Va.
March 28: Little Rock, Ark.; Minneapolis, Minn.
March 31: Oklahoma City; (city unnamed) Ohio
April 2: Jefferson City, Mo.; Jackson, Mich.
April 5: Hutchinson, Kan.; Altona, Pa.
April 7: Beatrice, Neb.; Camden, N. J.
April 9: Des Moines, Iowa; Washington, D. C. (D. C.-Md.)
April 12: Chicago; Hamilton, Ont.
April 13: Milwaukee, Wis.
April 14: Syracuse, N. Y.
April 16: Winnipeg, Man.
April 19: Regina, Sask.
April 21: Edmonton, Alta.
April 14: Amherst, N. B.; Butte, Mont.
April 16: Boston; (city unnamed) Idaho
April 18: Portland, Me.; Salt Lake City
April 21: Colorado Springs, Colo.
April 23: Huron, S. D.
April 25: (city unnamed) Indians

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GEORGE COLLIE, NATL. SALES MGR.

February 22, 1954 • Page 117
Mr. Duffy on Commercials

WHENEVER there is criticism of commercial practices on television, the temptation is to dismiss it as the work of, at worst, sworn enemies of the system or, at best, a hypersensitive minority. The criticism advanced Feb. 14 by Ben Duffy can hardly be classified as coming from either extreme.

As president of BBDO, Mr. Duffy represents television's biggest single customer. His agency spent $35 million in TV in 1953, according to BBDO estimates. Thus it must be acknowledged that he speaks as a knowledgeable critic of a system his company does much to support.

Mr. Duffy believes there are too many commercials. The profusion of commercials during and between programs is a disservice to public and advertisers alike. The sponsor of, say, a half-hour show finds the impact of his allotted three minutes of advertising diluted by the several spots for other advertisers that are wedged in before and after his show. The viewer finds the commercials generally disagreeable, not because any of them is in bad taste but because of the sheer number he must endure.

What Mr. Duffy's criticism implies is that too many telecasters are violating the commercial limitations in the television code to which they subscribe. It is not the first time that an important customer of television has observed such violations. Several months ago Sigurd S. Larnoon, president of Young & Rubicam, reported that his staff had detected wholesale flouting of the code's commercial provisions, and he called for a clean-up among telecasters. It may be worth noting that Mr. Larnoon's agency is TV's second biggest customer, having spent $34 million in the medium in 1953.

While it cannot be said that in the telecaster-agency relationship the latter is always right, neither can it be said he is always wrong. In this case, particularly, the weight of evidence supports the positions of the two biggest customers of television. Their complaints deserve attention and action.

Traffic Jam

TWOULD be difficult to imagine a more commendable purpose than that of the White House Conference on Highway Safety, which some 3,000 American leaders, including half a hundred broadcasters and telecasters, attended last week. The monstrous toll of highway accidents cries for corrective action.

But however laudable the purpose of the conference, its concept and procedures were open to criticism. To summon 3,000 people to a conference guaranteed the affair would degenerate into a bureaucratic maze of high-minded speeches and endless appointments of subcommittees in charge of drafting resolutions. The nature of the conference was best exemplified by the Wisconsin weekly newspaper publisher who, despite heroic searching, was unable to find his own panel meeting and so sat in with the telecasters at theirs.

Instead of dragging 3,000 busy executives to Washington for what amounted to a mass meeting, the cause of traffic safety would have been far better served by a much smaller assembly. In the case of radio and television, a committee of three could as well have represented those enterprises and set the pattern for a safety campaign.

Radio and television have been used with conspicuous success in major national education and communications efforts. They can do a job for traffic safety, but only if the campaign is planned in a practical way by practical broadcasters and telecasters, undistracted by the complications of an agenda so diverse and distended as that of the meeting last week.

Seeing the Error of Its Ways

THE CHANGED order at the FCC was never more pointedly demonstrated than in its handling of the Westinghouse multiple-ownership case during the last fortnight. It, in effect, confessed error and undid what it had perpetrated a week earlier.

Westinghouse, licensee of two television stations and an applicant for two others, found that three of the 20 directors of the parent company held minority interests in other broadcasting properties. Not one of the three sat on the board of Westinghouse Broadcasting Co., wholly-owned subsidiary.

To make certain where it stood—in the light of the existing five station ownership limitation in TV—Westinghouse asked the FCC for a ruling. By a surprising split vote, the Commission first held that Westinghouse was in violation. It held the consequent and indirect interests of the three directors constituted "common control" within the meaning of the rules.

Westinghouse promptly petitioned for reconsideration, seeking a waiver until the whole question of multiple ownership could be reviewed, notably in the light of the pending Storer Broadcasting Co. litigation. In the original action, Comr. Doerfer held the FCC's action was unreasonable and, in his judgment, invalid. Comr. Sterling asked that it be deferred pending study as well as the outcome of the litigation.

It is to the credit of the Commission that it saw its error. Under former auspices, it could have happened, but never did.

The proposed rule, if adhered to the letter, probably would mean that no individual holding a share (the rule says 1%) of stock in any company having five tv licenses (NBC, ABC, Storer) could hold an interest in any other company having even a single tv license.

Dick Doherty's NARTB Legacy

HISTORICALLY, trade associations have been regarded as executive training schools. A specialist in a given pursuit customarily serves a tenure and then steps into an executive position in the same field. It has been much the same way in government too—except perhaps for the foreign service.

Ordinarily the resignation of Richard P. Doherty as labor vice president of NARTB would have occasioned little surprise. But it did, because Dick Doherty, in these past eight years, had established an identity that was synonymous with that trade association. Moreover, in the past few years, NARTB itself had acquired a stability that defied the old stepping-stone theory—this under the wise and efficient direction of President Harold E. Fellows.

Dick Doherty leaves March 1 to hang out his shingle as the head of his own management consultant firm, headquartered in Washington. Hence, his talents as a labor relations counsellor and advisor to radio and television ownership and management are not lost to the field.

During his NAB-NARTB service, Dick Doherty gave to trade association activity a new dimension. He joined NARTB when broadcasters were faced with perplexing and horrendous labor problems. That they were able to cope with virtually all of them without undue distress is attributable to the patterns established by Mr. Doherty, buttressed by economic data the unions could not break down. In 1949, a survey disclosed that NARTB members regarded Dick Doherty's employee-employer department activities as the most valuable of the services performed by NARTB.

Mr. Doherty enters private business with the good wishes of all those who had occasion to observe his work—and benefit from it—during eight exciting years. He should do well as a private counsellor.
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